



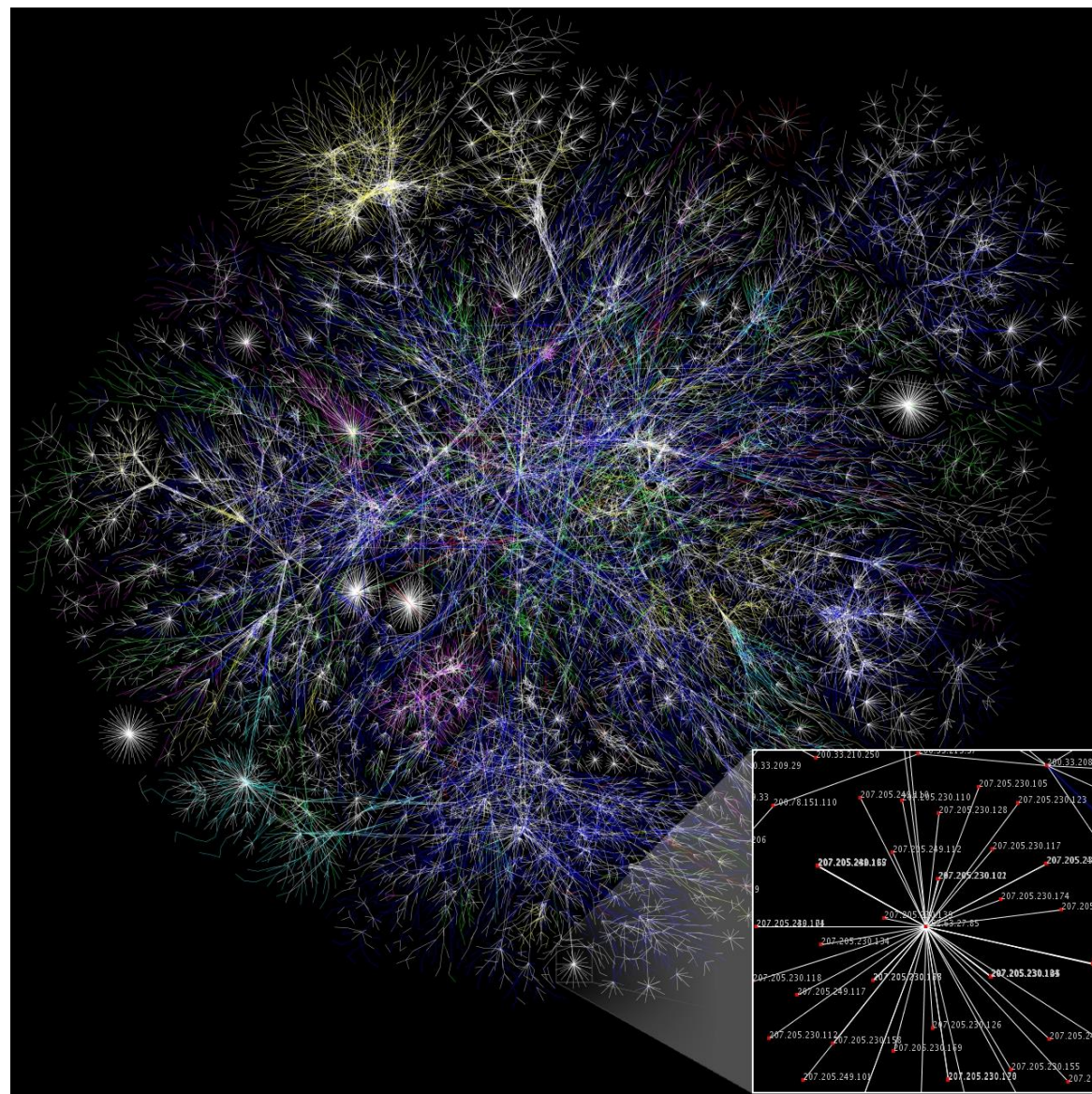
AKADEMIA GÓRNICZO-HUTNICZA
IM. STANISŁAWA STASZICA W KRAKOWIE
AGH UNIVERSITY OF KRAKOW

Internet

Historia i współczesność

Tomasz Bartuś
Wydział Geologii, Geofizyki i Ochrony Środowiska
Katedra Geologii Ogólnej i Geoturystyki

Zbiór sieci rozległych stanowiących globalną sieć komputerową.



ARPANET

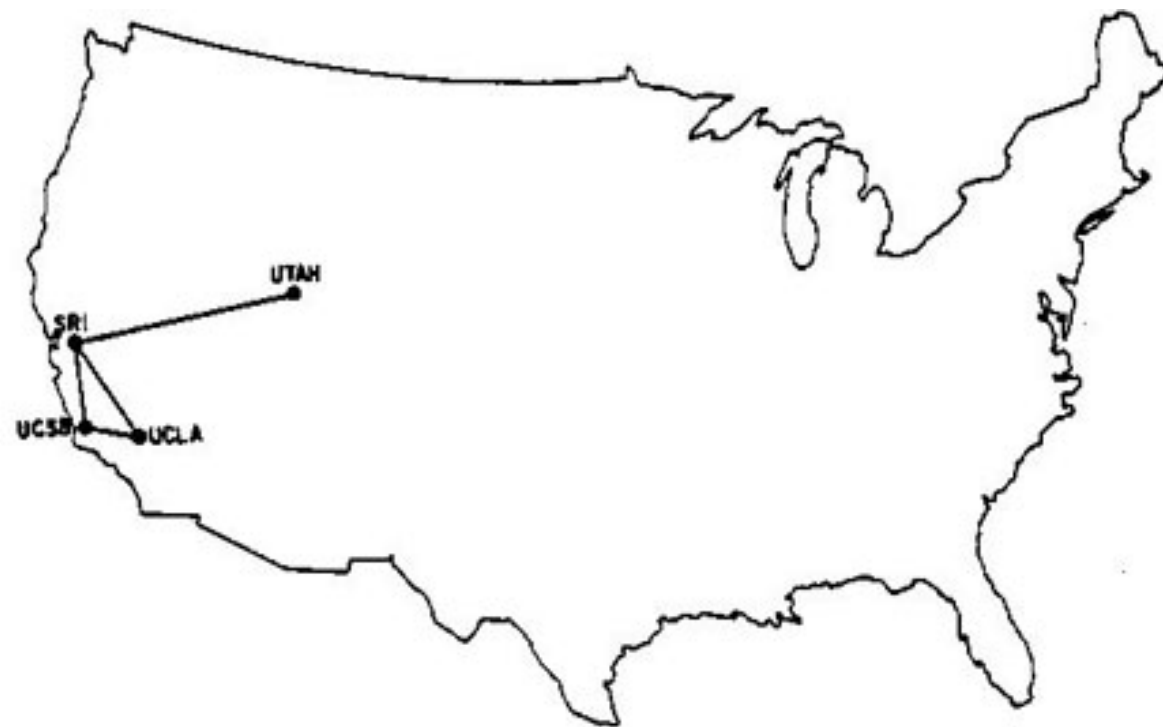
29 września 1969 roku, w Uniwersytecie Kalifornijskim w Los Angeles, a wkrótce potem w trzech następnych uniwersytetach zainstalowano w ramach eksperymentu finansowanego przez **ARPA*** pierwsze węzły sieci **ARPANET**.

UCLA – *Uniwersytet Los Angeles*

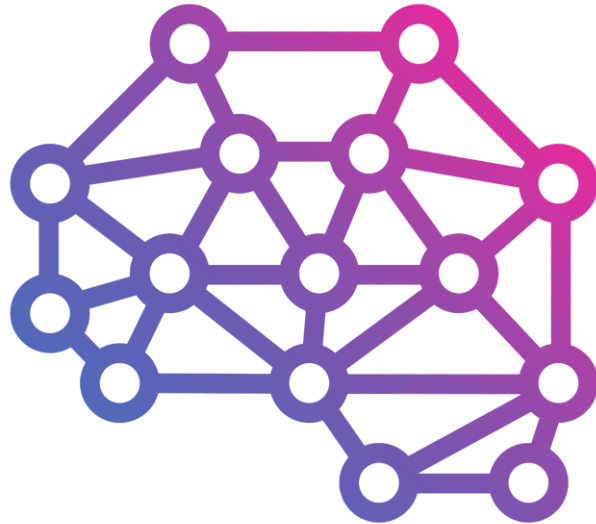
UCSB – *Uniwersytet Santa Barbara*

SRI – *Stanford Research Institute*

UTAH – *Uniwersytet Utah*



ARPANET



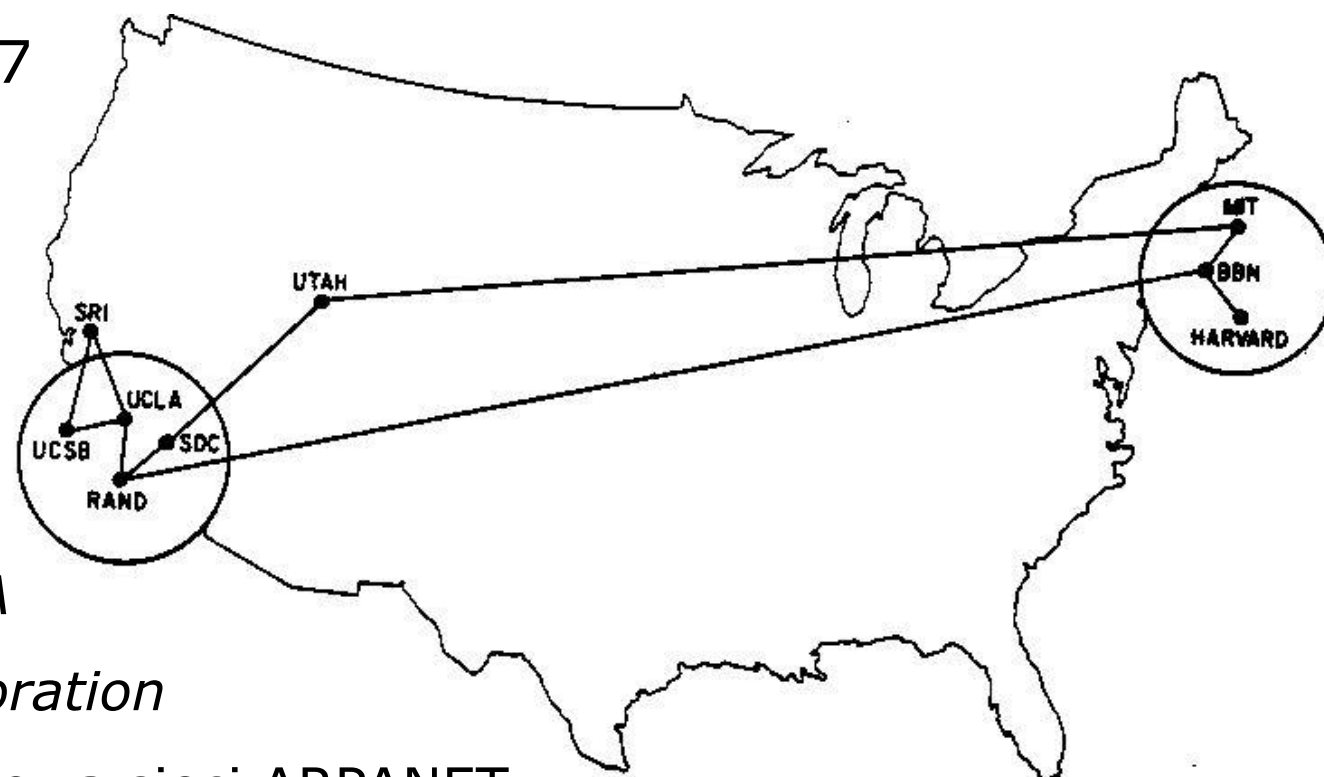
Eksperyment miał zbadać możliwość zbudowania sieci komputerowej bez wyróżnionego punktu centralnego, która mogłaby funkcjonować nawet pomimo uszkodzenia pewnej jej części.

Postanowiono więc wypróbować zaproponowaną kilka lat wcześniej przez **RAND Corporation** (kolejną instytucję związaną z badaniami wojskowymi) koncepcję sieci rozproszonej.

ARPANET

W ciągu następnych lat sieć była rozbudowywana, w pracach nad nią brała udział coraz większa liczba naukowców z różnych ośrodków.

1977



RAND – *Agencja Dep. Obrony USA*

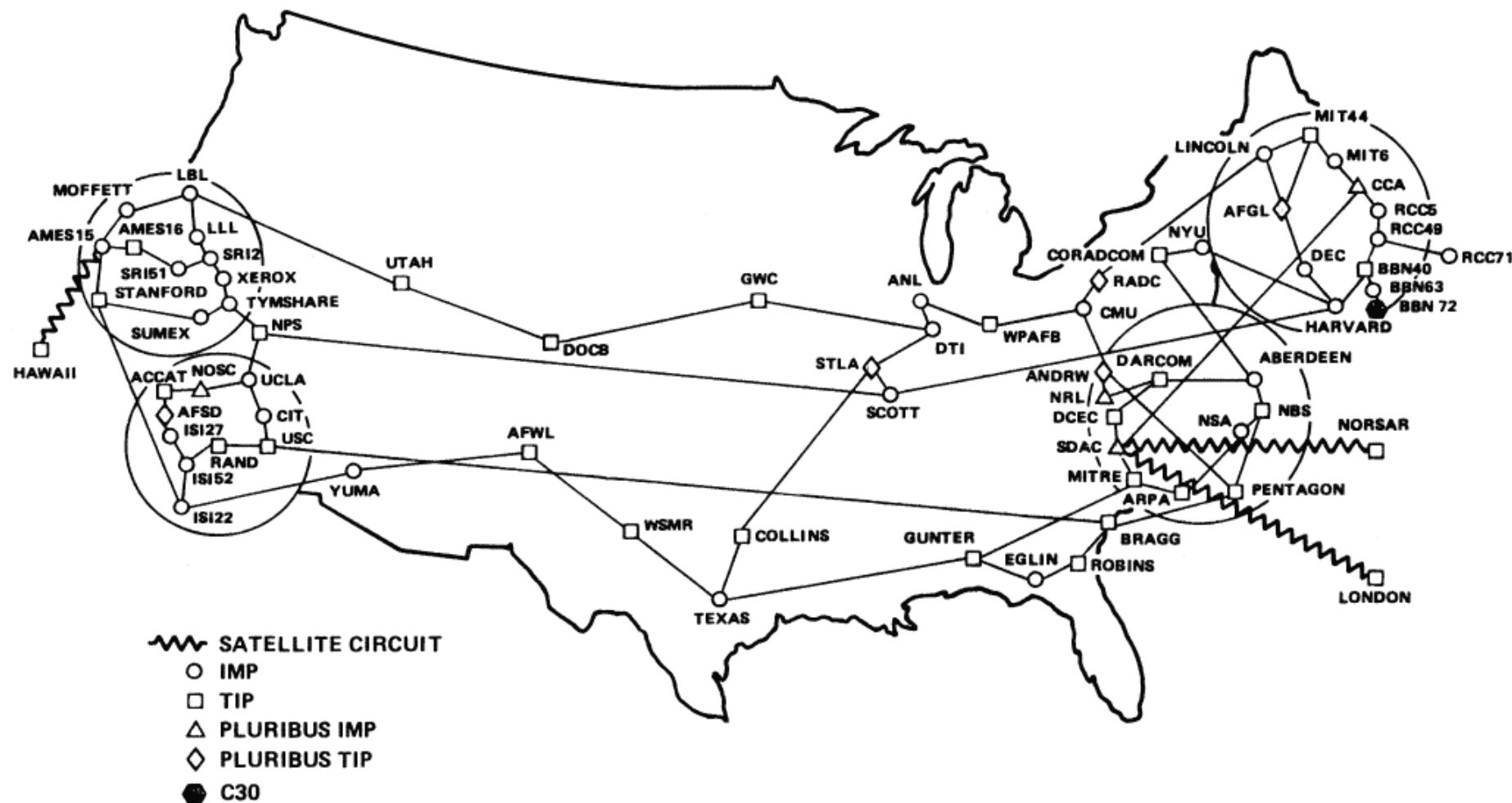
SDC - *System Development Corporation*

BBM – firma zajmująca się rozbudową sieci ARPANET

HARVARD - *Uniwersytet Harvarda*

ARPANET

ARPANET GEOGRAPHIC MAP, OCTOBER 1980



(NOTE: THIS MAP DOES NOT SHOW ARPA'S EXPERIMENTAL SATELLITE CONNECTIONS)
 NAMES SHOWN ARE IMP NAMES, NOT (NECESSARILY) HOST NAMES



DIGITAL 2025

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

we
are
social

 Meltwater

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



we
are
social

8.20
BILLION

URBANISATION

58.1%

UNIQUE MOBILE
PHONE SUBSCRIBERS



Meltwater

5.78
BILLION

vs. POPULATION

70.5%

INDIVIDUALS USING
THE INTERNET



KEPIOS

5.56
BILLION

vs. POPULATION

67.9%

SOCIAL MEDIA
USER IDENTITIES



5.24
BILLION

vs. POPULATION

63.9%

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL
POPULATION



+0.9%

YEAR-ON-YEAR CHANGE
+70 MILLION

UNIQUE MOBILE
PHONE SUBSCRIBERS



+2.0%

YEAR-ON-YEAR CHANGE
+112 MILLION

INDIVIDUALS USING
THE INTERNET



+2.5%

YEAR-ON-YEAR CHANGE
+136 MILLION

SOCIAL MEDIA
USER IDENTITIES



+4.1%

YEAR-ON-YEAR CHANGE
+206 MILLION

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

NOTE: THE UNITED NATIONS PUBLISHED SIGNIFICANT REVISIONS TO ITS POPULATION DATA IN JULY 2024, SO VALUES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS



TOTAL
POPULATION



8.20
BILLION

FEMALE
POPULATION



49.7%

MALE
POPULATION



50.3%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.9%
+70 MILLION

MEDIAN AGE OF
THE POPULATION



30.9

URBAN
POPULATION



58.1%

POPULATION DENSITY
(PEOPLE PER KM²)



63.1

OVERALL LITERACY
(ADULTS AGED 15+)



87.4%

FEMALE LITERACY
(ADULTS AGED 15+)



84.1%

MALE LITERACY
(ADULTS AGED 15+)



90.6%

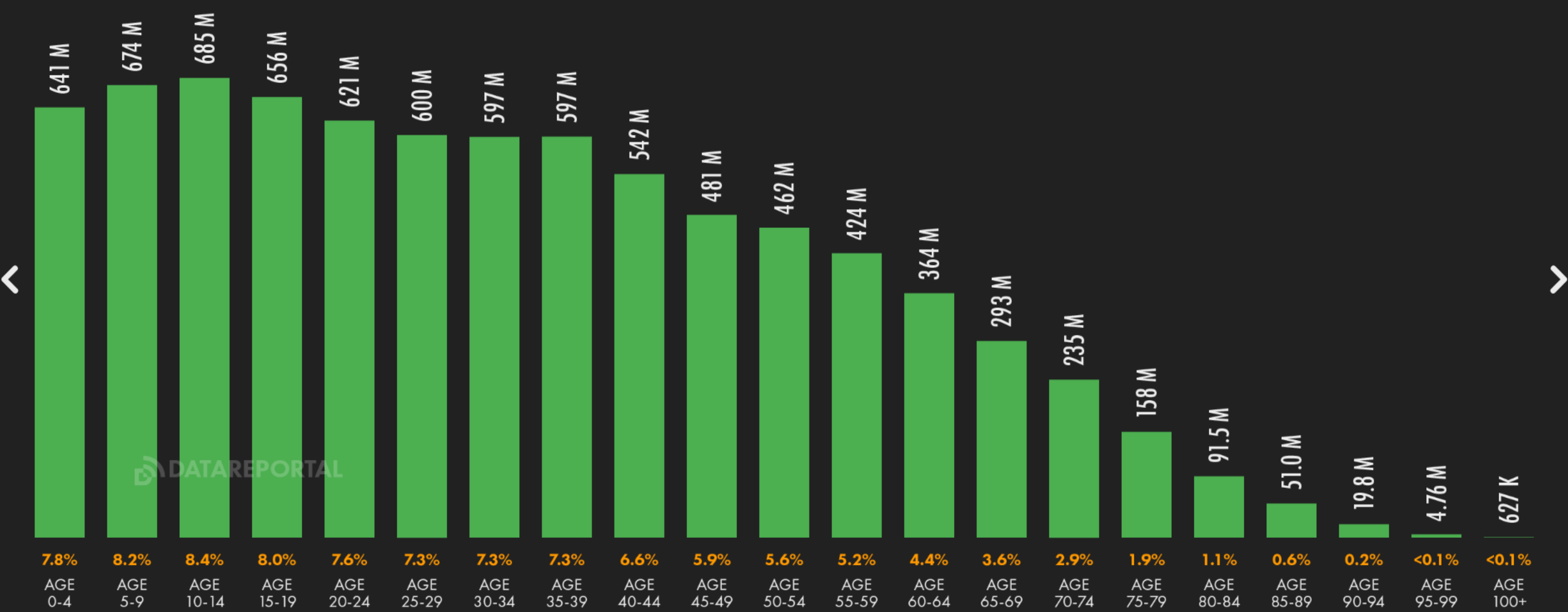
AGE DISTRIBUTION OF THE GLOBAL POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE GLOBAL POPULATION

NOTE: THE UNITED NATIONS PUBLISHED SIGNIFICANT REVISIONS TO ITS POPULATION DATA IN JULY 2024, SO VALUES SHOWN HERE ARE **NOT** DIRECTLY COMPARABLE WITH VALUES SHOWN IN PREVIOUS REPORTS



GLOBAL OVERVIEW



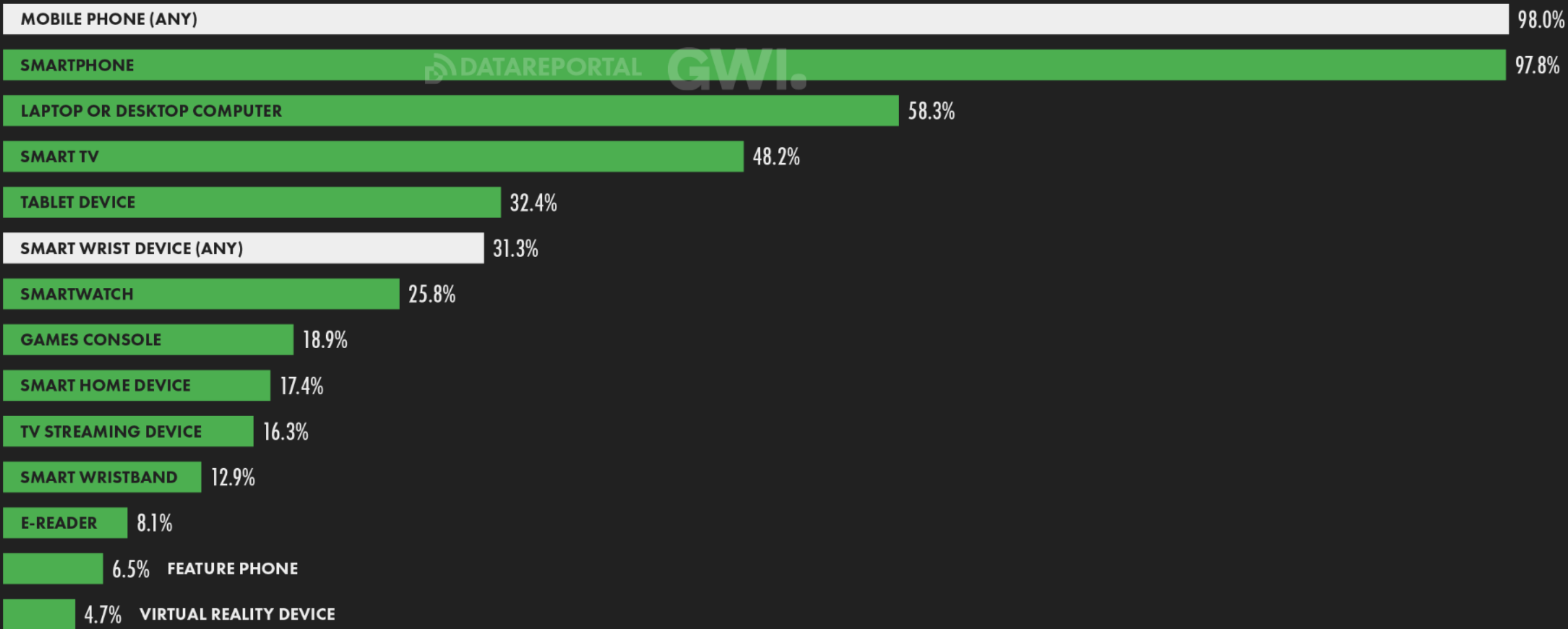


MEDIA & DEVICES

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DEVICE OWNERSHIP

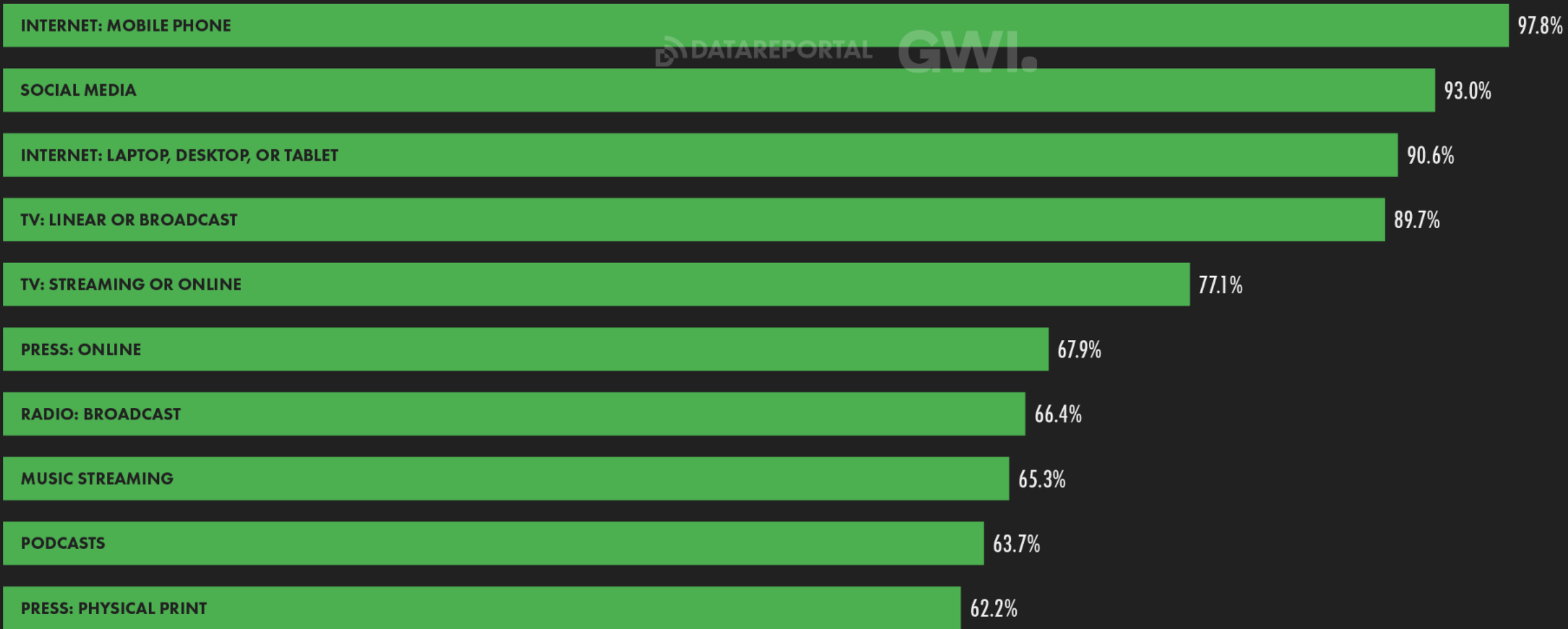
PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN EACH KIND OF DEVICE



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MEDIA USE

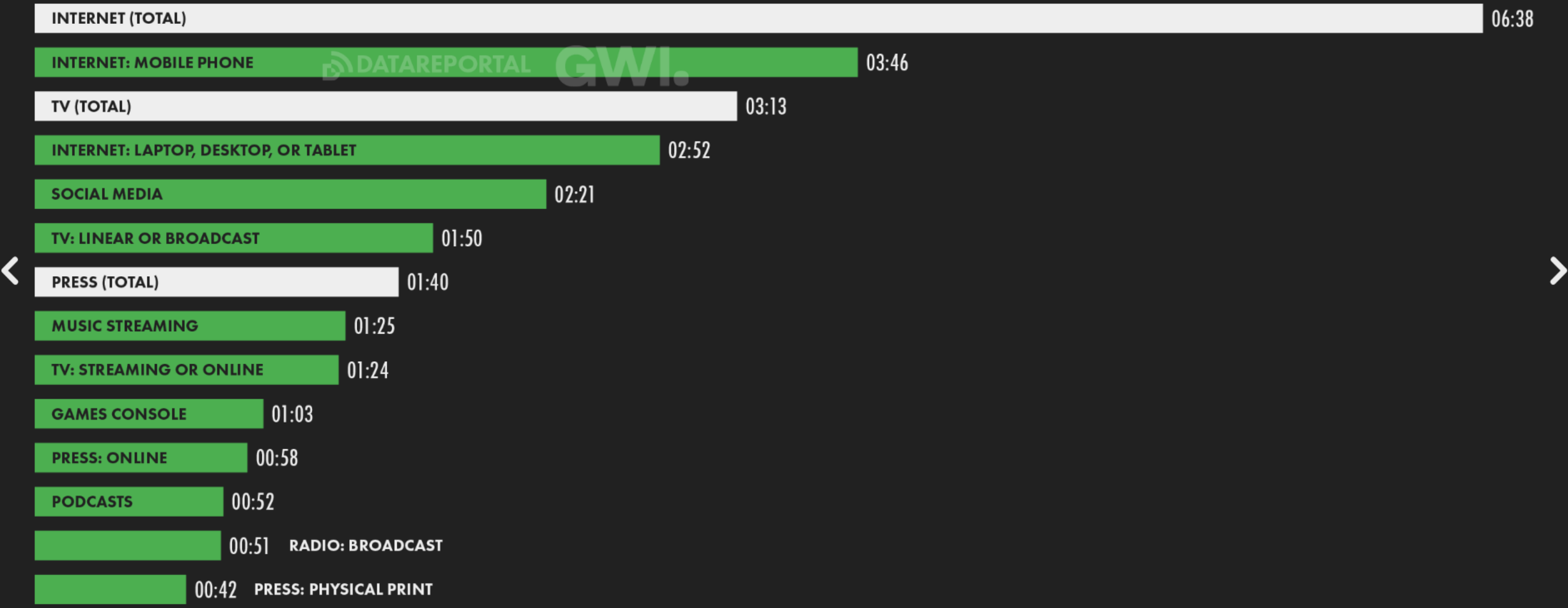
THE PERCENTAGE OF **INTERNET USERS AGED 16+** WHO CONSUME EACH MEDIA TYPE



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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT **INTERNET USERS AGED 16+** SPEND WITH EACH MEDIUM OR DEVICE EACH DAY



MOBILE CONNECTIVITY

ADOPTION AND USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



NUMBER OF UNIQUE
MOBILE SUBSCRIBERS
(ANY TYPE OF HANDSET)



5.78
BILLION

UNIQUE MOBILE
SUBSCRIBERS AS A PERCENTAGE
OF THE TOTAL POPULATION



70.5%



ANNUAL CHANGE IN
THE NUMBER OF UNIQUE
MOBILE SUBSCRIBERS



+2.0%
+112 MILLION



CELLULAR MOBILE
CONNECTIONS
(EXCLUDING IOT)



8.78
BILLION

ANNUAL CHANGE IN THE
NUMBER OF CELLULAR
CONNECTIONS (EX. IOT)



+2.2%
+190 MILLION

NUMBER OF
UNIQUE CELLULAR
DATA SUBSCRIBERS



4.74
BILLION

ANNUAL CHANGE IN
THE NUMBER OF UNIQUE
CELLULAR DATA SUBSCRIBERS



+2.5%
+114 MILLION



TOTAL NUMBER OF
BROADBAND MOBILE
CONNECTIONS



8.31
BILLION

NUMBER OF BROADBAND MOBILE
CONNECTIONS AS A PERCENTAGE
OF TOTAL MOBILE CONNECTIONS



94.6%

AVERAGE NUMBER OF
MOBILE CONNECTIONS PER
UNIQUE MOBILE SUBSCRIBER



1.52

SOURCE: GSMA INTELLIGENCE. NOTES: CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. CONNECTION FIGURES MAY EXCEED FIGURES FOR POPULATION AND UNIQUE SUBSCRIBERS DUE TO MULTIPLE CONNECTIONS PER PERSON. COMPARABILITY: REGULAR BASE REVISIONS. SEE NOTES ON DATA. POTENTIAL MISMATCHES: FIGURES FOR UNIQUE CELLULAR DATA SUBSCRIBERS MAY NOT MATCH FIGURES FOR MOBILE INTERNET USE SHOWN ELSEWHERE IN THIS REPORT DUE TO FACTORS SUCH AS THE USE OF WI-FI NETWORKS ON MOBILE DEVICES.

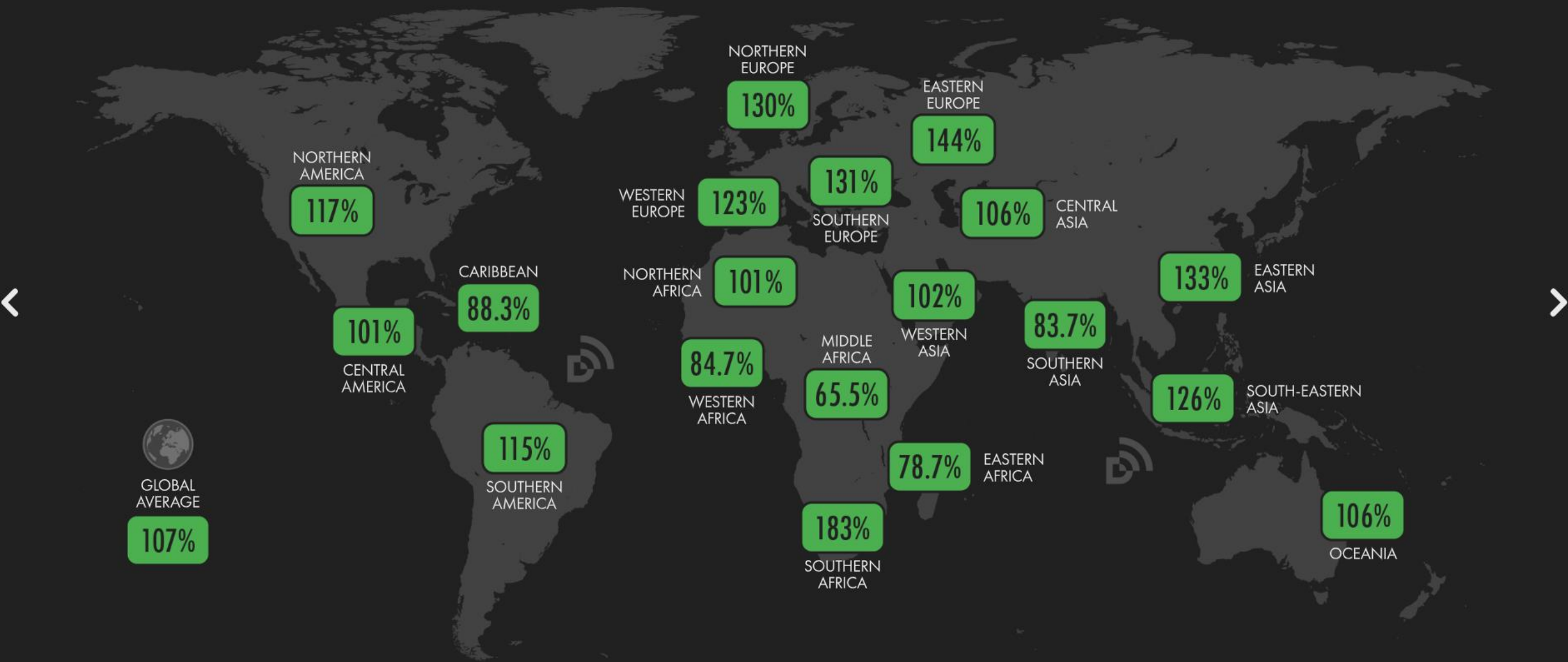
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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW

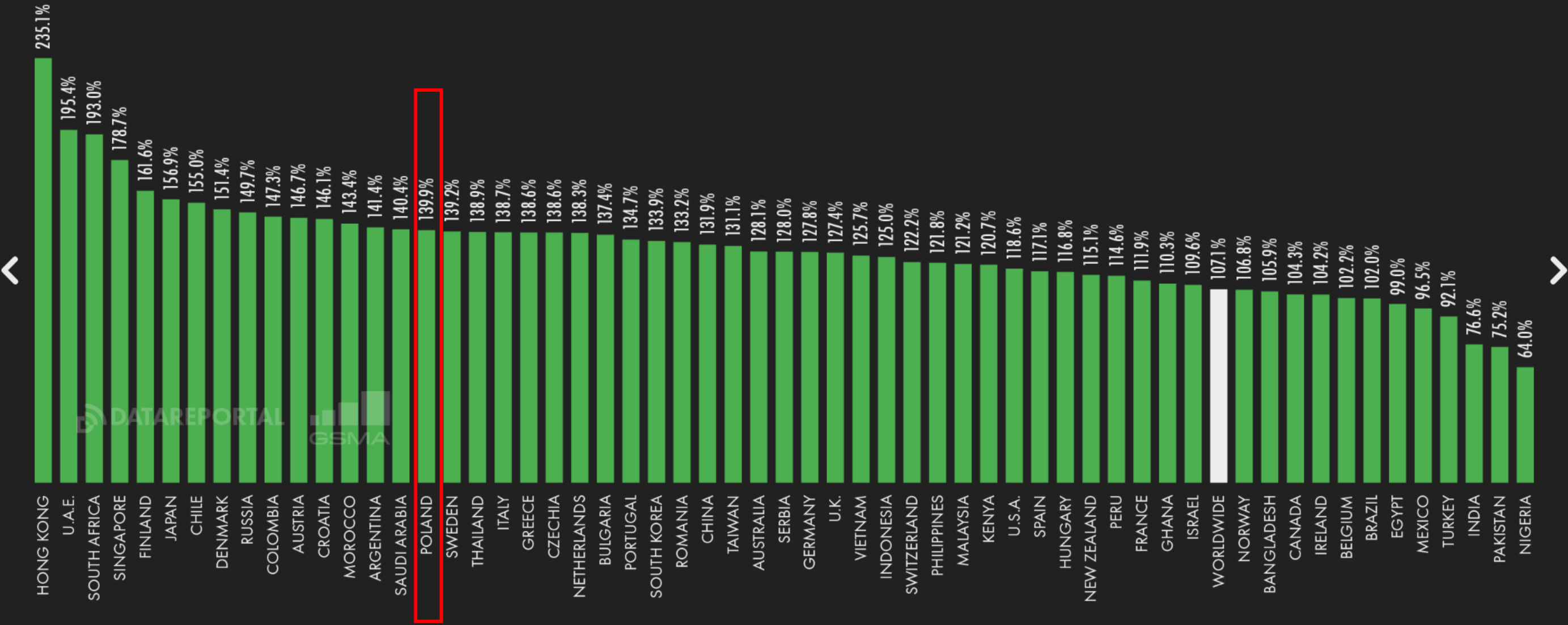


MOBILE CONNECTIVITY

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



GLOBAL OVERVIEW



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CONNECTED DEVICES

NUMBER OF CONNECTED DEVICES AROUND THE WORLD BY TYPE, AND EACH TYPE'S SHARE OF TOTAL CONNECTED DEVICES



GLOBAL OVERVIEW

FIXED
PHONES



KEPIOS

770
MILLION

SHARE OF CONNECTIONS

2.3%

MOBILE PHONES
(ANY TYPE)



Meltwater

8.65
BILLION

SHARE OF CONNECTIONS

25.8%

PCS, LAPTOPS
AND TABLETS



we are social

1.73
BILLION

SHARE OF CONNECTIONS

5.2%

SHORT-RANGE
IOT DEVICES



we are social

17.4
BILLION

SHARE OF CONNECTIONS

51.9%

WIDE-AREA
IOT DEVICES



Meltwater

4.93
BILLION

SHARE OF CONNECTIONS

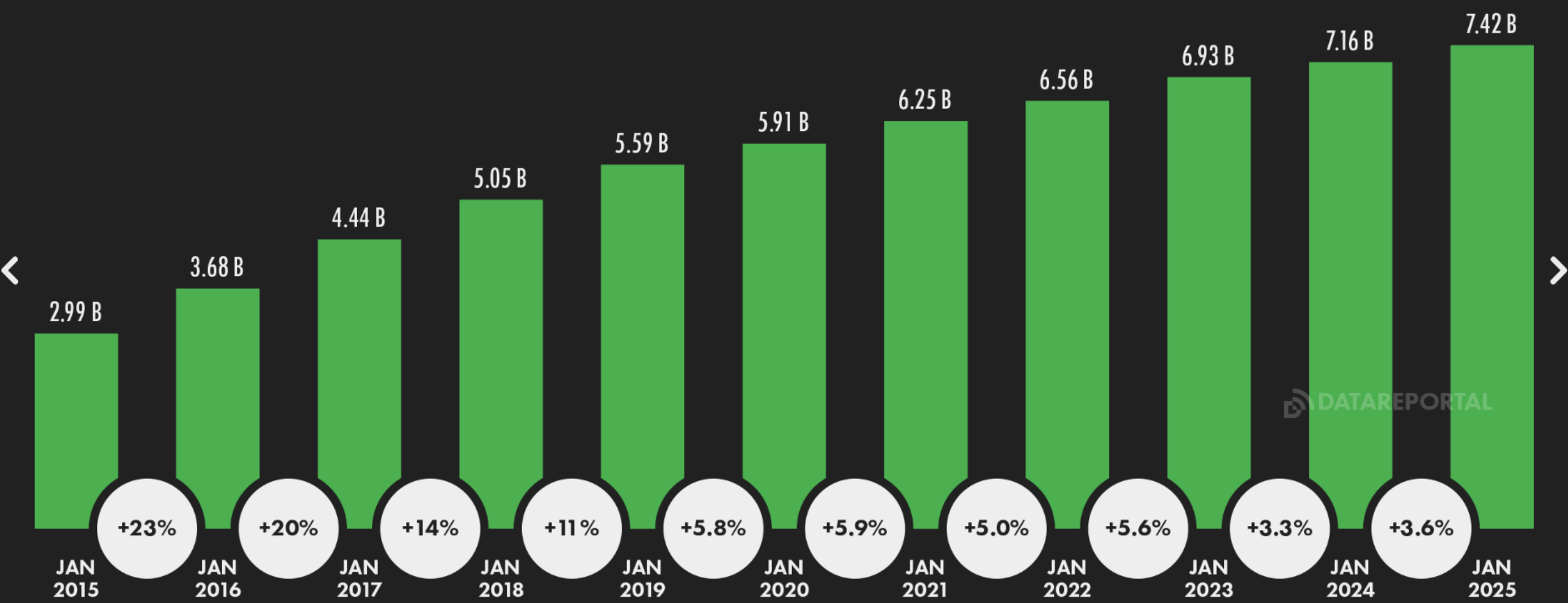
14.7%

NUMBER OF SMARTPHONES IN USE

NUMBER OF SMARTPHONE HANDSETS IN USE AROUND THE WORLD



GLOBAL OVERVIEW



DATA REPORTAL



INTERNET USE

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



INDIVIDUALS
USING THE
INTERNET



5.56
BILLION

INDIVIDUALS USING THE
INTERNET AS A PERCENTAGE
OF TOTAL POPULATION



67.9%
YOY: +1.6% (+109 BPS)

YEAR-ON-YEAR CHANGE IN
THE NUMBER OF INDIVIDUALS
USING THE INTERNET



+2.5%
+136 MILLION

PERCENTAGE OF THE
TOTAL FEMALE POPULATION
THAT USES THE INTERNET



65.7%
YOY: +3.7% (+232 BPS)

PERCENTAGE OF THE
TOTAL MALE POPULATION
THAT USES THE INTERNET



70.0%
YOY: +2.7% (+181 BPS)

AVERAGE DAILY TIME
SPENT USING THE INTERNET
BY EACH INTERNET USER



6H 38M
YOY: -0.4% (-2 MINS)

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE PHONES



96.3%
YOY: -0.2% (-20 BPS)

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA LAPTOPS AND DESKTOPS



61.5%
YOY: -0.5% (-30 BPS)

PERCENTAGE OF THE
TOTAL URBAN POPULATION
THAT USES THE INTERNET



82.7%
YOY: +3.6% (+289 BPS)

PERCENTAGE OF THE
TOTAL RURAL POPULATION
THAT USES THE INTERNET



47.4%
YOY: +2.8% (+130 BPS)

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INTERNET USE TIMELINE

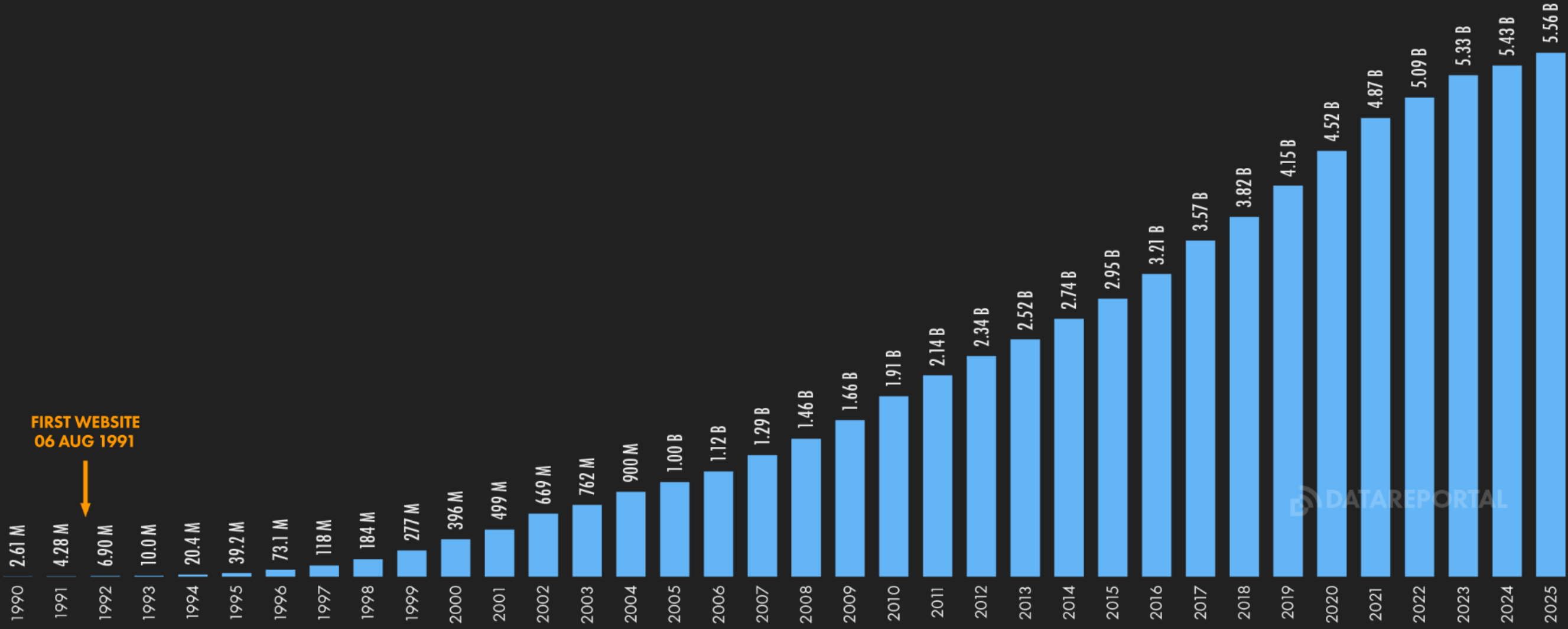
NUMBER OF INDIVIDUALS USING THE INTERNET OVER TIME



GLOBAL OVERVIEW



FIRST WEBSITE
06 AUG 1991

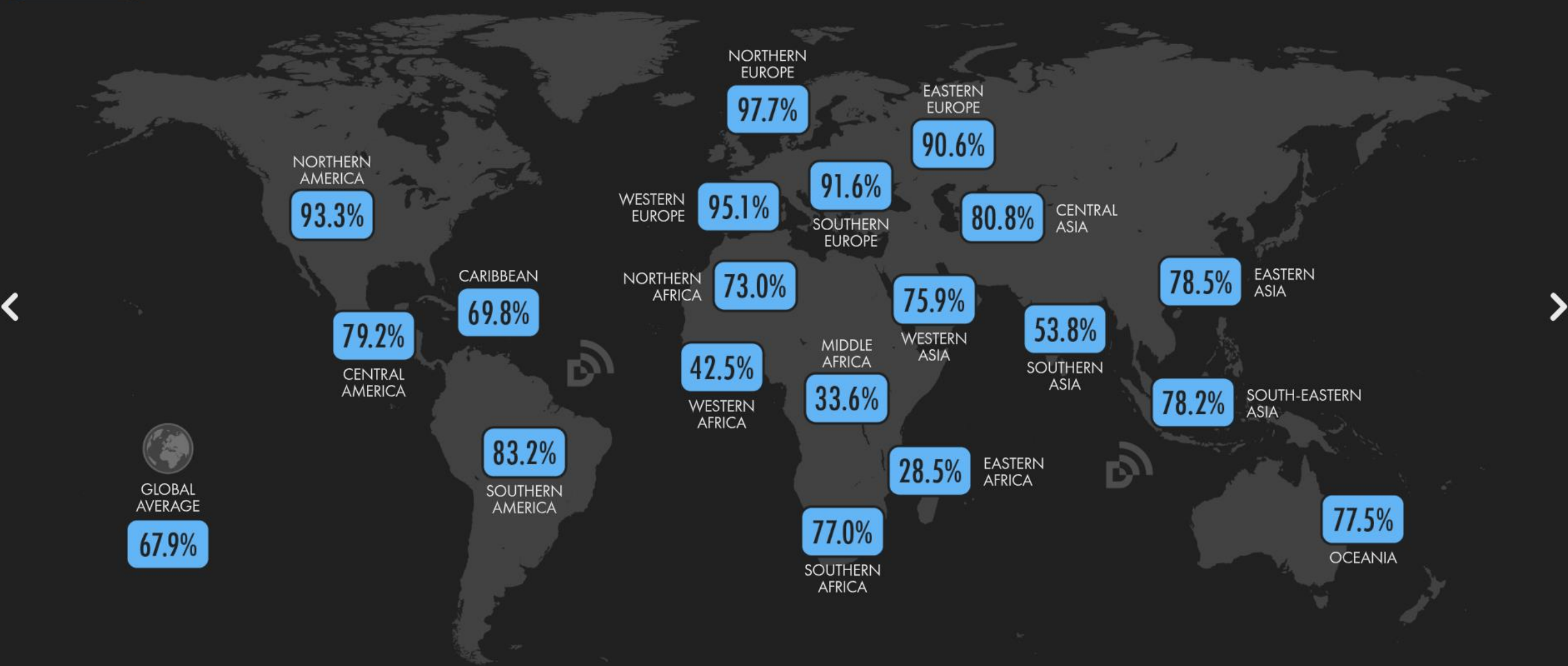


DATA REPORTAL

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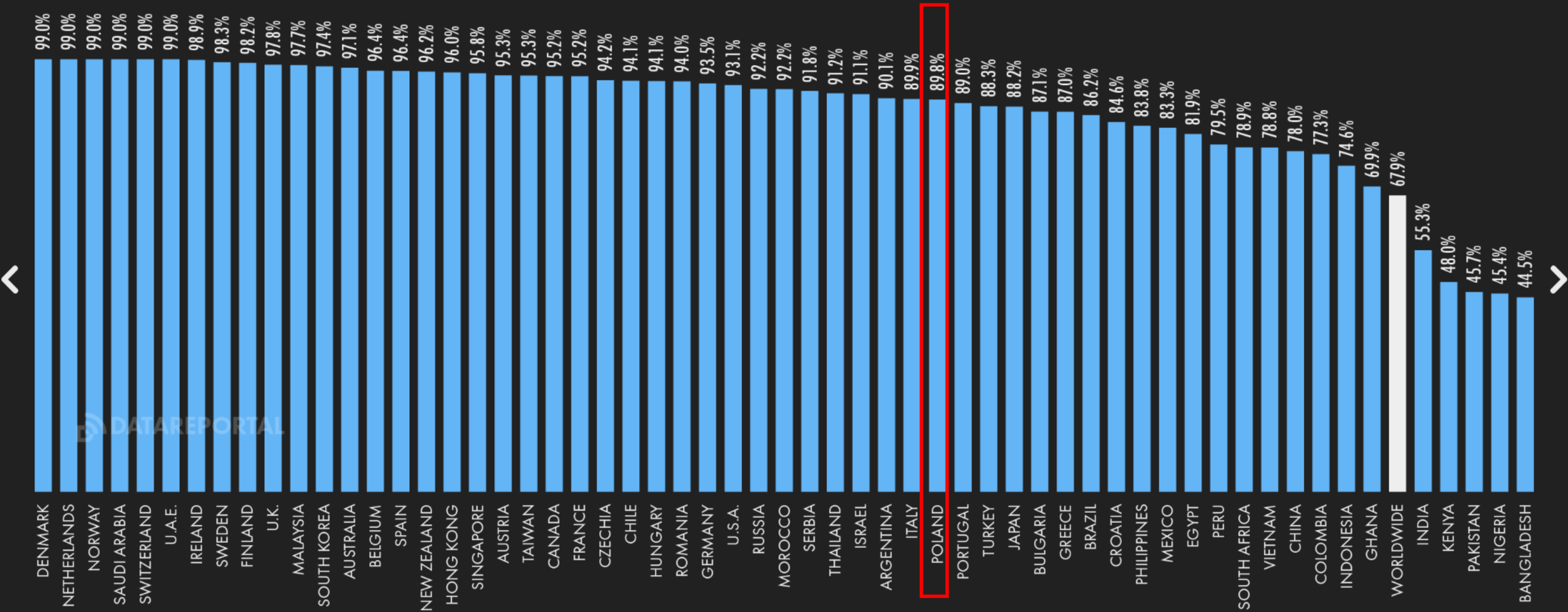
INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



INTERNET ADOPTION

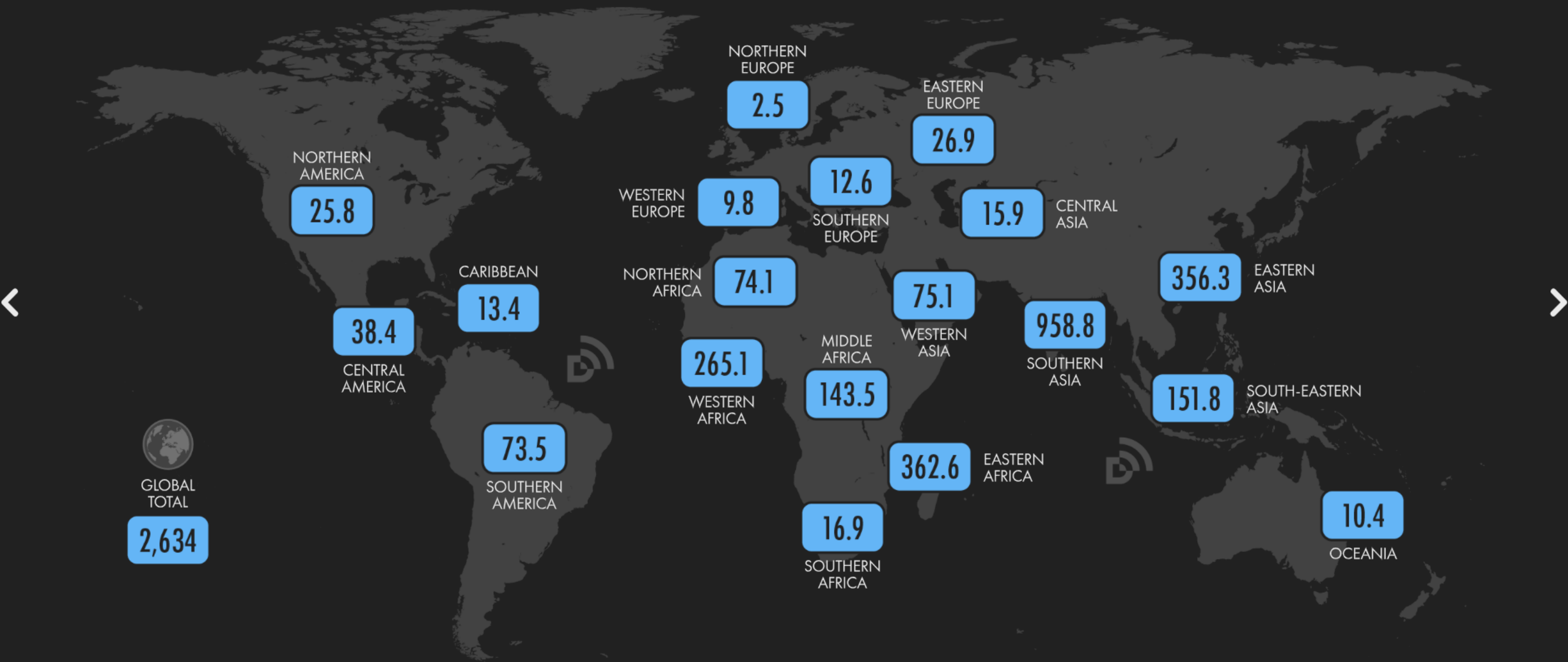
INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



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UNCONNECTED POPULATIONS

NUMBER OF INDIVIDUALS (IN MILLIONS) WHO DO NOT USE THE INTERNET



UNCONNECTED POPULATIONS

COUNTRIES AND TERRITORIES WITH THE LARGEST UNCONNECTED POPULATIONS AND THE LOWEST LEVELS OF INTERNET ADOPTION



ABSOLUTE: LARGEST UNCONNECTED POPULATIONS

#	LOCATION	UNCONNECTED INDIVIDUALS	% OF POP. OFFLINE
01	INDIA	651,619,000	44.7%
02	CHINA	311,901,000	22.0%
03	PAKISTAN	137,453,000	54.3%
04	NIGERIA	128,323,000	54.6%
05	ETHIOPIA	105,209,000	78.7%
06	BANGLADESH	96,908,000	55.5%
07	DEM. REP. OF THE CONGO	77,059,000	69.4%
08	INDONESIA	72,172,000	25.4%
09	TANZANIA	49,305,000	70.9%
10	UGANDA	36,514,000	72.0%

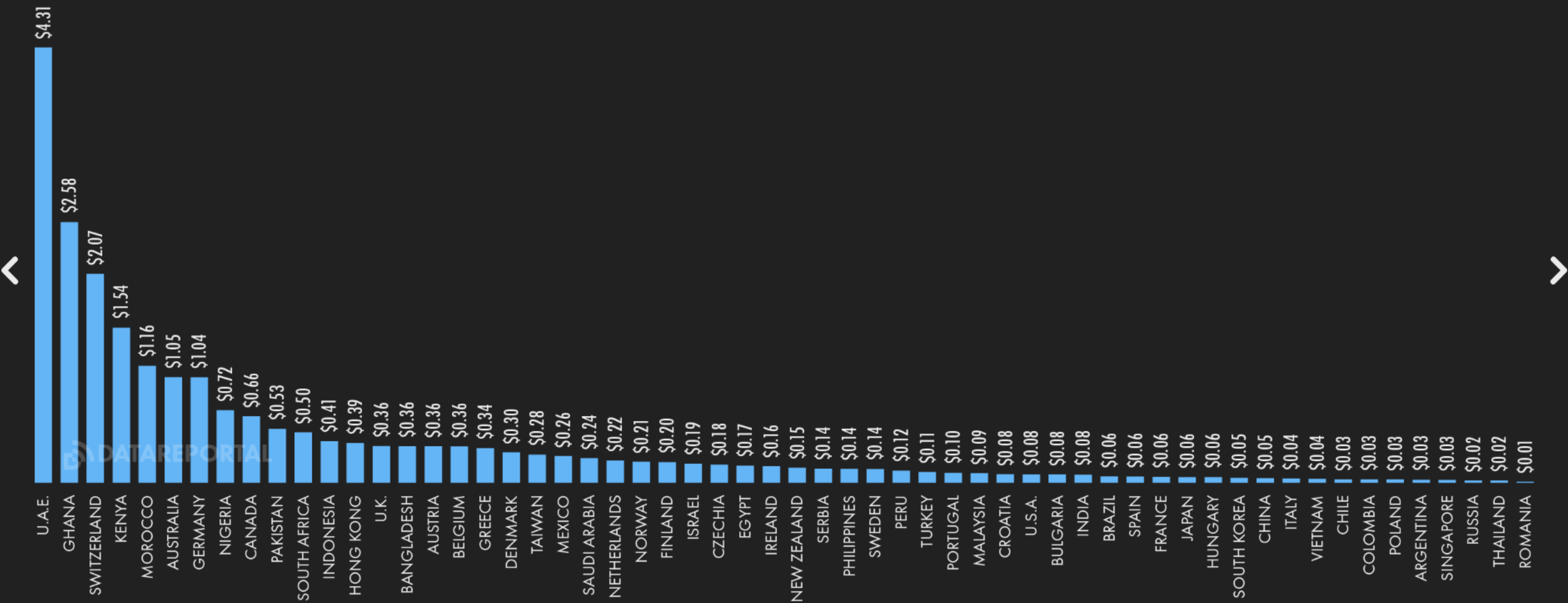
RELATIVE: LOWEST LEVELS OF INTERNET ADOPTION

#	LOCATION	% OF POP. OFFLINE	UNCONNECTED INDIVIDUALS
01	NORTH KOREA ¹	>99%	[BLOCKED]
02	BURUNDI	87.5%	12,441,000
03	CHAD	86.8%	17,992,000
04	CENTRAL AFRICAN REPUBLIC	84.5%	4,582,000
05	SOUTH SUDAN	84.3%	10,167,000
06	YEMEN	82.3%	33,893,000
07	MALAWI	82.0%	17,986,000
08	MOZAMBIQUE	80.2%	28,177,000
09	ERITREA	80.0%	2,856,000
10	MADAGASCAR	79.6%	25,752,000



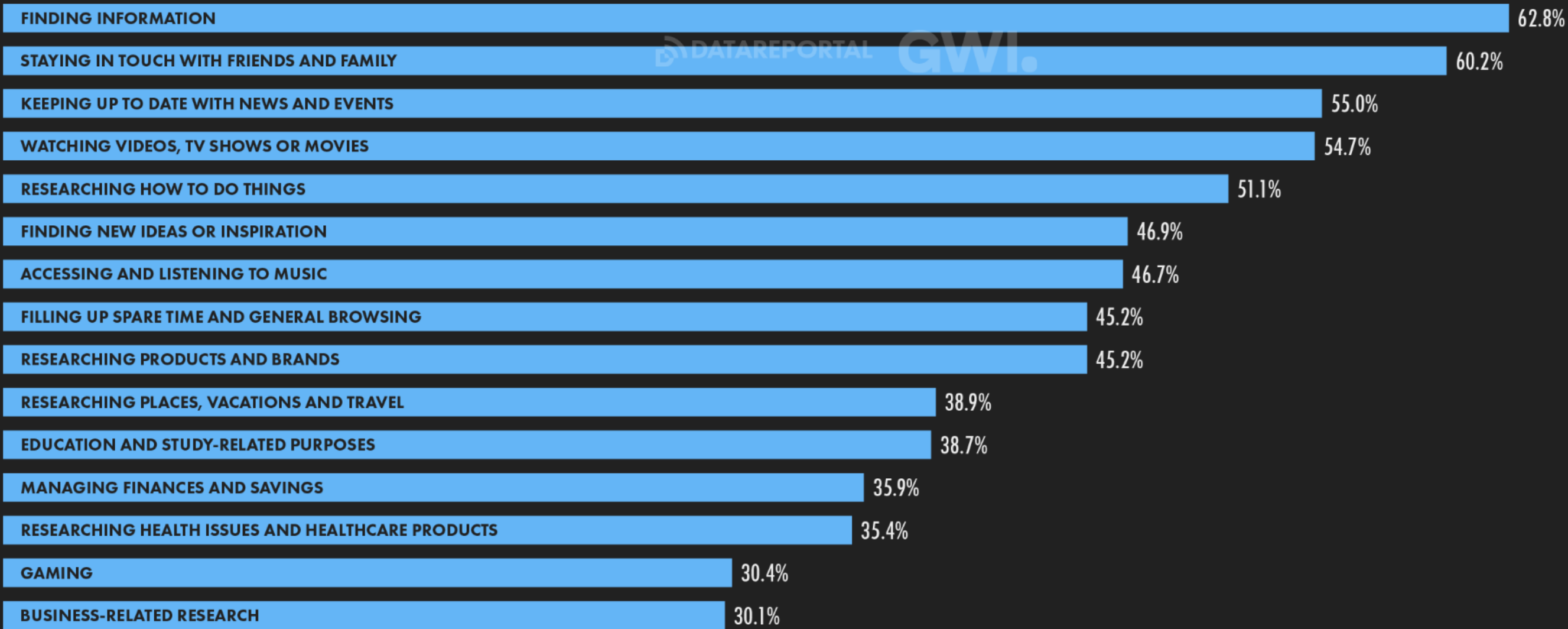
COST OF FIXED DATA: AVERAGE PRICE PER MBPS

MEDIAN PRICE (IN U.S. DOLLARS) PER MEGABIT PER SECOND OF FIXED BROADBAND BANDWIDTH



MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS IN EACH AGE GROUP USE THE INTERNET



GLOBAL OVERVIEW

AGE 16 TO 24	AGE 25 TO 34	AGE 35 TO 44	AGE 45 TO 54	AGE 55 TO 64	AGE 65+*
CONTACT FRIENDS & FAMILY 62.1%	CONTACT FRIENDS & FAMILY 58.7%	FIND INFORMATION 62.1%	FIND INFORMATION 65.2%	FIND INFORMATION 68.1%	FIND INFORMATION 81.7%
FIND INFORMATION 61.1%	FIND INFORMATION 58.5%	CONTACT FRIENDS & FAMILY 59.7%	CONTACT FRIENDS & FAMILY 59.3%	FOLLOW NEWS & EVENTS 61.2%	FOLLOW NEWS & EVENTS 66.9%
WATCH VIDEOS & SHOWS 59.3%	WATCH VIDEOS & SHOWS 56.2%	FOLLOW NEWS & EVENTS 56.3%	FOLLOW NEWS & EVENTS 58.9%	CONTACT FRIENDS & FAMILY 61.1%	CONTACT FRIENDS & FAMILY 62.7%
LISTEN TO MUSIC 55.3%	FOLLOW NEWS & EVENTS 51.5%	WATCH VIDEOS & SHOWS 55.1%	WATCH VIDEOS & SHOWS 53.6%	LEARN HOW TO DO THINGS 53.2%	LEARN HOW TO DO THINGS 60.9%
EDUCATION & STUDY 52.4%	LEARN HOW TO DO THINGS 48.6%	LEARN HOW TO DO THINGS 50.0%	LEARN HOW TO DO THINGS 51.8%	WATCH VIDEOS & SHOWS 49.3%	RESEARCH BRANDS 57.0%
LEARN HOW TO DO THINGS 51.7%	FIND NEW IDEAS 48.4%	FIND NEW IDEAS 48.0%	RESEARCH BRANDS 47.4%	RESEARCH BRANDS 47.5%	RESEARCH PLACES & TRAVEL 50.7%
FIND NEW IDEAS 50.5%	LISTEN TO MUSIC 47.8%	RESEARCH BRANDS 46.1%	FIND NEW IDEAS 45.7%	FILL SPARE TIME & BROWSING 44.8%	RESEARCH HEALTH 46.9%
FOLLOW NEWS & EVENTS 49.5%	FILL SPARE TIME & BROWSING 44.1%	LISTEN TO MUSIC 45.4%	FILL SPARE TIME & BROWSING 44.4%	RESEARCH PLACES & TRAVEL 41.7%	MANAGE FINANCES 42.3%
FILL SPARE TIME & BROWSING 49.3%	RESEARCH BRANDS 43.4%	FILL SPARE TIME & BROWSING 43.6%	LISTEN TO MUSIC 43.1%	FIND NEW IDEAS 41.5%	FILL SPARE TIME & BROWSING 40.9%
GAMING 42.8%	EDUCATION & STUDY 39.5%	RESEARCH PLACES & TRAVEL 39.5%	RESEARCH PLACES & TRAVEL 40.5%	RESEARCH HEALTH 40.5%	WATCH VIDEOS & SHOWS 35.6%

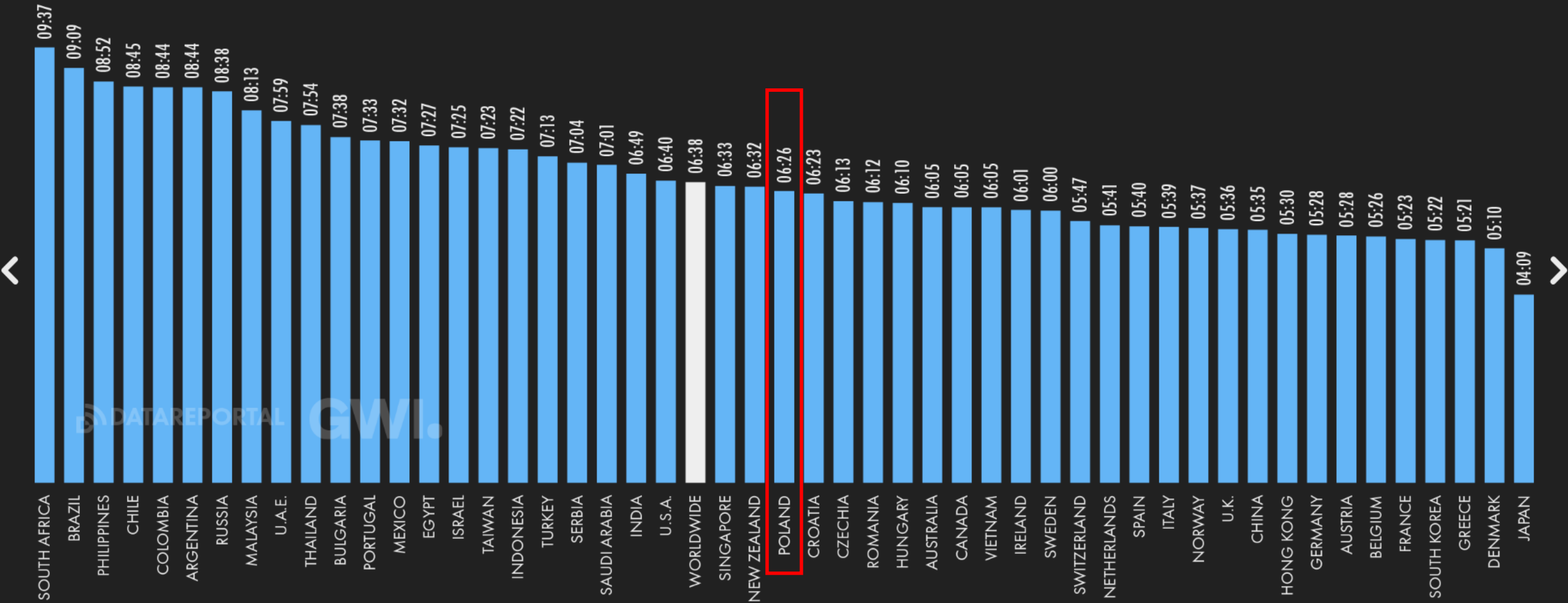
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DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



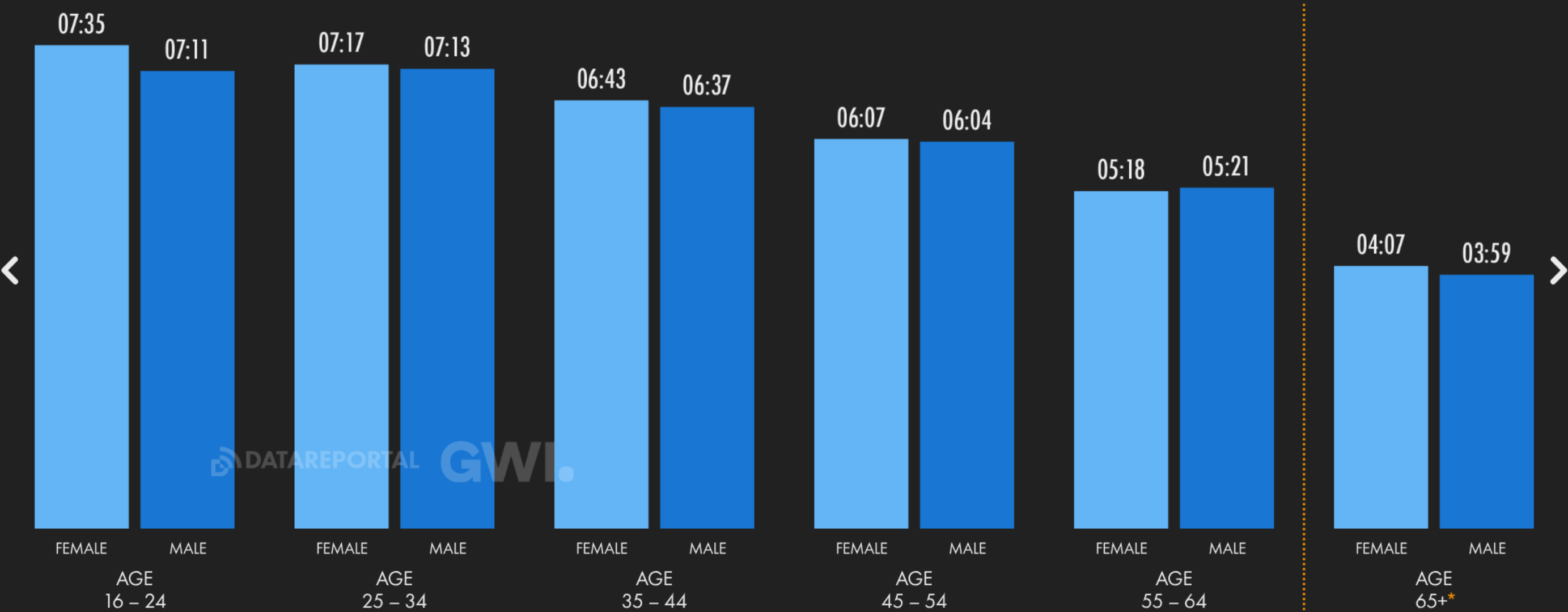
GLOBAL OVERVIEW



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DAILY TIME SPENT USING THE INTERNET

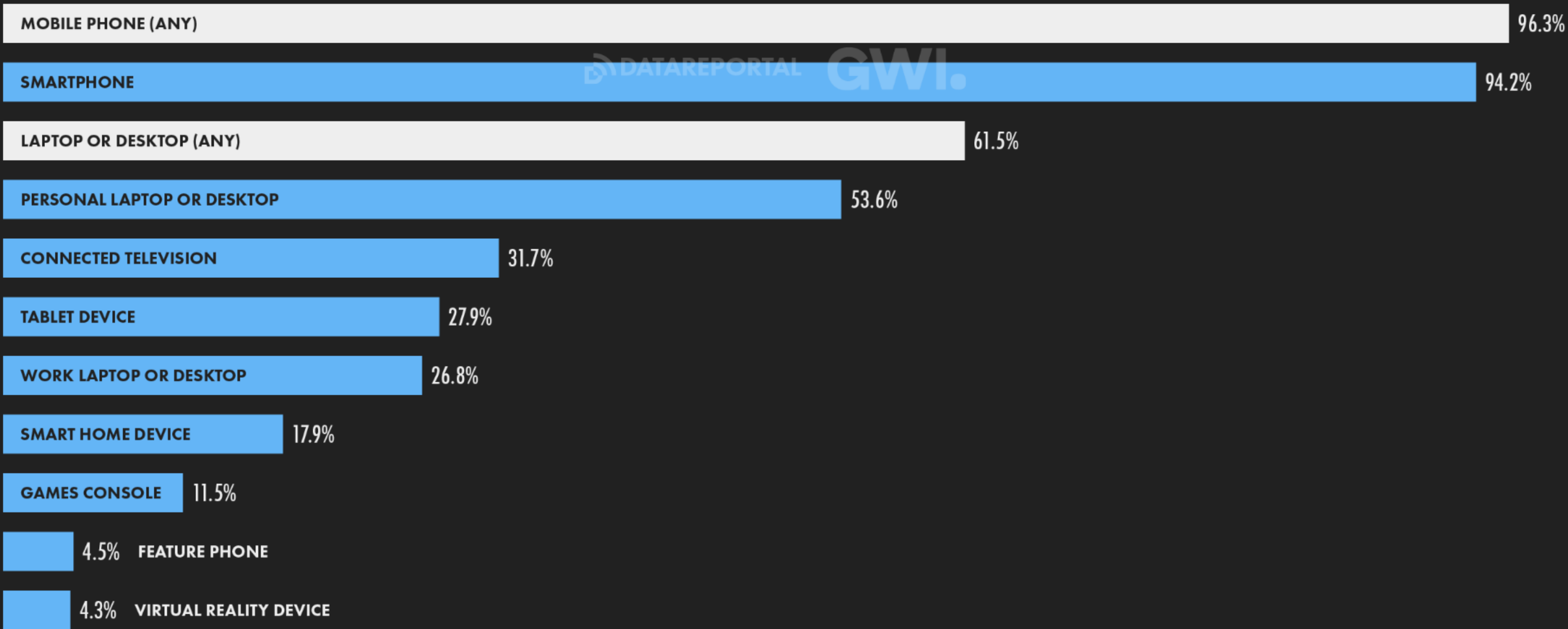
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



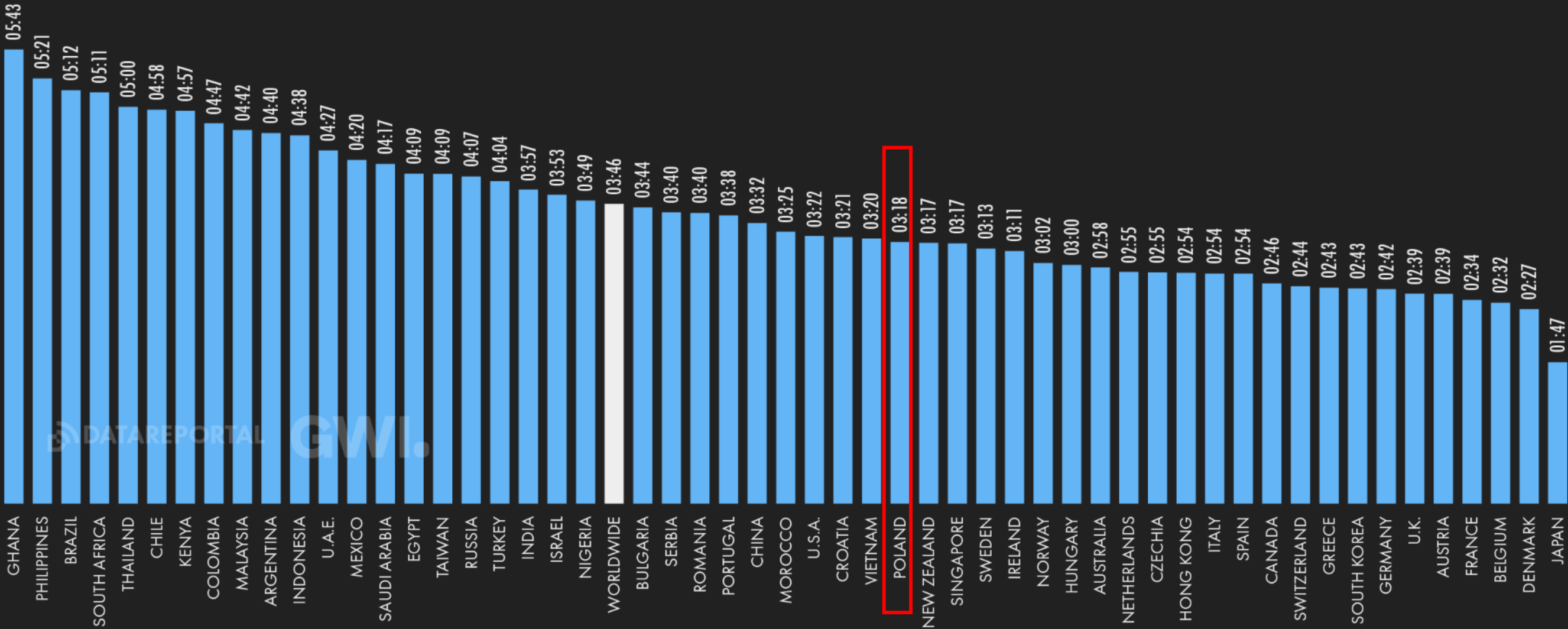
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TIME SPENT USING THE INTERNET ON MOBILES

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET ON MOBILE PHONES



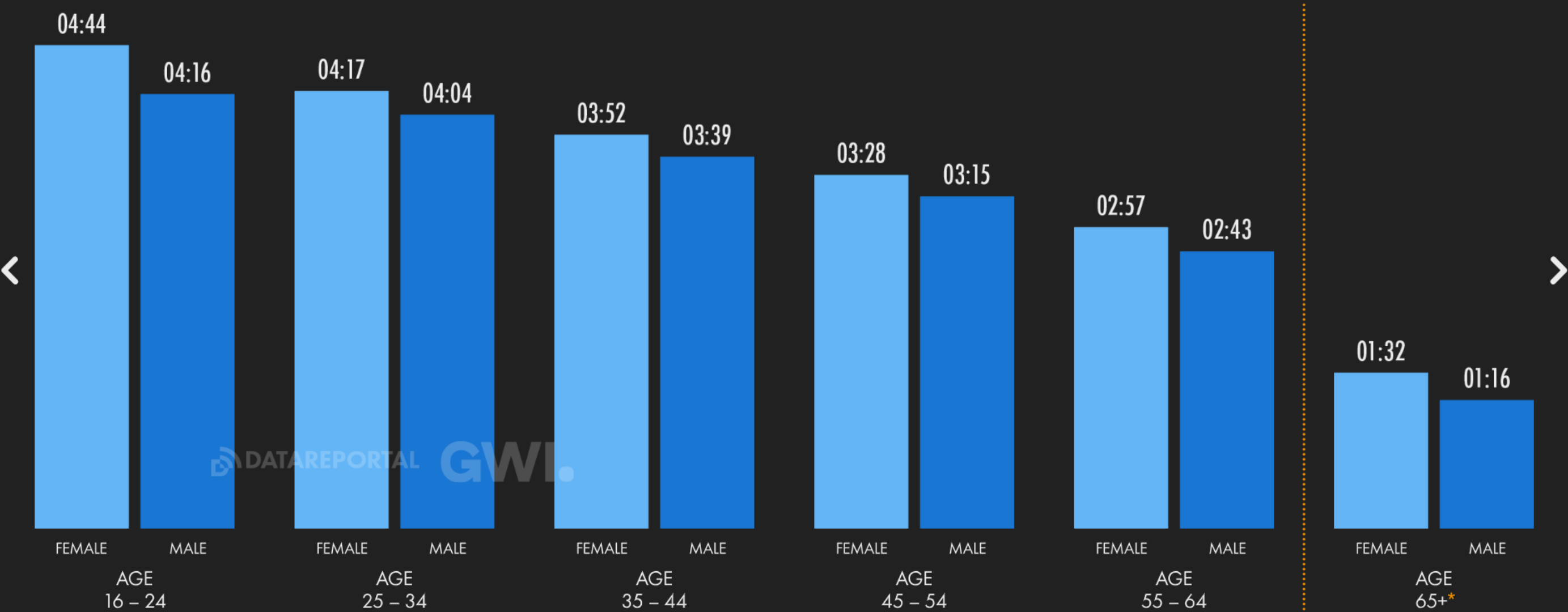
GLOBAL OVERVIEW



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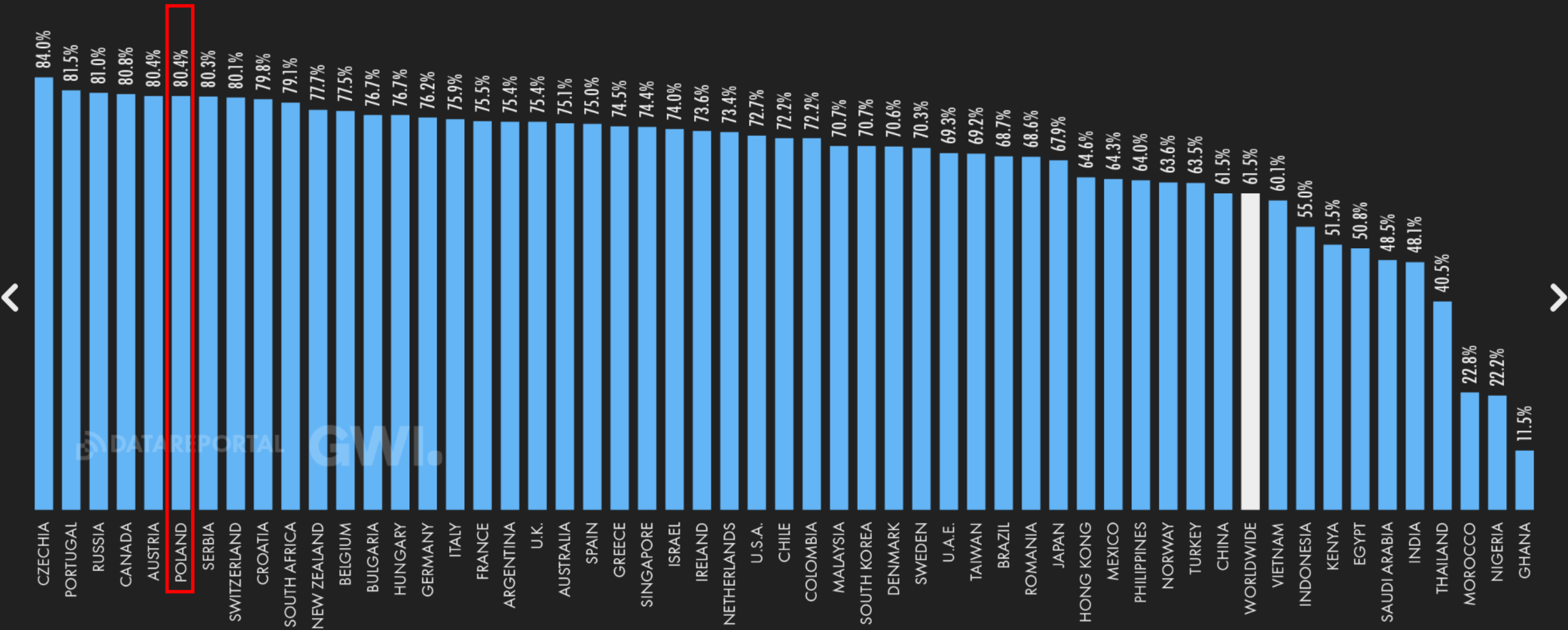
TIME SPENT USING THE INTERNET ON MOBILES

AVERAGE AMOUNT OF TIME PER DAY THAT INTERNET USERS SPEND USING THE INTERNET ON MOBILE PHONES



USING COMPUTERS TO ACCESS THE INTERNET

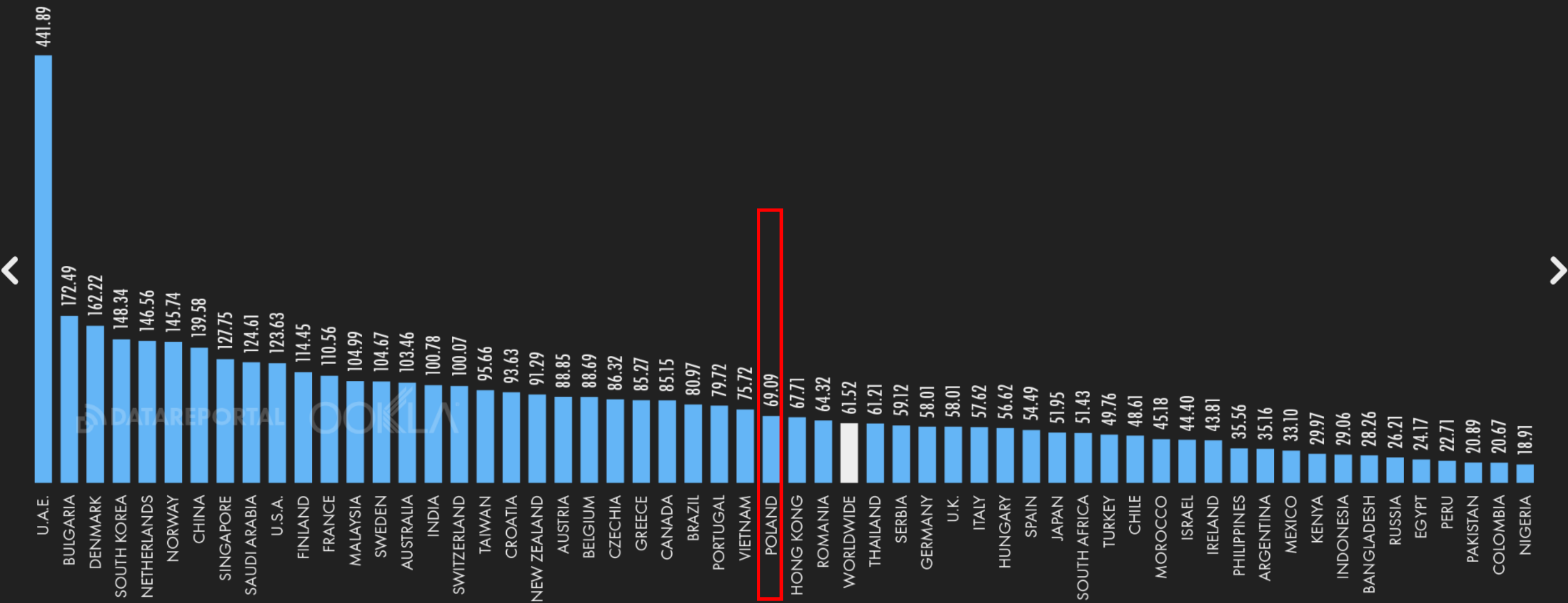
PERCENTAGE OF **INTERNET USERS AGED 16+** WHO USE A LAPTOP OR DESKTOP TO ACCESS THE INTERNET



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MOBILE INTERNET CONNECTION SPEEDS

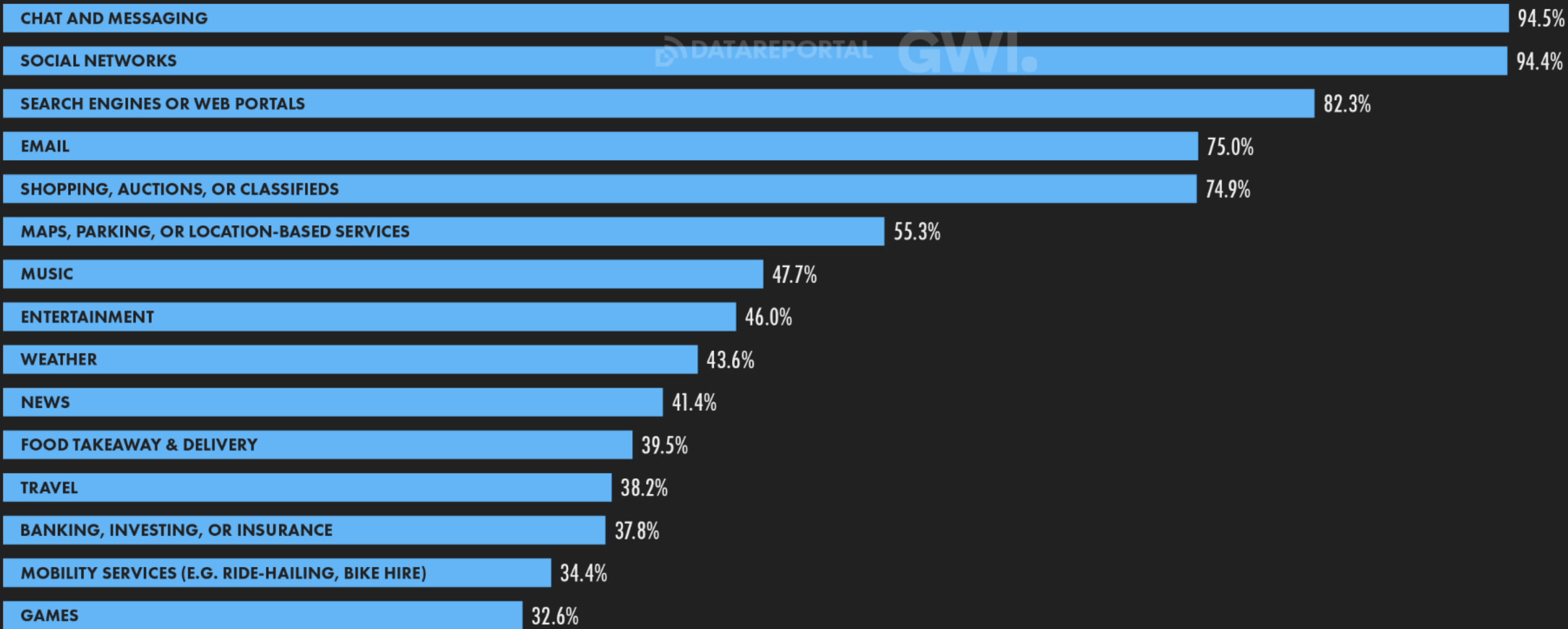
MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



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TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16+ WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



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TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF **INTERNET USERS** WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE **PAST MONTH**



GLOBAL OVERVIEW

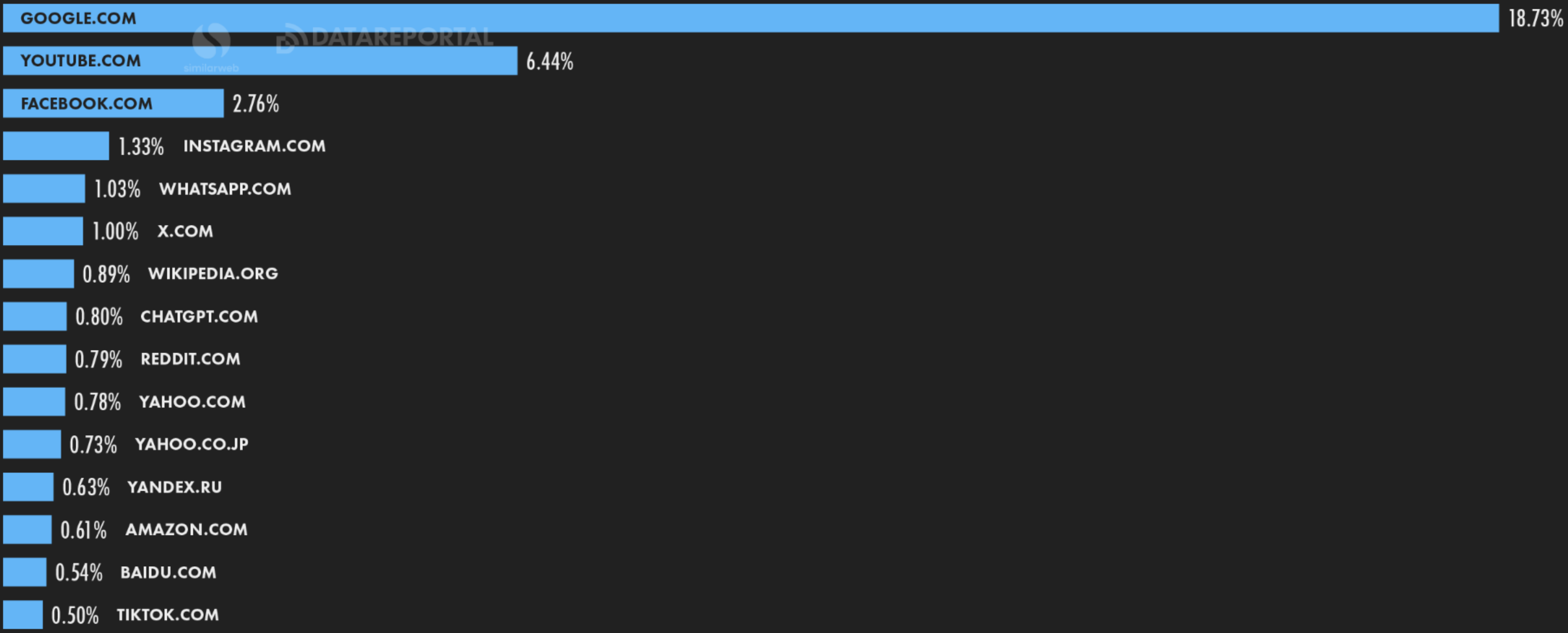


AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
SOCIAL NETWORKS	97.3%	SOCIAL NETWORKS	96.7%	CHAT & MESSAGING	95.8%	CHAT & MESSAGING	94.3%	CHAT & MESSAGING	91.2%	SEARCH ENGINES & PORTALS	85.7%
CHAT & MESSAGING	96.5%	CHAT & MESSAGING	96.3%	SOCIAL NETWORKS	95.5%	SOCIAL NETWORKS	93.2%	SOCIAL NETWORKS	89.5%	EMAIL	84.9%
SEARCH ENGINES & PORTALS	83.5%	SEARCH ENGINES & PORTALS	82.6%	SEARCH ENGINES & PORTALS	82.2%	SEARCH ENGINES & PORTALS	81.4%	SEARCH ENGINES & PORTALS	79.7%	SHOPPING	77.0%
EMAIL	76.2%	SHOPPING	75.7%	SHOPPING	77.1%	SHOPPING	74.6%	EMAIL	73.2%	SOCIAL NETWORKS	74.0%
SHOPPING	73.4%	EMAIL	74.2%	EMAIL	74.8%	EMAIL	74.3%	SHOPPING	71.9%	CHAT & MESSAGING	72.8%
MAPS, PARKING & LOCATION	56.4%	MAPS, PARKING & LOCATION	55.1%	MAPS, PARKING & LOCATION	55.4%	MAPS, PARKING & LOCATION	55.2%	MAPS, PARKING & LOCATION	53.4%	WEATHER	68.1%
MUSIC	55.7%	MUSIC	51.0%	MUSIC	47.4%	NEWS	48.6%	WEATHER	53.4%	NEWS	55.3%
ENTERTAINMENT	53.7%	ENTERTAINMENT	49.6%	ENTERTAINMENT	46.4%	WEATHER	48.4%	NEWS	52.6%	MAPS, PARKING & LOCATION	55.0%
GAMES	44.3%	FOOD TAKEAWAY & DELIVERY	45.4%	NEWS	44.4%	MUSIC	44.0%	MUSIC	38.3%	BANKING & FINANCE	44.6%
FOOD TAKEAWAY & DELIVERY	41.1%	TRAVEL	40.7%	WEATHER	44.0%	ENTERTAINMENT	42.4%	BANKING & FINANCE	38.2%	TRAVEL	31.0%

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SHARE OF TRAFFIC TO TOP 10,000 WEBSITES

TRAFFIC TO EACH WEBSITE AS A PERCENTAGE OF TOTAL, COMBINED VISITS TO THE WORLD'S 10,000 MOST VISITED WEB DOMAINS



MOST VIEWED WIKIPEDIA PAGES IN 2024

WIKIPEDIA PAGES WITH THE GREATEST NUMBER OF PAGE VIEWS BETWEEN JANUARY AND DECEMBER 2024



#	PAGE	VIEWS	EDITS
01	DEATHS IN 2024	49,860,251	[N/A]
02	YOUTUBE	42,160,485	561
03	2024 U.S. PRESIDENTIAL ELECTION	30,764,941	5,735
04	KAMALA HARRIS	29,333,445	1,249
05	DONALD TRUMP	27,137,994	4,337
06	INDIAN PREMIER LEAGUE	24,735,040	438
07	DEADPOOL & WOLVERINE	22,399,669	3,072
08	PROJECT 2025	20,195,355	2,258
09	CHATGPT	18,785,473	573
10	2024 INDIAN GENERAL ELECTION	18,433,674	2,836

#	PAGE	VIEWS	EDITS
11	ELON MUSK	18,374,329	1,211
12	TAYLOR SWIFT	18,185,355	1,530
13	2020 U.S. PRESIDENTIAL ELECTION	17,318,101	245
14	UNITED STATES	16,463,778	1,771
15	LYLE AND ERIK MENENDEZ	16,144,629	3
16	2024 SUMMER OLYMPICS	16,083,996	3,916
17	FACEBOOK	15,786,994	164
18	UEFA EURO 2024	15,649,928	1,638
19	JOE BIDEN	15,272,693	1,219
20	KALKI 2898 AD	15,044,013	1,994



MOBILE APPS

SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING **ANDROID PHONES** OVERALL



SHARE OF SMARTPHONE
TIME: SOCIAL MEDIA APPS



35.1%



SHARE OF SMARTPHONE
TIME: ENTERTAINMENT APPS



32.7%



SHARE OF SMARTPHONE
TIME: UTILITY & PRODUCTIVITY



13.6%



SHARE OF SMARTPHONE TIME:
MOBILE GAMES (ALL GENRES)



9.7%



SHARE OF SMARTPHONE
TIME: BUSINESS APPS



1.6%

SHARE OF SMARTPHONE
TIME: SHOPPING APPS



1.5%



SHARE OF SMARTPHONE
TIME: FINANCE APPS



1.0%



SHARE OF SMARTPHONE TIME:
NEWS & MAGAZINE APPS



0.3%



SHARE OF SMARTPHONE
TIME: ALL OTHER APPS



4.4%



SHARE OF SMARTPHONE TIME:
BROWSERS & SEARCH ENGINES*



5.8%

TOP MOBILE APP CATEGORIES: DOWNLOADS

APP CATEGORIES WITH THE MOST DOWNLOADS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

#	TYPE	CATEGORY	VOLUME	▲QOQ
01	GAME	ARCADE & ACTION	3.60 B	-12.4%
02	GAME	BRAIN & PUZZLE	3.44 B	-5.7%
03	APP	TOOLS	3.33 B	-3.8%
04	APP	SOCIAL	2.43 B	-4.8%
05	GAME	SIMULATION	1.98 B	-8.6%
06	APP	ENTERTAINMENT	1.90 B	-8.0%
07	APP	FINANCE	1.85 B	-2.0%
08	APP	PHOTO & VIDEO	1.81 B	-4.5%
09	GAME	ROLE PLAYING & STRATEGY	1.57 B	-12.7%
10	APP	SHOPPING	1.56 B	+0.5%

#	TYPE	CATEGORY	VOLUME	▲QOQ
11	APP	PRODUCTIVITY	1.56 B	+4.8%
12	APP	LIFESTYLE	1.16 B	-4.2%
13	APP	TRAVEL & NAVIGATION	1.14 B	-11.1%
14	APP	EDUCATION	923 M	+9.0%
15	APP	MUSIC	901 M	-2.4%
16	GAME	RACING	888 M	-12.0%
17	APP	KIDS & FAMILY: AGES 6-8	858 M	-11.5%
18	APP	KIDS & FAMILY: AGES 5 & UNDER	782 M	-8.7%
19	APP	BUSINESS	743 M	-2.6%
20	APP	KIDS & FAMILY: AGES 9 & UP	685 M	-11.2%

SOURCE: DATA.AI (A SENSOR TOWER COMPANY). NOTES: CATEGORY NAMES REPRESENT DATA.AI'S "UNIFIED CATEGORIES", WHICH MATCH APP CATEGORIES ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE TO PROVIDE A CONSISTENT BASIS FOR COMPARISON. RANKINGS BASED ON COMBINED DOWNLOADS ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. DOES NOT INCLUDE FIGURES FOR THIRD-PARTY ANDROID APP STORES. VALUES IN THE ▲QOQ% COLUMN REPRESENT QUARTER-ON-QUARTER CHANGE VERSUS

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TOP MOBILE APPS

RANKING OF MOBILE APPS BY VARIOUS METRICS FOR THE PERIOD BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



GLOBAL OVERVIEW

#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	YOUTUBE GOOGLE	YOUTUBE GOOGLE	TIKTOK ¹ BYTEDANCE	TIKTOK ¹ BYTEDANCE
02	CHROME BROWSER GOOGLE	TIKTOK BYTEDANCE	INSTAGRAM INSTAGRAM	YOUTUBE GOOGLE
03	GOOGLE GOOGLE	FACEBOOK META	WHATSAPP MESSENGER WHATSAPP	DISNEY+ DISNEY
04	WHATSAPP MESSENGER WHATSAPP	WHATSAPP MESSENGER WHATSAPP	FACEBOOK META	TINDER MATCH GROUP
05	FACEBOOK META	INSTAGRAM INSTAGRAM	THREADS INSTAGRAM	GOOGLE ONE GOOGLE
06	GOOGLE PLAY SERVICES GOOGLE	CHROME BROWSER GOOGLE	TEMU TEMU	MAX: STREAM HBO, TV, & MOVIES WARNER BROS. DISCOVERY
07	INSTAGRAM INSTAGRAM	PHONE BY GOOGLE GOOGLE	CAPCUT BYTEDANCE	LINE MANGA LINE
08	GOOGLE MAPS GOOGLE	SAMSUNG TOUCHWIZ HOME SAMSUNG ELECTRONICS	CHATGPT OPENAI	LINKEDIN LINKEDIN
09	GMAIL GOOGLE	FACEBOOK MESSENGER META	TELEGRAM TELEGRAM	PICCOMA KAKAO PICCOMA CORP
10	GOOGLE PHOTOS GOOGLE	TELEGRAM TELEGRAM	SNAPCHAT SNAP	BUMBLE APP BUMBLE

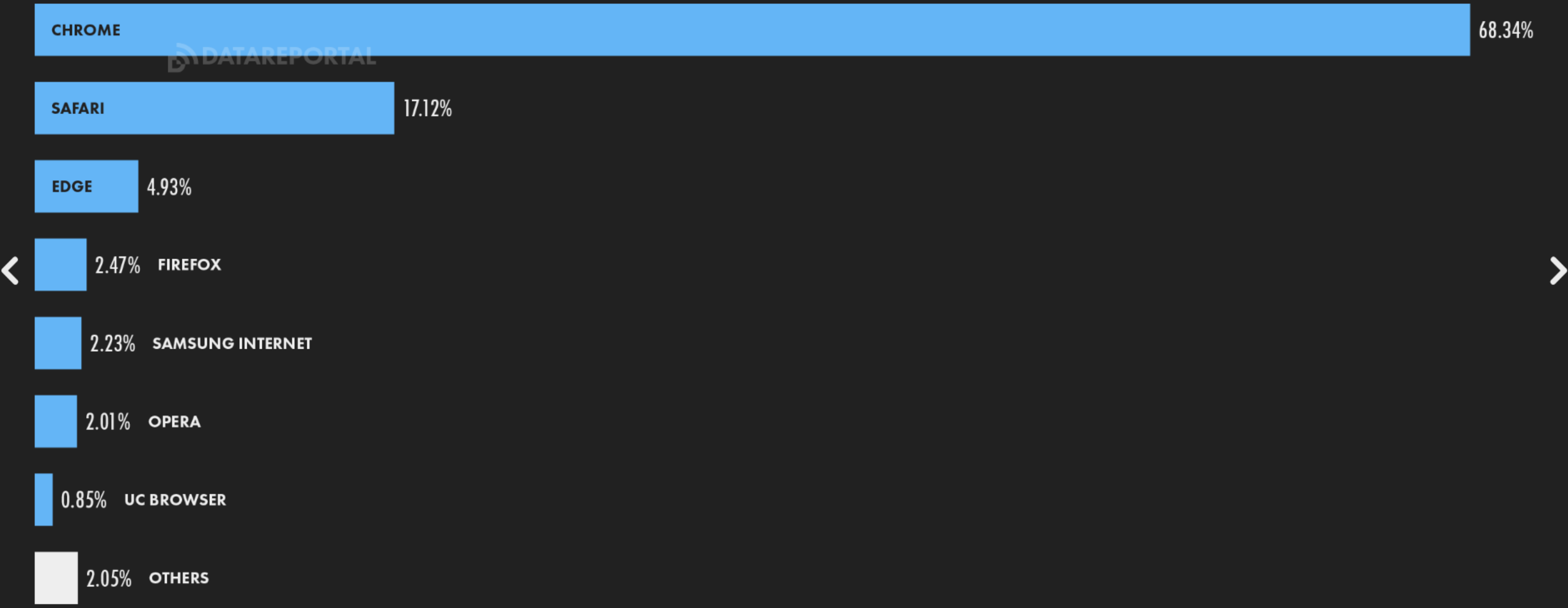
SOURCE: DATA.AI (A SENSOR TOWER COMPANY). **NOTES:** MOBILE GAMES APPEAR SEPARATELY IN THE "VIDEO GAMES" SECTION OF THIS REPORT. RANKINGS REFLECT ACTIVITY BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024. RANKING BY MONTHLY ACTIVE USERS REFLECTS ACTIVITY ON IPHONES AND ANDROID PHONES, EXCLUDING CHINA. RANKING BY TOTAL TIME SPENT REFLECTS USER ACTIVITY ON ANDROID PHONES ONLY. RANKINGS BY DOWNLOADS AND CONSUMER SPEND REFLECT COMBINED ACTIVITY ACROSS THE IOS APP STORE AND GOOGLE PLAY STORE, EXCEPT FOR CHINA, WHERE DATA IS FOR

COMPARABILITY: (1) VALUES FOR "TIKTOK" MAY INCLUDE ACTIVITY FOR DOUYIN. NOTE THAT WE DO NOT HAVE SEPARATE RANKINGS FOR TIKTOK AND DOUYIN SEPARATELY ELSEWHERE IN THIS REPORT.

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SHARE OF WEB TRAFFIC BY BROWSER

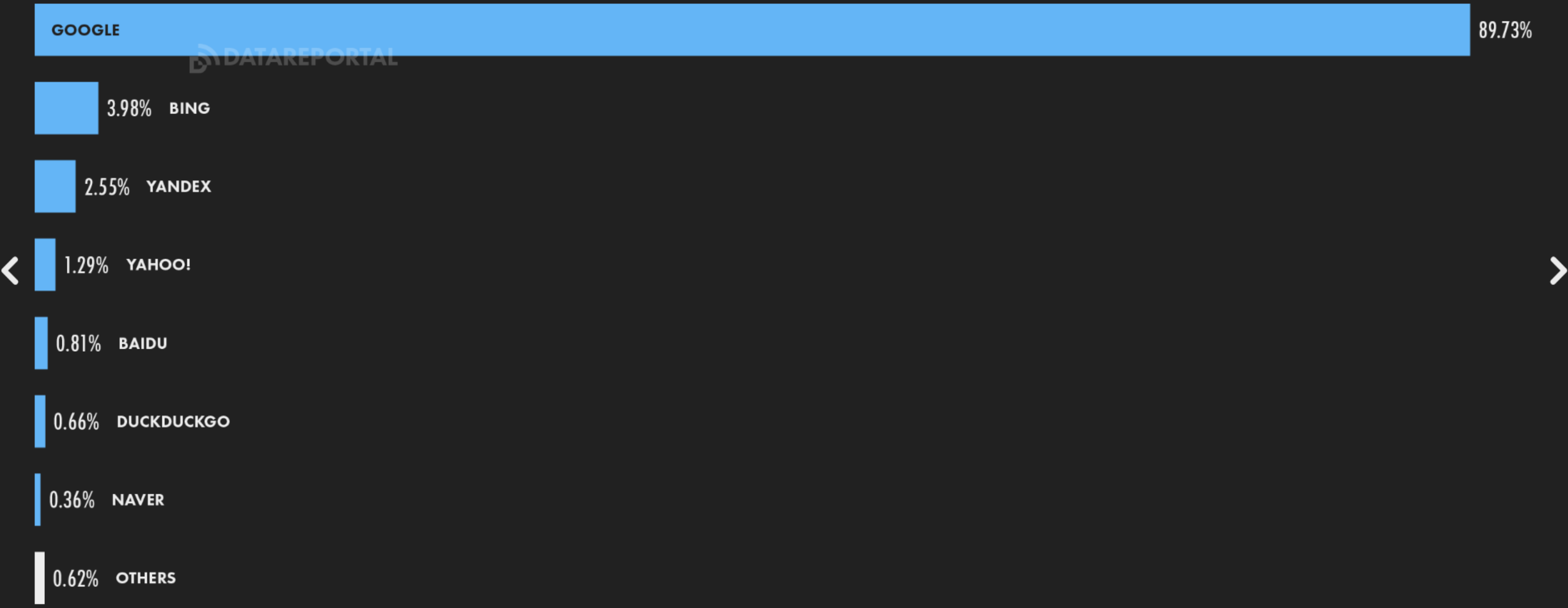
PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



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SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2024 AND 31 DECEMBER 2024



#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	YOUTUBE	88
03	YOU	87
04	WEATHER	63
05	WHATSAPP	52
06	FACEBOOK	52
07	TRANSLATE	49
08	WEB WHATSAPP	40
09	AMAZON	37
10	NEWS	35

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	INSTAGRAM	34
12	GMAIL	27
13	AS	24
14	TIEMPO	23
15	CLIMA	21
16	ПОГОДА	20
17	REDDIT	19
18	APPLE	19
19	MAPS	19
20	GOOGLE TRANSLATE	17

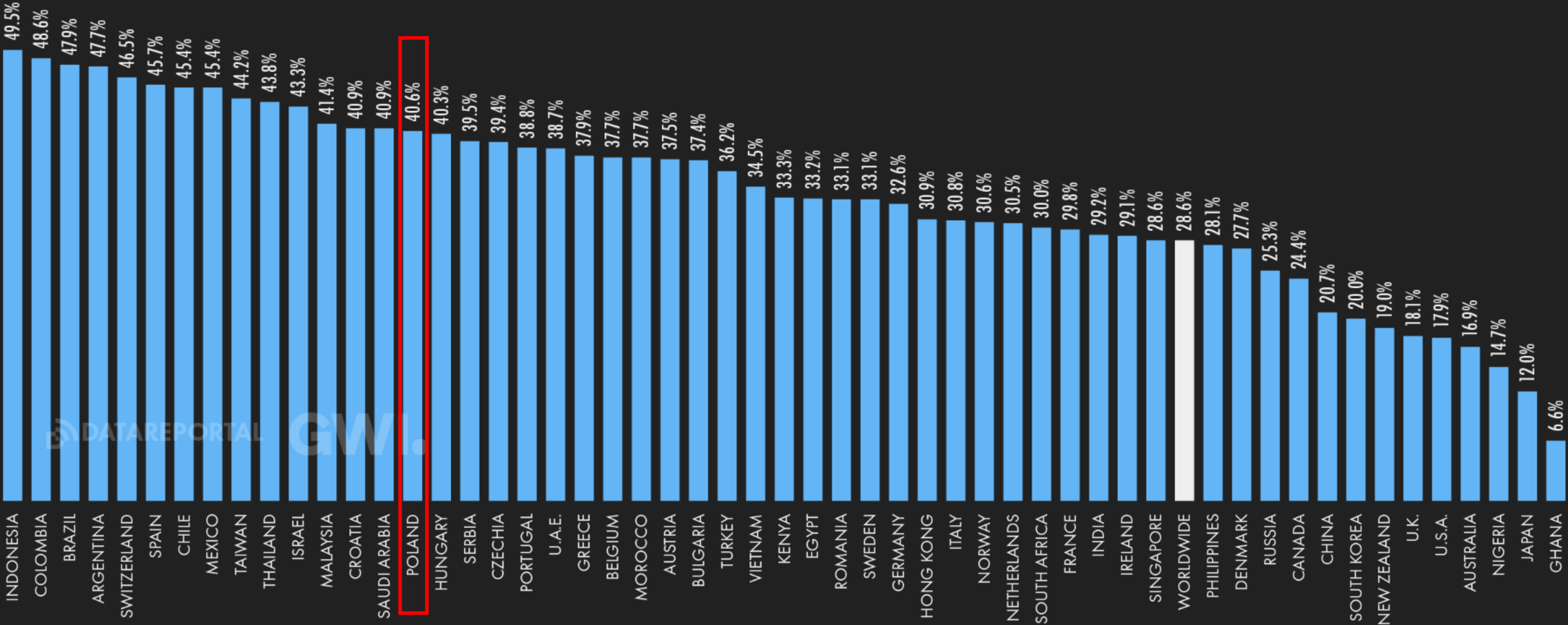
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USE OF ONLINE TRANSLATION TOOLS

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES **EACH WEEK**



GLOBAL OVERVIEW





ONLINE SHOPPING

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF **INTERNET USERS AGED 16+** WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



PURCHASED A PRODUCT
OR SERVICE ONLINE



GWl.

55.8%

ORDERED GROCERIES
VIA AN ONLINE STORE



Meltwater

27.3%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



we
are
social

10.8%

USED AN ONLINE PRICE
COMPARISON SERVICE



GWl.

19.9%

USED A BUY NOW,
PAY LATER SERVICE



15.3%

MOST USED MOBILE SHOPPING APPS

RANKING OF MOBILE SHOPPING APPS, BASED ON GLOBAL MONTHLY ACTIVE USERS BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	SHOPPING APP	COMPANY
01	AMAZON	AMAZON
02	SHOPEE	SEA
03	FLIPKART	WALMART
04	TEMU	PDD HOLDINGS
05	SHEIN	SHEIN
06	MEESHO	MEESHO
07	ALIEXPRESS	ALIBABA GROUP
08	MERCADOLIBRE	MERCADOLIBRE
09	LAZADA	ALIBABA GROUP
10	MYNTRA	WALMART

#	SHOPPING APP	COMPANY
11	EBAY	EBAY
12	WILDBERRIES	WILDBERRIES
13	SHOPSY	WALMART
14	OZON	OZON
15	TOKOPEDIA	GOTO GROUP
16	LIDL PLUS	SCHWARZ GRUPPE
17	WALMART	WALMART
18	AVITO	KISMET CAPITAL GROUP
19	AJIO SHOPPING APP	RELIANCE INDUSTRIES
20	ALIEXPRESS RUSSIA	ALIBABA GROUP

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA ONLINE
CHANNELS IN 2024



2.54
BILLION

YEAR-ON-YEAR CHANGE
+8.5% (+200 MILLION)

ESTIMATED TOTAL
ANNUAL SPEND ON
ONLINE CONSUMER GOODS
PURCHASES (USD, 2024)



\$4.12
TRILLION

YEAR-ON-YEAR CHANGE
+14.6% (+\$525 BILLION)

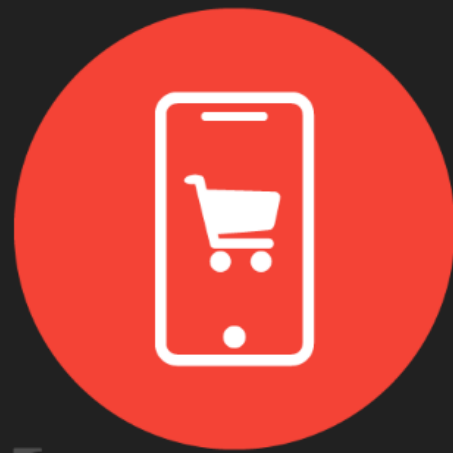
AVERAGE ANNUAL
REVENUE PER CONSUMER
GOODS ECOMMERCE
USER (USD, 2024)



\$1,620

YEAR-ON-YEAR CHANGE
+5.4% (+\$83.00)

SHARE OF 2024 CONSUMER
GOODS ECOMMERCE SPEND
ATTRIBUTABLE TO PURCHASES
MADE VIA MOBILE PHONES



51.4%

YEAR-ON-YEAR CHANGE
+5.1% (+247 BPS)

2024 ONLINE PURCHASES vs.
TOTAL CONSUMER GOODS
PURCHASE VALUE ACROSS
ALL RETAIL CHANNELS



17.3%

YEAR-ON-YEAR CHANGE
+8.3% (+133 BPS)

PAYMENT METHODS USED FOR ECOMMERCE

SHARE B2C ECOMMERCE TRANSACTION VALUE ATTRIBUTABLE TO EACH TYPE OF PAYMENT METHOD



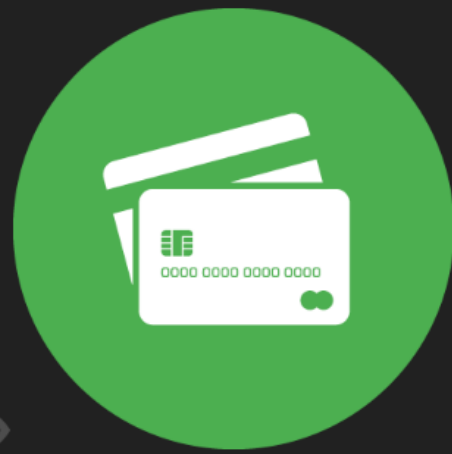
SHARE OF B2C ECOMMERCE
TRANSACTION VALUE
ATTRIBUTABLE TO DIGITAL
AND DIGITAL WALLETS



Meltwater

50%

SHARE OF B2C ECOMMERCE
TRANSACTION VALUE
ATTRIBUTABLE TO DEBIT
AND CREDIT CARDS



KEPIOS

34%

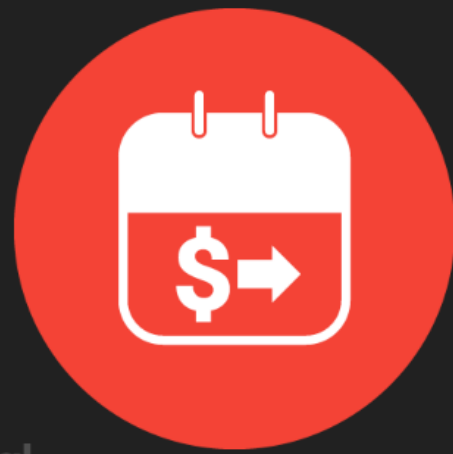
SHARE OF B2C ECOMMERCE
TRANSACTION VALUE
ATTRIBUTABLE TO ACCOUNT-
TO-ACCOUNT TRANSFERS



we
are
social

7%

SHARE OF B2C ECOMMERCE
TRANSACTION VALUE
ATTRIBUTABLE TO "BUY
NOW, PAY LATER" SERVICES



we
are
social

5%

SHARE OF B2C ECOMMERCE
TRANSACTION VALUE
ATTRIBUTABLE TO OTHER
PAYMENT METHODS

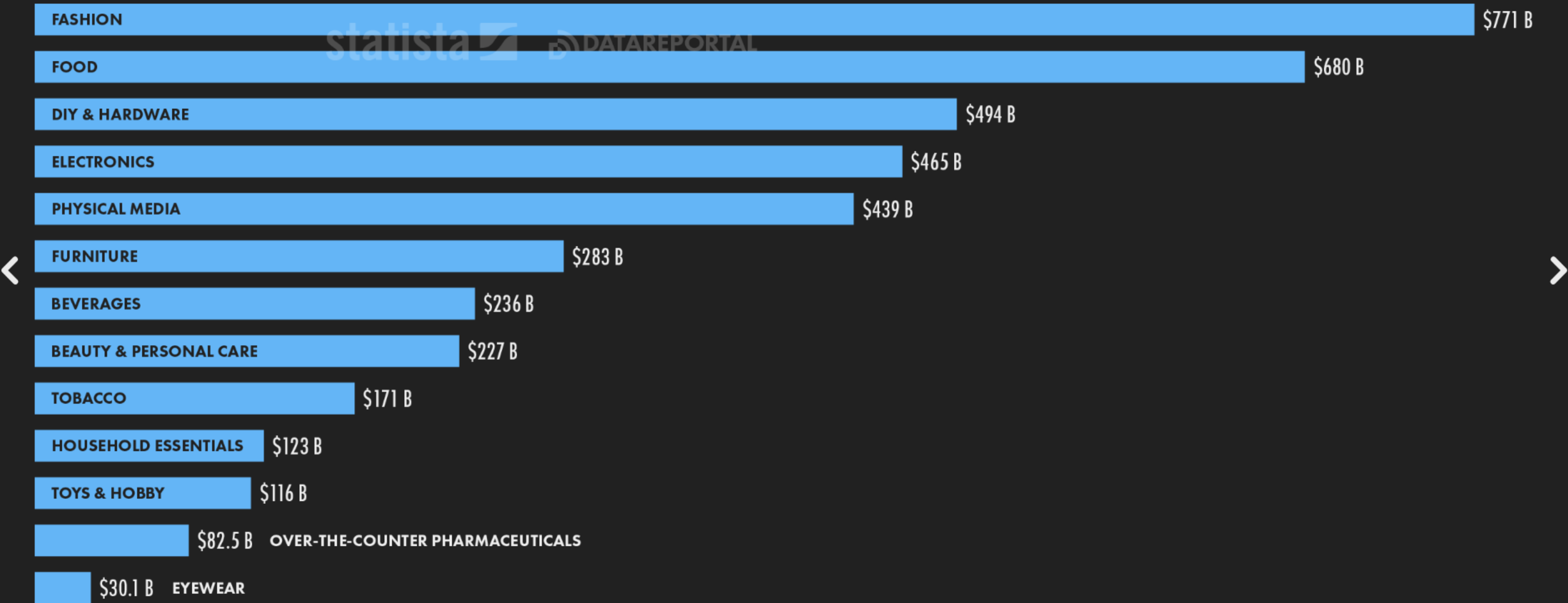


4%

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ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2024)



ONLINE TRAVEL AND TOURISM

ANNUAL **ONLINE** SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2024)



FLIGHTS



statista

**\$526.5
BILLION**

YEAR-ON-YEAR CHANGE
+8.1% (+\$39 BILLION)

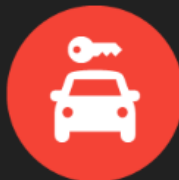
TRAINS



**\$93.33
BILLION**

YEAR-ON-YEAR CHANGE
+6.7% (+\$5.9 BILLION)

CAR RENTALS



statista

**\$71.88
BILLION**

YEAR-ON-YEAR CHANGE
+6.5% (+\$4.4 BILLION)

LONG-DISTANCE BUSES



**\$12.22
BILLION**

YEAR-ON-YEAR CHANGE
+6.1% (+\$704 MILLION)

HOTELS



we
are
social

**\$328.3
BILLION**

YEAR-ON-YEAR CHANGE
+5.6% (+\$17 BILLION)

PACKAGE HOLIDAYS



statista

**\$206.0
BILLION**

YEAR-ON-YEAR CHANGE
+7.0% (+\$13 BILLION)

VACATION RENTALS



Meltwater

**\$72.03
BILLION**

YEAR-ON-YEAR CHANGE
+7.7% (+\$5.2 BILLION)

CRUISES

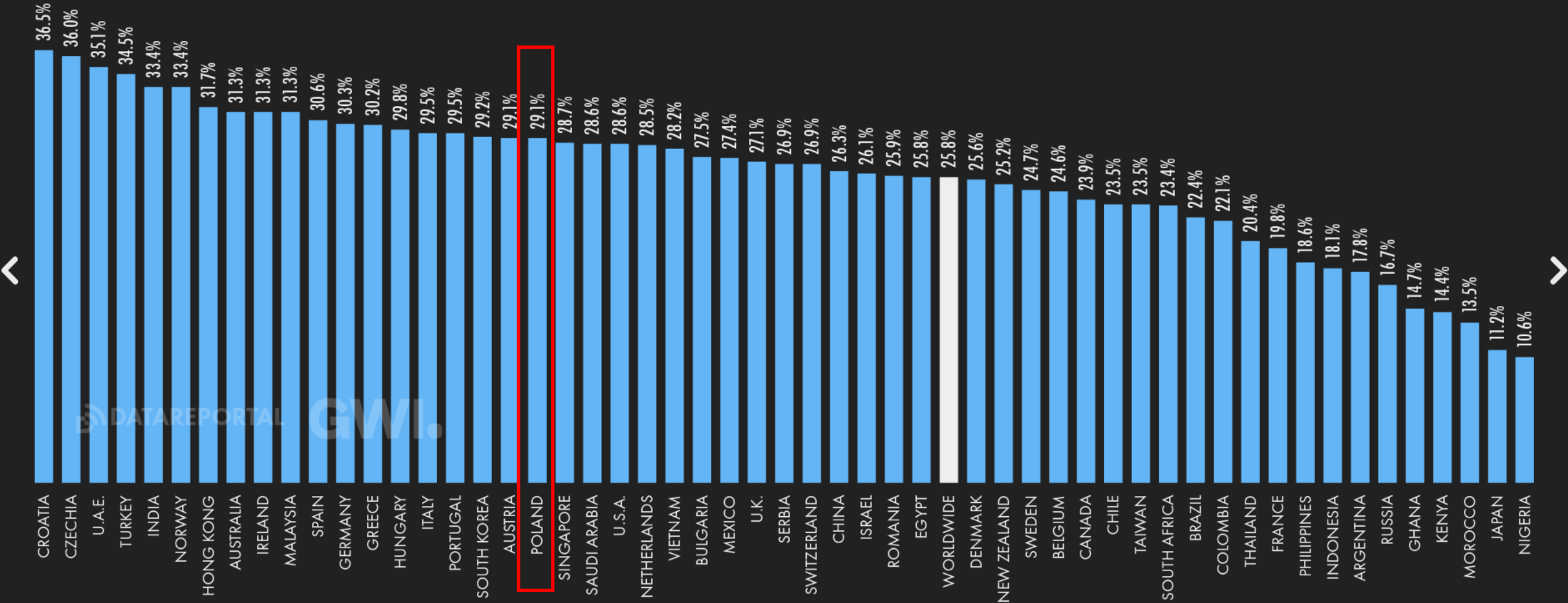


**\$9.41
BILLION**

YEAR-ON-YEAR CHANGE
+9.6% (+\$821 MILLION)

OWNERSHIP OF SMARTWATCHES

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN A SMARTWATCH (E.G. APPLE WATCH)



TOP TV SHOWS BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR TV SHOWS ON SELECTED STREAMING PLATFORMS IN BETWEEN 01 JANUARY AND 31 DECEMBER 2024



#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	BRIDGERTON	100	GREY'S ANATOMY	100	THE LORD OF THE RINGS: THE RINGS OF POWER	100	HOUSE OF THE DRAGON	100
02	THE GENTLEMEN	80	MODERN FAMILY	84	REACHER	95	THE PENGUIN	62
03	EMILY IN PARIS	78	BLUEY	83	THE BOYS	84	TRUE DETECTIVE	59
04	BABY REINDEER	75	THE SIMPSONS	67	FALLOUT	73	TOKYO VICE	43
05	FOOL ME ONCE	69	FAMILY GUY	46	MARRY MY HUSBAND	59	GAME OF THRONES	42
06	MONSTERS	56	HOW I MET YOUR MOTHER	41	MAXTON HALL - THE WORLD BETWEEN US	43	THE REGIME	40
07	AVATAR THE LAST AIRBENDER	53	CRIMINAL MINDS	37	MR. & MRS. SMITH	42	RICK AND MORTY	39
08	GRISELDA	52	DESPERATE HOUSEWIVES	32	YO SOY BETTY LA FEA	34	DUNE: PROPHECY	35
09	3 BODY PROBLEM	52	MALCOLM IN THE MIDDLE	26	INVINCIBLE	32	LA PROMESA	34
10	THE PERFECT COUPLE	50	SHŌGUN	20	CLARKSON'S FARM	26	THE LAST OF US	33

TOP MOVIES BY STREAMING PLATFORM

FLIXPATROL'S RANKING OF THE MOST POPULAR MOVIES ON SELECTED STREAMING PLATFORMS BETWEEN 01 JANUARY AND 31 DECEMBER 2024



#	NETFLIX	INDEX	DISNEY+	INDEX	AMAZON PRIME	INDEX	HBO	INDEX
01	MINIONS: THE RISE OF GRU	100	MOANA	100	THE IDEA OF YOU	100	BARBIE	100
02	DAMSEL	82	INSIDE OUT	79	UPGRADED	96	WONKA	84
03	UNDER PARIS	78	ELEMENTAL	59	CULPA MÍA	90	AQUAMAN AND THE LOST KINGDOM	77
04	THE UNION	78	FROZEN	44	ROAD HOUSE	90	DUNE: PART TWO	73
05	LIFT	77	CARS	37	SALTBURN	51	DUNE	59
06	REBEL RIDGE	74	ENCANTO	34	THE MINISTRY OF UNGENTLEMANLY WARFARE	45	GODZILLA X KONG: THE NEW EMPIRE	59
07	SOCIETY OF THE SNOW	73	COCO	28	RICKY STANICKY	41	BLUE BEETLE	57
08	THE GRINCH	70	WISH	24	APOCALYPSE Z: THE BEGINNING OF THE END	40	FURIOSA: A MAD MAX SAGA	52
09	DESPICABLE ME 3	68	KINGDOM OF THE PLANET OF THE APES	21	MY SPY THE ETERNAL CITY	40	HARRY POTTER AND THE PHILOSOPHER'S STONE	48
10	CARRY-ON	66	INSIDE OUT 2	21	JACKPOT!	37	NO HARD FEELINGS	43

ALL-TIME NETFLIX CHARTS (ENGLISH)

ENGLISH-LANGUAGE TITLES THAT ATTRACTED THE GREATEST NUMBER OF VIEWS IN THEIR FIRST 91 DAYS ON NETFLIX (ALL-TIME)



MOST POPULAR TV SHOWS (ENGLISH-LANGUAGE CONTENT)

#	TV SHOW	VIEWS (FIRST 91 DAYS)
01	WEDNESDAY (SEASON 1)	252,100,000
02	STRANGER THINGS 4	140,700,000
03	DAHMER (MONSTER: THE JEFFREY DAHMER STORY)	115,600,000
04	BRIDGERTON (SEASON 1)	113,300,000
05	THE QUEEN'S GAMBIT (LIMITED SERIES)	112,800,000
06	BRIDGERTON (SEASON 3)	106,000,000
07	THE NIGHT AGENT (SEASON 1)	98,200,000
08	FOOL ME ONCE (LIMITED SERIES)	98,200,000
09	STRANGER THINGS 3	94,800,000
10	BRIDGERTON (SEASON 2)	93,800,000

MOST POPULAR MOVIES (ENGLISH-LANGUAGE CONTENT)

#	MOVIE	VIEWS (FIRST 91 DAYS)
01	RED NOTICE	230,900,000
02	DON'T LOOK UP	171,400,000
03	THE ADAM PROJECT	157,600,000
04	BIRD BOX	157,400,000
05	LEAVE THE WORLD BEHIND	143,400,000
06	THE GRAY MAN	139,300,000
07	DAMSEL	138,000,000
08	WE CAN BE HEROES	137,300,000
09	THE MOTHER	136,400,000
10	GLASS ONION: A KNIVES OUT MYSTERY	136,300,000

MUSIC: TOP MOBILE APPS

RANKINGS OF THE MOST USED MUSIC-RELATED APPS ON MOBILE PHONES BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



TOP MUSIC-RELATED MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	COMPANY
01	SPOTIFY	SPOTIFY
02	YOUTUBE MUSIC	GOOGLE
03	MX PLAYER	AMAZON
04	SHAZAM	APPLE
05	MI MUSIC	XIAOMI
06	JIOSAAVN	RELIANCE INDUSTRIES
07	AMAZON MUSIC	AMAZON
08	WYNK	BHARTI AIRTEL
09	SOUNDCLOUD	SOUNDCLOUD
10	SAMSUNG MUSIC	SAMSUNG GROUP

TOP MUSIC-RELATED MOBILE APPS BY TOTAL TIME SPENT

#	APP NAME	COMPANY
01	MX PLAYER	AMAZON
02	SPOTIFY	SPOTIFY
03	YOUTUBE MUSIC	GOOGLE
04	MI MUSIC	XIAOMI
05	POCKET FM	POCKET FM
06	GOTUBE - BLOCK ALL ADS	GOTUBE STUDIO
07	LARK PLAYER	DYWX
08	SAMSUNG MUSIC	SAMSUNG GROUP
09	YANDEX MUSIC	YANDEX
10	AMAZON MUSIC	AMAZON

SPOTIFY'S MOST STREAMED SONGS OF 2024

RANKING OF THE MOST STREAMED SONGS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2024



#	ARTIST – "SONG TITLE"
01	SABRINA CARPENTER – "ESPRESSO"
02	BENSON BOONE – "BEAUTIFUL THINGS"
03	BILLIE EILISH – "BIRDS OF A FEATHER"
04	FLYYMENOR & CRIS MJ – "GATA ONLY"
05	TEDDY SWIMS – "LOSE CONTROL"
06	DJO – "END OF BEGINNING"
07	HOZIER – "TOO SWEET"
08	THE WEEKND WITH JENNIE & LILY-ROSE DEPP – "ONE OF THE GIRLS"
09	TAYLOR SWIFT – "CRUEL SUMMER"
10	LADY GAGA & BRUNO MARS – "DIE WITH A SMILE"

#	ARTIST – "SONG TITLE"
11	ARETEMAS – "I LIKE THE WAY YOU KISS ME"
12	ARIANA GRANDE – "WE CAN'T BE FRIENDS (WAIT FOR YOUR LOVE)"
13	SABRINA CARPENTER – "PLEASE PLEASE PLEASE"
14	CHAPPELL ROAN – "GOOD LUCK, BABE!"
15	TATE MCRAE – "GREEDY"
16	TOMMY RICHMAN – "MILLION DOLLAR BABY"
17	JIMIN – "WHO"
18	SHABOOZEY – "A BAR SONG (TIPSY)"
19	FEID & ATL JACOB – "LUNA"
20	KENDRICK LAMAR – "NOT LIKE US"

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SPOTIFY'S MOST STREAMED ARTISTS OF 2024

RANKING OF THE MOST STREAMED ARTISTS WORLDWIDE ON SPOTIFY BETWEEN JANUARY AND NOVEMBER 2024

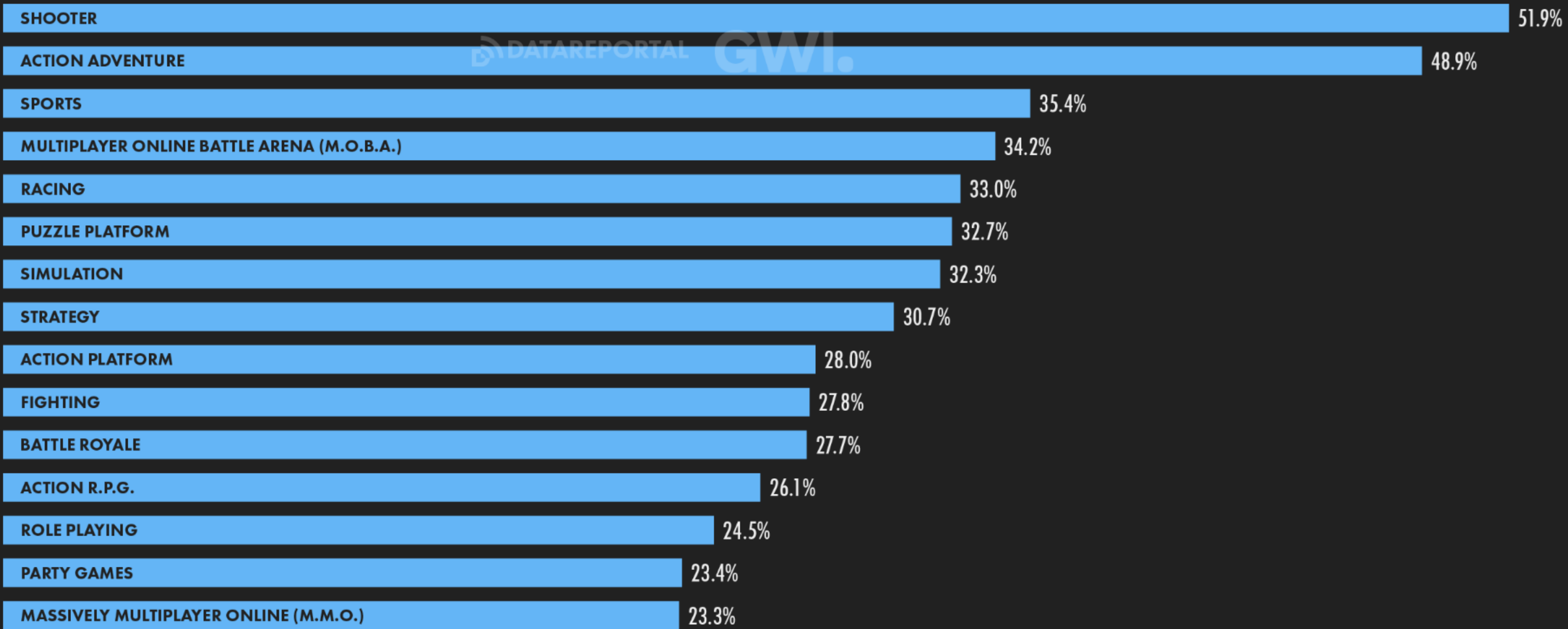


#	ARTIST	#	ARTIST	#	ARTIST	#	ARTIST
01	TAYLOR SWIFT	11	ARIJIT SINGH	21	JUNIOR H	31	PRITAM
02	THE WEEKND	12	EMINEM	22	SZA	32	JUSTIN BIEBER
03	BAD BUNNY	13	KENDRICK LAMAR	23	RIHANNA	33	OLIVER RODRIGO
04	DRAKE	14	LANA DEL REY	24	ZACH BRYAN	34	DAVID GUETTA
05	BILLIE EILISH	15	FUTURE	25	21 SAVAGE	35	DUA LIPA
06	TRAVIS SCOTT	16	KAROL G	26	COLDPLAY	36	LINKIN PARK
07	PESO PLUMA	17	METRO BOOMIN	27	RAUW ALEJANDRO	37	LADY GAGA
08	KANYE WEST	18	BRUNO MARS	28	MORGAN WALLEN	38	MYKE TOWERS
09	ARIANA GRANDE	19	SABRINA CARPENTER	29	NATANAEL CANO	39	IMAGINE DRAGONS
10	FEID	20	POST MALONE	30	FUERZA REGIDA	40	ED SHEERAN

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MOST POPULAR VIDEO GAME FORMATS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO PLAY VIDEO GAMES EACH MONTH WHO PLAY EACH GENRE OF VIDEO GAME ON ANY DEVICE



TOP MOBILE GAMES

RANKINGS OF MOBILE GAMES BY VARIOUS METRICS, BASED ON ACTIVITY BETWEEN 01 SEPTEMBER 2024 AND 30 NOVEMBER 2024



#	MONTHLY ACTIVE USERS	TOTAL TIME SPENT	DOWNLOADS	CONSUMER SPEND
01	ROBLOX ROBLOX	ROBLOX ROBLOX	FREE FIRE GARENA ONLINE	LAST WAR:SURVIVAL GAME ONEFUN
02	FREE FIRE GARENA ONLINE	FREE FIRE GARENA ONLINE	BLOCK BLAST ADVENTURE MASTER HUNGRY STUDIO	ROYAL MATCH DREAM GAMES
03	BRAWL STARS SUPERCELL	MOBILE LEGENDS: BANG BANG MOONTON	MY SUPERSTORE SIMULATOR PLAYSPARE	ROBLOX ROBLOX
04	CANDY CRUSH SAGA KING	BRAWL STARS SUPERCELL	ROBLOX ROBLOX	WHITEOUT SURVIVAL CENTURY GAMES
05	SUBWAY SURFERS SYBO	CANDY CRUSH SAGA KING	SUBWAY SURFERS SYBO	CANDY CRUSH SAGA KING
06	MINECRAFT POCKET EDITION MOJANG	MINECRAFT POCKET EDITION MOJANG	MINI GAMES: CALM & RELAX ONESOFT	MONOPOLY GO! SCOPELY
07	MOBILE LEGENDS: BANG BANG MOONTON	PUBG MOBILE TENCENT	OFFLINE GAMES - NO WIFI GAMES JINDOBLU	BRAWL STARS SUPERCELL
08	BLOCK BLAST ADVENTURE MASTER HUNGRY STUDIO	BATTLEGROUNDS MOBILE INDIA KRAFTON	PIZZA READY SUPERCENT	COIN MASTER MOON ACTIVE
09	LUDO KING GAMETION	EA SPORTS FC™ MOBILE 24 SOCCER ELECTRONIC ARTS	LUDO KING GAMETION	HONOR OF KINGS TENCENT
10	GEOMETRY DASH ROBTOP	ROYAL MATCH DREAM GAMES	POKÉMON TCG POCKET POKEMON	POKÉMON TCG POCKET POKEMON



SOCIAL MEDIA USE

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OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



NUMBER OF SOCIAL
MEDIA USER IDENTITIES



5.24
BILLION



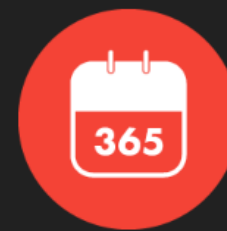
QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



+0.5%
+24 MILLION



YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



+4.1%
+206 MILLION



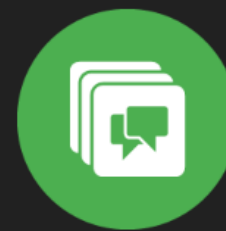
AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



2H 21M
YOY: -1.3% (-2 MINS)



AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



6.8
YOY: +2.3% (+0.2)

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



63.9%



SOCIAL MEDIA USER
IDENTITIES AGED 18+ vs.
POPULATION AGED 18+



86.6%



SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



94.2%



FEMALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



45.4%



MALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



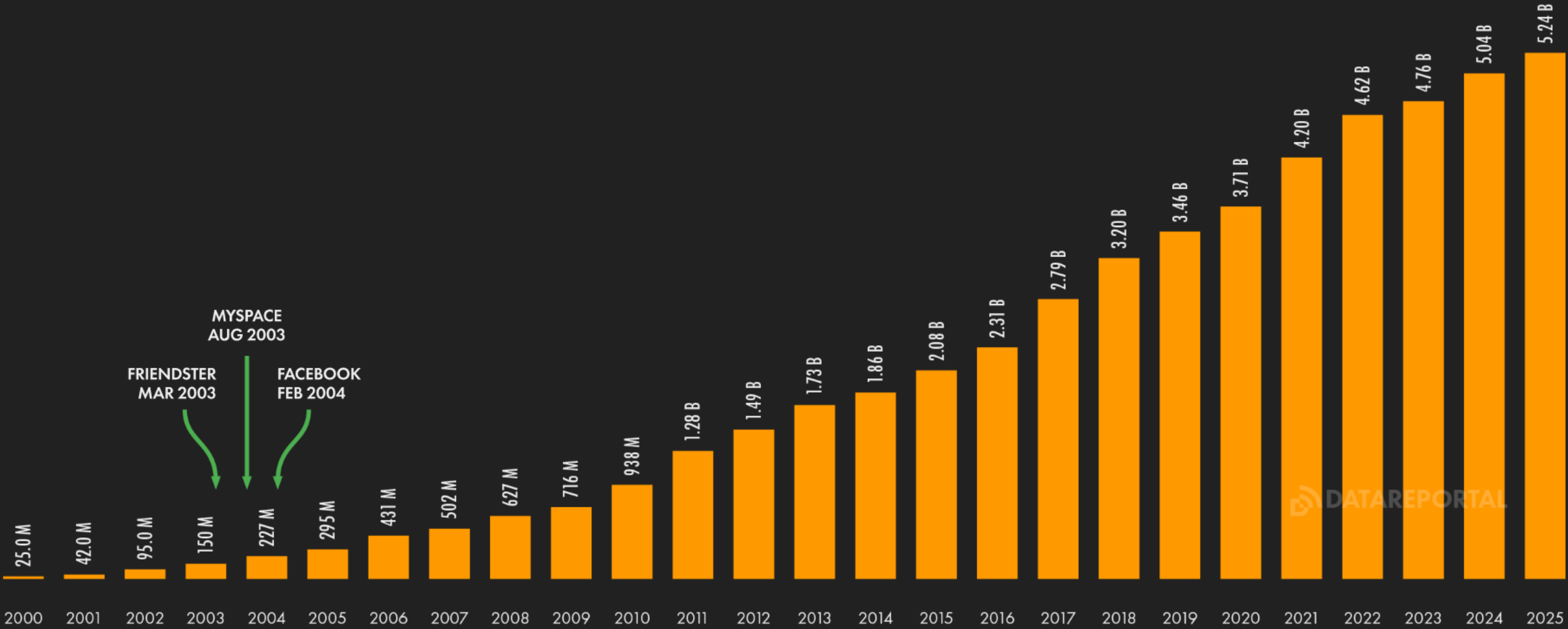
54.6%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2024). NOTE: AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN GENDER COUNTS AND RESIDENT POPULATIONS. COMPARABILITY, SOURCE AND METHODOLOGY.

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SOCIAL MEDIA TIMELINE: USER IDENTITIES

NUMBER OF SOCIAL MEDIA USER IDENTITIES OVER TIME



FRIENDSTER
MAR 2003

MYSPACE
AUG 2003

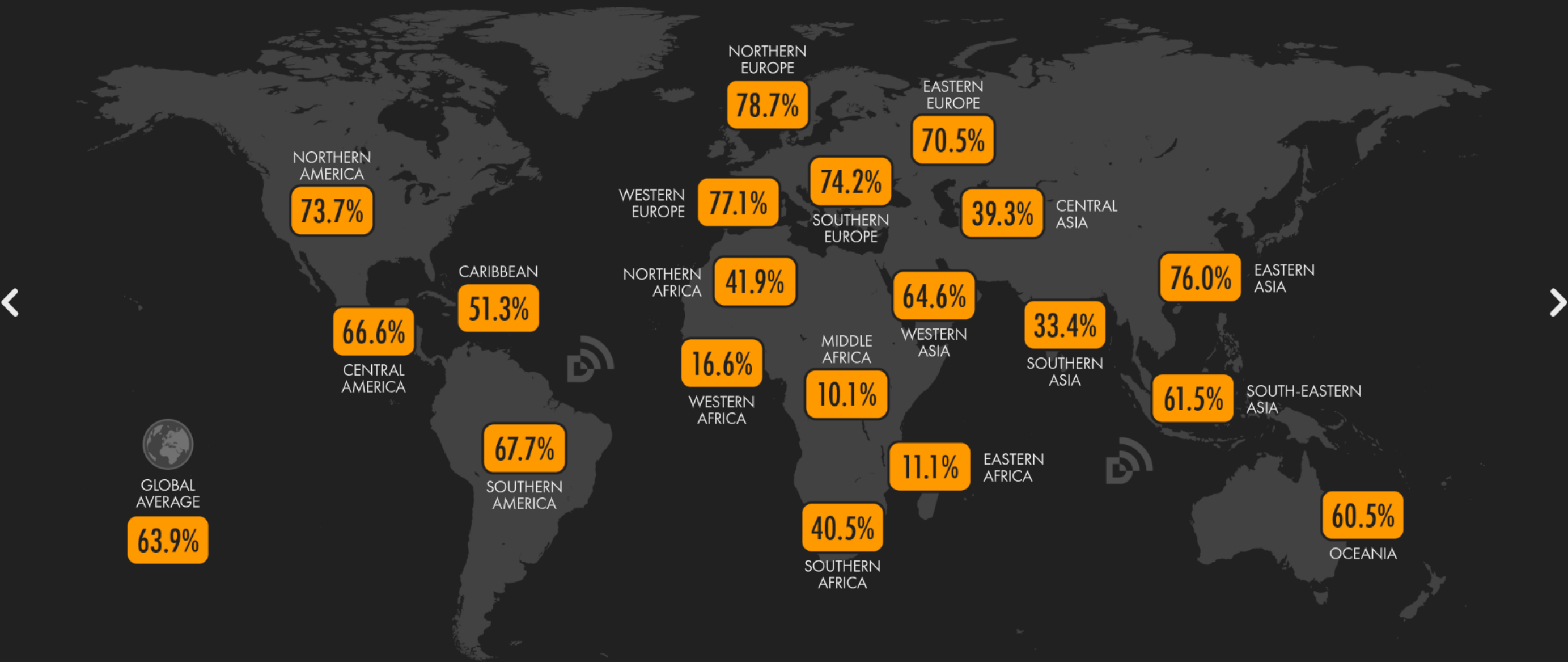
FACEBOOK
FEB 2004

DATA REPORTAL

FEB
2025

SOCIAL MEDIA USE vs. TOTAL POPULATION

SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



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SOCIAL MEDIA: AUDIENCE GENDER BALANCE

FEMALE AND MALE ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL SOCIAL MEDIA USER IDENTITIES



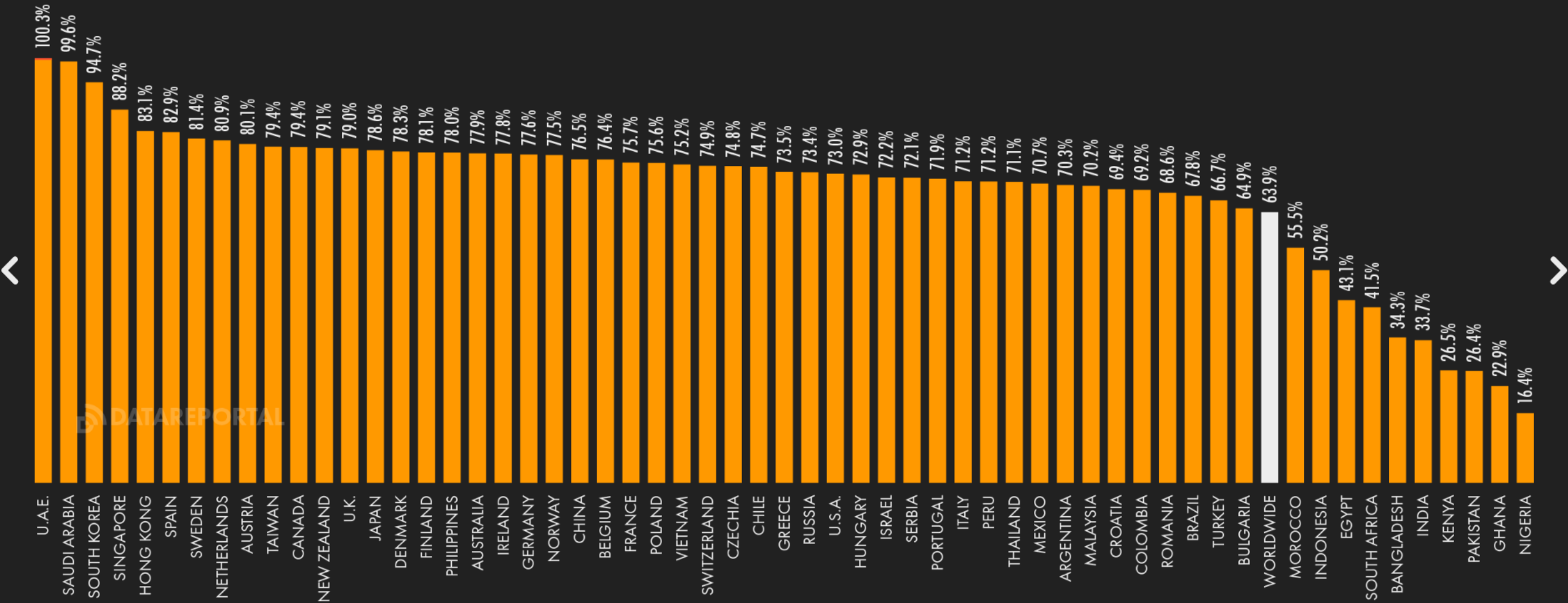
FEMALE GLOBAL AVERAGE: 45.4%

MALE GLOBAL AVERAGE: 54.6%

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SOCIAL MEDIA USE vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS



AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
FRIENDS & FAMILY	48.3%	FRIENDS & FAMILY	48.1%	FRIENDS & FAMILY	50.8%	FRIENDS & FAMILY	53.1%	FRIENDS & FAMILY	56.2%	FRIENDS & FAMILY	58.1%
FILL UP SPARE TIME	44.3%	FILL UP SPARE TIME	39.5%	FILL UP SPARE TIME	37.9%	READ NEWS STORIES	38.2%	READ NEWS STORIES	40.6%	READ NEWS STORIES	27.1%
FIND CONTENT (E.G. VIDEOS)	33.9%	READ NEWS STORIES	33.2%	READ NEWS STORIES	36.4%	FILL UP SPARE TIME	37.0%	FILL UP SPARE TIME	35.8%	FILL UP SPARE TIME	25.8%
SEE TRENDING TOPICS	32.2%	FIND CONTENT (E.G. VIDEOS)	31.7%	FIND CONTENT (E.G. VIDEOS)	30.8%	FIND CONTENT (E.G. VIDEOS)	29.4%	FIND PRODUCTS TO BUY	26.7%	FIND CONTENT (E.G. VIDEOS)	14.0%
READ NEWS STORIES	29.1%	SEE TRENDING TOPICS	30.9%	SEE TRENDING TOPICS	30.3%	FIND PRODUCTS TO BUY	28.7%	FIND CONTENT (E.G. VIDEOS)	26.1%	SEE TRENDING TOPICS	14.0%
IDEAS: THINGS TO DO & BUY	28.6%	IDEAS: THINGS TO DO & BUY	28.2%	FIND PRODUCTS TO BUY	29.4%	SEE TRENDING TOPICS	27.2%	IDEAS: THINGS TO DO & BUY	24.4%	FIND LIKE-MINDED PEOPLE	13.5%
FIND PRODUCTS TO BUY	26.1%	FIND PRODUCTS TO BUY	27.7%	IDEAS: THINGS TO DO & BUY	28.2%	IDEAS: THINGS TO DO & BUY	26.8%	SEE TRENDING TOPICS	24.3%	IDEAS: THINGS TO DO & BUY	12.9%
WATCH OR FOLLOW SPORTS	24.9%	WATCH LIVE STREAMS	25.3%	WATCH LIVE STREAMS	25.6%	ACTIVITIES FOR WORK	22.9%	SHARE & DISCUSS OPINIONS	21.9%	FIND PRODUCTS TO BUY	12.9%
AVOID MISSING OUT	24.7%	WATCH OR FOLLOW SPORTS	25.2%	ACTIVITIES FOR WORK	25.6%	WATCH OR FOLLOW SPORTS	22.7%	WATCH OR FOLLOW SPORTS	20.1%	SHARE & DISCUSS OPINIONS	12.1%
INFLUENCERS & CELEBRITIES	24.3%	SEE CONTENT FROM BRANDS	24.2%	WATCH OR FOLLOW SPORTS	24.7%	WATCH LIVE STREAMS	22.5%	WATCH LIVE STREAMS	19.8%	POST ABOUT YOUR LIFE	10.6%

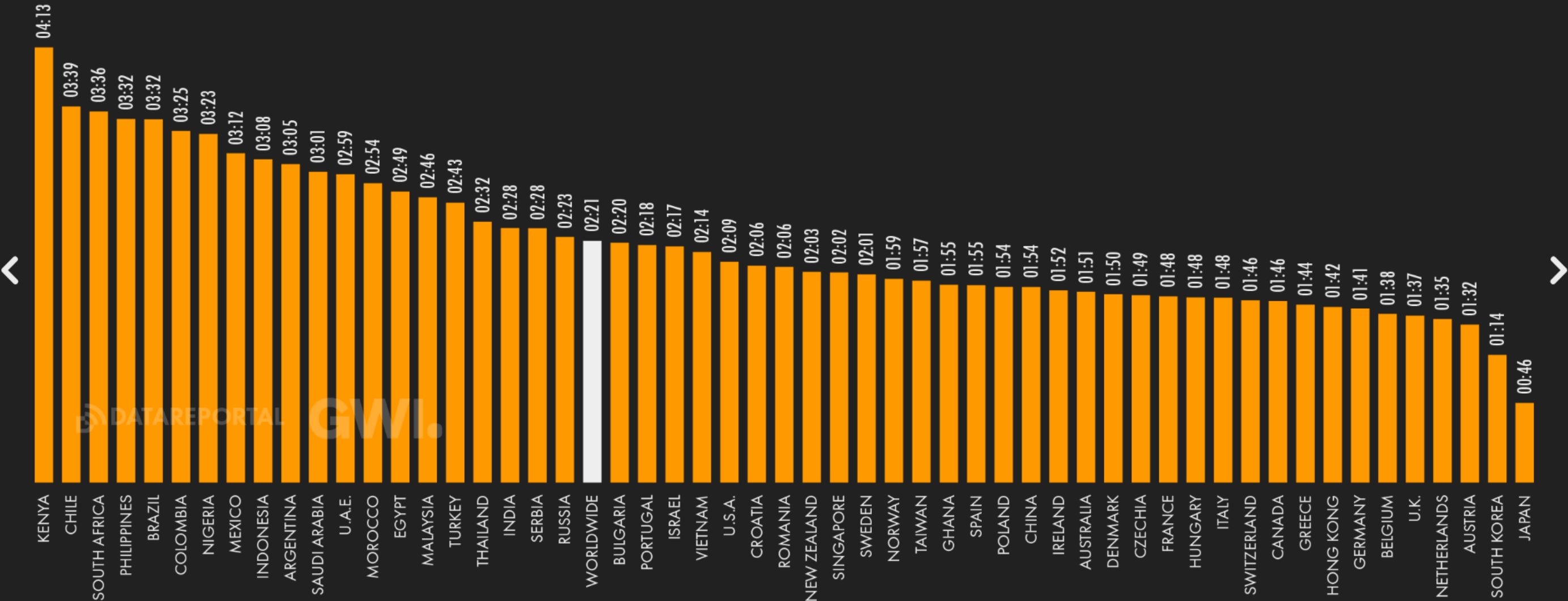
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DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA EACH DAY



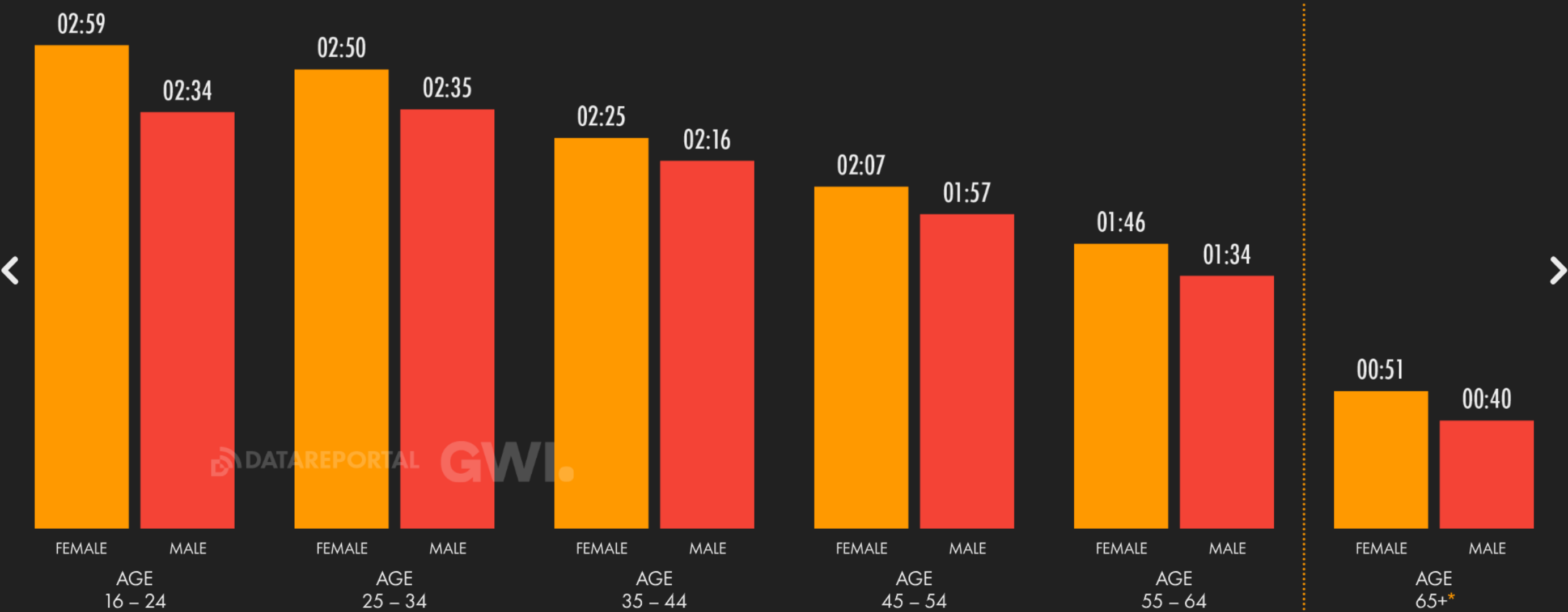
GLOBAL OVERVIEW



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DAILY TIME SPENT USING SOCIAL MEDIA

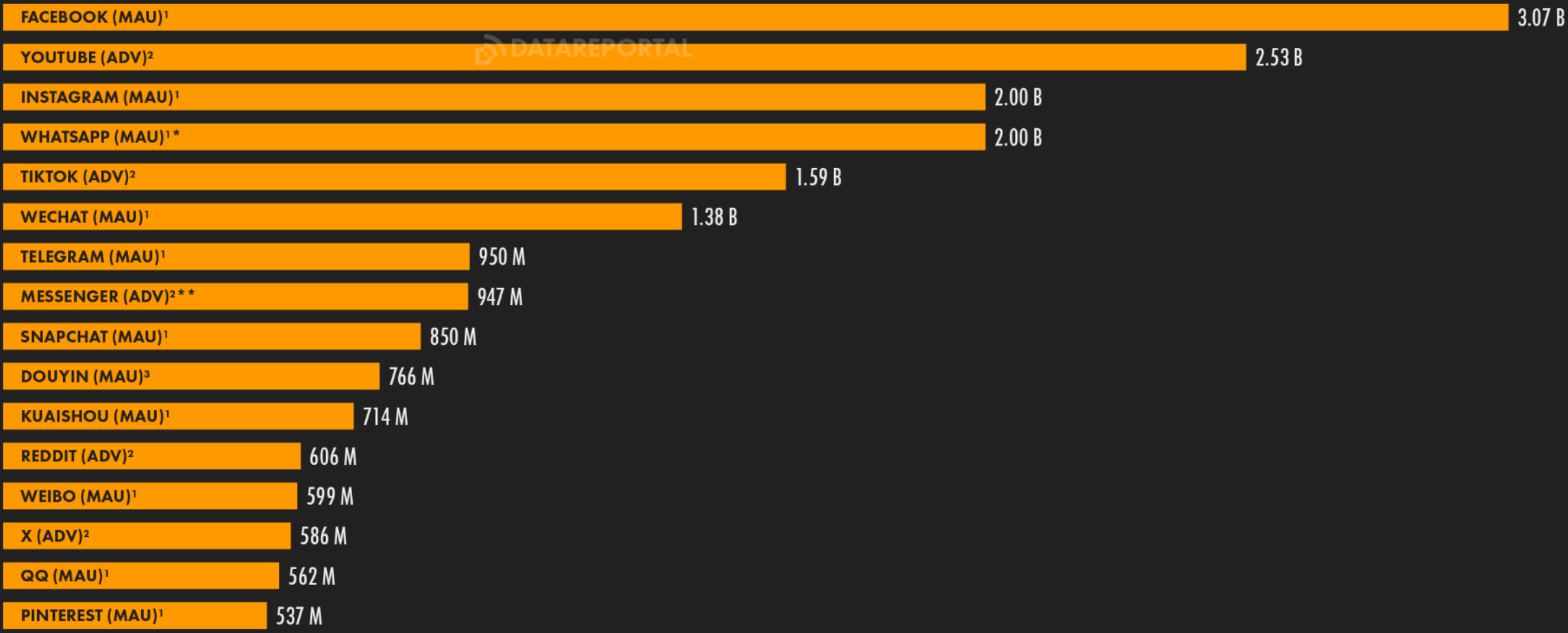
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16+ SPEND USING SOCIAL MEDIA EACH DAY



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PERSPECTIVES: SOCIAL MEDIA PLATFORM USE

A MIX OF METRICS ILLUSTRATING USE OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS (NOTE: VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

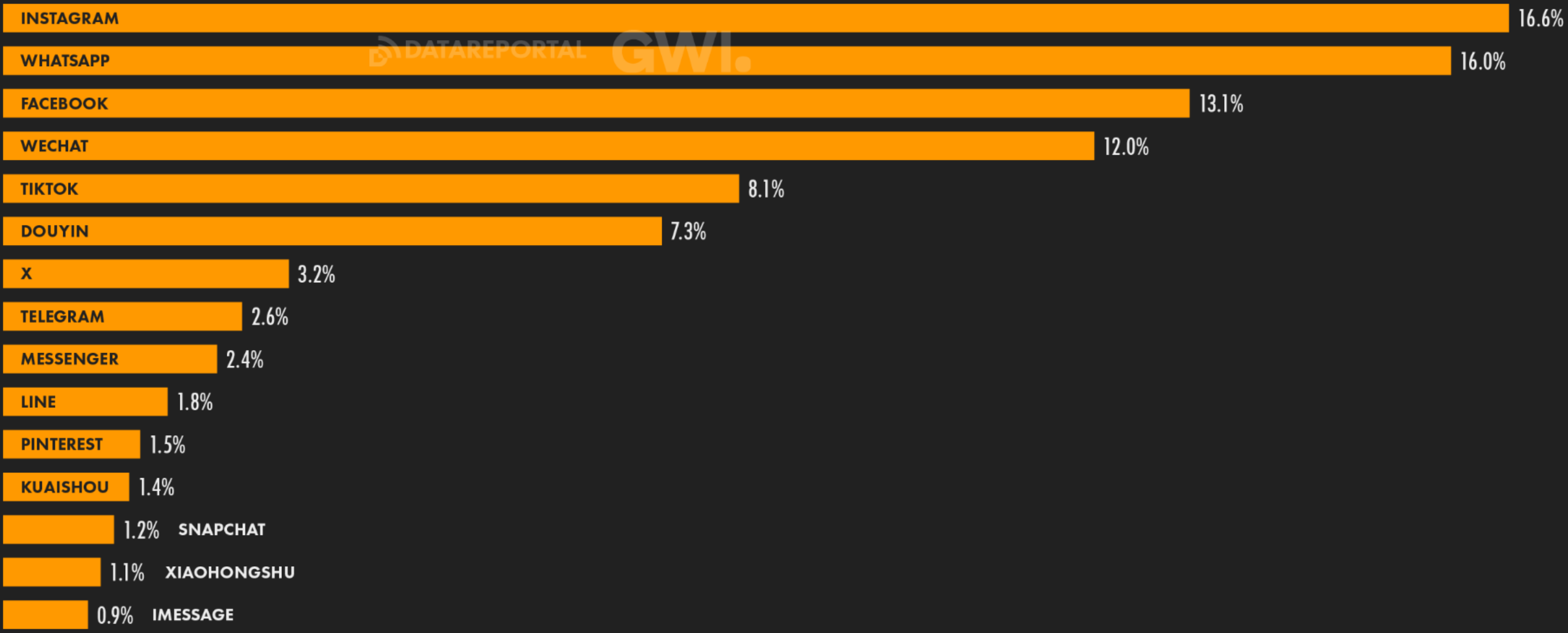


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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16+ WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

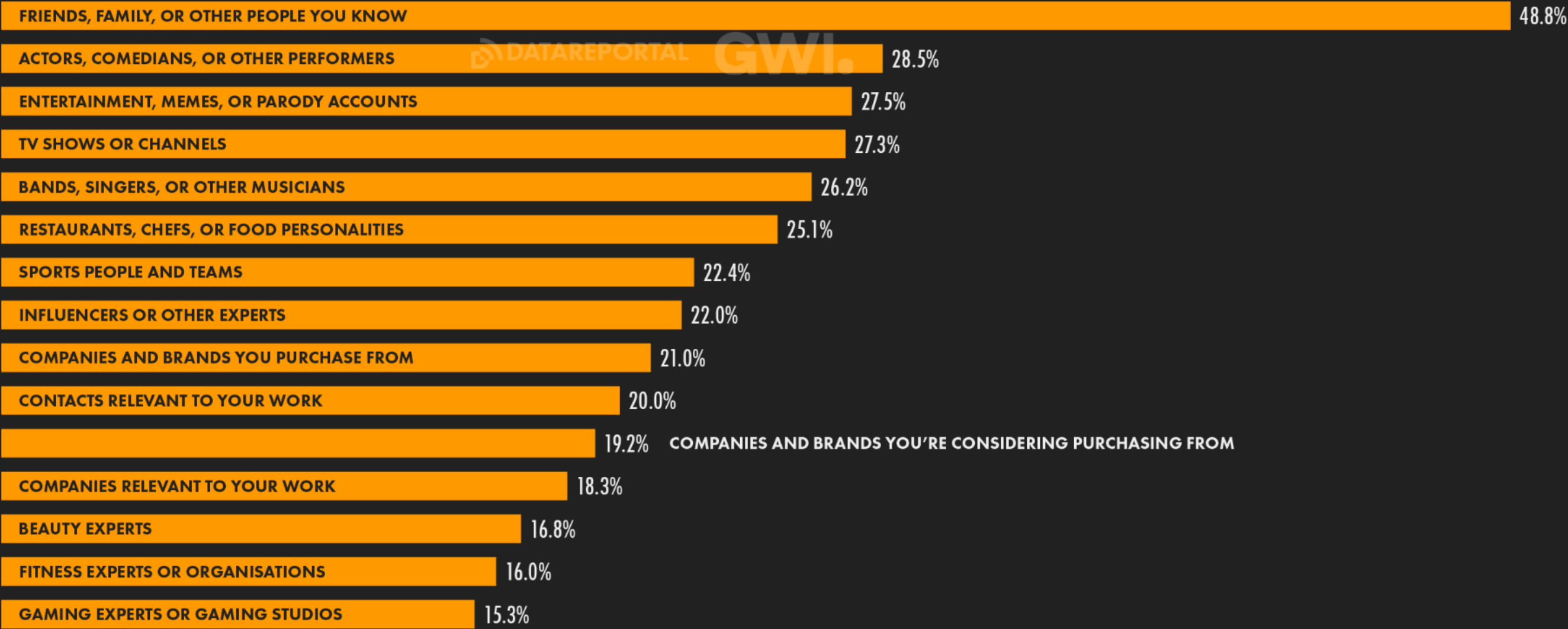
NOTE: YOUTUBE IS NOT AVAILABLE AS AN ANSWER OPTION IN THE SURVEY QUESTION THAT INFORMS THIS CHART



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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16+ WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS IN EACH AGE GROUP WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



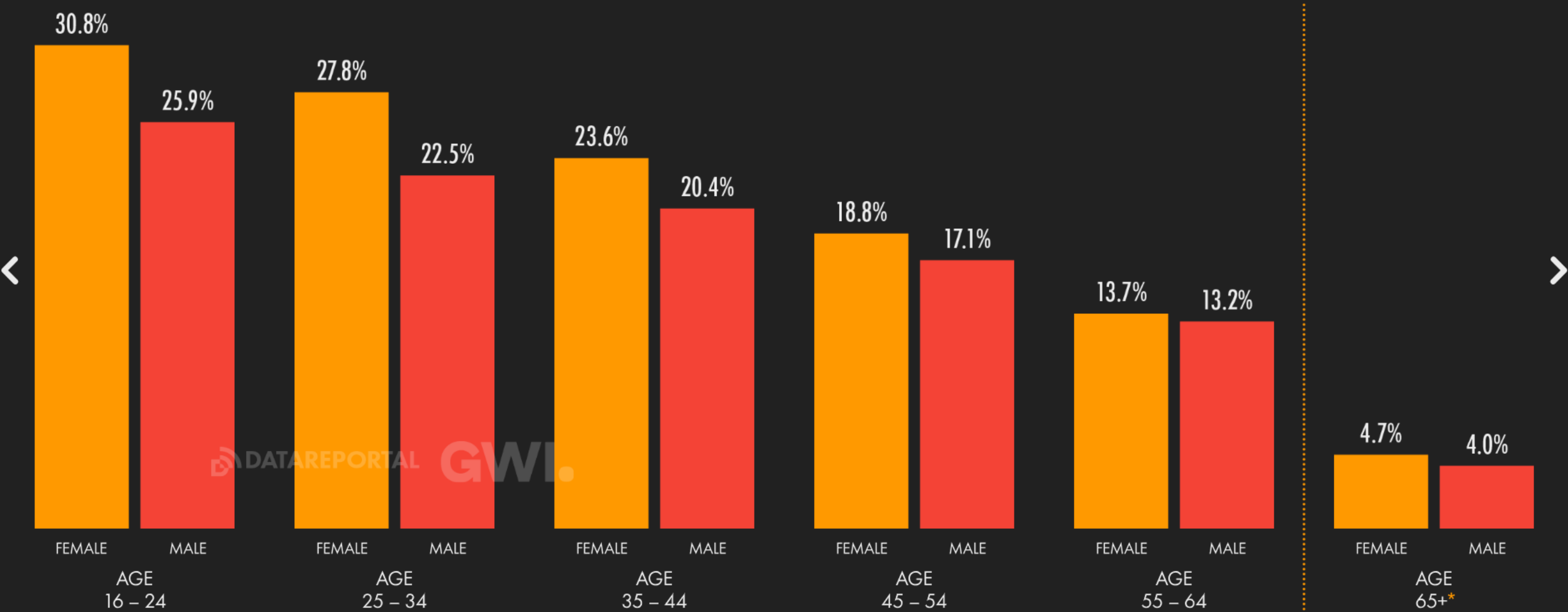
GLOBAL OVERVIEW

AGE 16 TO 24		AGE 25 TO 34		AGE 35 TO 44		AGE 45 TO 54		AGE 55 TO 64		AGE 65+*	
FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	48.8%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	46.8%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	48.6%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	49.8%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	51.0%	FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW	51.3%
ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	37.4%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	32.8%	TV SHOWS OR CHANNELS	29.3%	TV SHOWS OR CHANNELS	27.1%	TV SHOWS OR CHANNELS	25.5%	TV SHOWS OR CHANNELS	16.5%
ACTORS, COMEDIANS, OR OTHER PERFORMERS	35.5%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	31.8%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	28.3%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	24.3%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	21.0%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	12.5%
BANDS, SINGERS, OR OTHER MUSICIANS	32.2%	TV SHOWS OR CHANNELS	29.1%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	27.5%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	23.9%	COMPANIES AND BRANDS YOU PURCHASE FROM	19.3%	SPORTS PEOPLE AND TEAMS	11.9%
INFLUENCERS OR OTHER EXPERTS	28.3%	BANDS, SINGERS, OR OTHER MUSICIANS	28.4%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	26.1%	BANDS, SINGERS, OR OTHER MUSICIANS	23.2%	BANDS, SINGERS, OR OTHER MUSICIANS	18.7%	COMPANIES AND BRANDS YOU PURCHASE FROM	11.8%
SPORTS PEOPLE AND TEAMS	26.7%	RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	28.1%	BANDS, SINGERS, OR OTHER MUSICIANS	25.7%	CONTACTS RELEVANT TO YOUR WORK	22.3%	CONTACTS RELEVANT TO YOUR WORK	18.0%	BANDS, SINGERS, OR OTHER MUSICIANS	10.6%
TV SHOWS OR CHANNELS	25.8%	INFLUENCERS OR OTHER EXPERTS	25.0%	COMPANIES AND BRANDS YOU PURCHASE FROM	23.6%	COMPANIES AND BRANDS YOU PURCHASE FROM	22.0%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	17.4%	JOURNALISTS OR NEWS COMPANIES	9.7%
GAMING EXPERTS OR GAMING STUDIOS	24.7%	SPORTS PEOPLE AND TEAMS	24.5%	CONTACTS RELEVANT TO YOUR WORK	23.4%	ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS	21.6%	COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM	16.2%	ACTORS, COMEDIANS, OR OTHER PERFORMERS	8.9%
RESTAURANTS, CHEFS, OR FOOD PERSONALITIES	23.5%	COMPANIES AND BRANDS YOU PURCHASE FROM	21.8%	SPORTS PEOPLE AND TEAMS	22.9%	COMPANIES RELEVANT TO YOUR WORK	19.7%	JOURNALISTS OR NEWS COMPANIES	15.3%	EVENTS YOU'RE ATTENDING	8.9%
BEAUTY EXPERTS	20.0%	CONTACTS RELEVANT TO YOUR WORK	21.1%	COMPANIES RELEVANT TO YOUR WORK	22.5%	SPORTS PEOPLE AND TEAMS	19.5%	SPORTS PEOPLE AND TEAMS	15.0%	COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM	8.6%

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FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



Wykorzystano

Pasja informatyki, 2016. Sieci komputerowe odc. 1 - Podstawy sieci. URL:

<https://youtu.be/WxH9YNAfAao>

[HTTPS://DATAREPORTAL.COM/REPORTS/DIGITAL-2025-GLOBAL-OVERVIEW-REPORT](https://datareportal.com/reports/digital-2025-global-overview-report)