

# DIGITAL 2020

## NEW ZEALAND

ALL THE DATA, TRENDS, AND INSIGHTS YOU NEED TO HELP YOU UNDERSTAND  
HOW PEOPLE USE THE INTERNET, MOBILE, SOCIAL MEDIA, AND ECOMMERCE

we  
are  
social



**we  
are  
social**



**Hootsuite®**



## IMPORTANT NOTES ON CHANGES TO DATA

Changes to data sources, underlying data, and reporting methodologies mean that various figures in this report **will not be comparable** to similar figures that we published in previous Global Digital Reports. Wherever such changes affect data in this report, we have included a **◆ COMPARABILITY ADVISORY** in the footnotes of each relevant slide. These changes relate to either (1) a source change, where we have substantially changed the data sources that we use to inform data points; or (2) a base change, where either we or our data providers have made material changes to the ways in which we and / or they collect and / or report underlying data. Wherever such changes occur, we have also endeavoured to re-base the historical data we use for annual or quarterly growth figures, but where we have been unable to re-base historical data, we have included an advisory in the footnotes of each relevant slide. Please see the complete list of data sources at the end of this report for further details.



# DIGITAL 2020

## GLOBAL DIGITAL OVERVIEW

ESSENTIAL INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE THE INTERNET, MOBILE DEVICES, SOCIAL MEDIA, AND ECOMMERCE



# DIGITAL 2020

## GLOBAL DIGITAL YEARBOOK

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD



[CLICK HERE](#) TO READ OUR DIGITAL 2020 **GLOBAL OVERVIEW REPORT**, WITH MORE THAN 200 PAGES OF ESSENTIAL CHARTS AND INSIGHTS FROM AROUND THE WORLD

[CLICK HERE](#) TO READ OUR DIGITAL 2020 **GLOBAL DIGITAL YEARBOOK**, WITH ESSENTIAL HEADLINE DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD

# CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

|                               |                      |                   |               |                 |                      |                              |                    |
|-------------------------------|----------------------|-------------------|---------------|-----------------|----------------------|------------------------------|--------------------|
| GLOBAL OVERVIEW               | BOTSWANA             | DJIBOUTI          | GUINEA        | LESOTHO         | NEPAL                | ST. KITTS & NEVIS            | TAJIKISTAN         |
| DIGITAL YEARBOOK              | BRAZIL               | DOMINICA          | GUINEA-BISSAU | LIBERIA         | NETHERLANDS          | ST. LUCIA                    | TANZANIA           |
| ABKHAZIA                      | BRITISH VIRGIN IS.   | DOMINICAN REP.    | GUYANA        | LIBYA           | NEW CALEDONIA        | ST. MARTIN                   | THAILAND           |
| AFGHANISTAN                   | BRUNEI               | ECUADOR           | HAITI         | LIECHTENSTEIN   | NEW ZEALAND          | ST. PIERRE & MIQUELON        | TIMOR-LESTE        |
| ÅLAND IS.                     | BULGARIA             | EGYPT             | HONDURAS      | LITHUANIA       | NICARAGUA            | ST. VINCENT & THE GRENADINES | TOGO               |
| ALBANIA                       | BURKINA FASO         | EL SALVADOR       | HONG KONG     | LUXEMBOURG      | NIGER                | SAMOA                        | TOKELAU            |
| ALGERIA                       | BURUNDI              | EQUATORIAL GUINEA | HUNGARY       | MACAU           | NIGERIA              | SAN MARINO                   | TONGA              |
| AMERICAN SAMOA                | CABO VERDE           | ERITREA           | ICELAND       | NORTH MACEDONIA | NIUE                 | SÃO TOMÉ & PRÍNCIPE          | TRANSNISTRIA       |
| ANDORRA                       | CAMBODIA             | ESTONIA           | INDIA         | MADAGASCAR      | NORFOLK IS.          | SAUDI ARABIA                 | TRINIDAD & TOBAGO  |
| ANGOLA                        | CAMEROON             | ESWATINI          | INDONESIA     | MALAWI          | NORTHERN MARIANA IS. | SENEGAL                      | TUNISIA            |
| ANGUILLA                      | CANADA               | ETHIOPIA          | IRAN          | MALAYSIA        | NORWAY               | SERBIA                       | TURKEY             |
| ANTIGUA & BARBUDA             | CAYMAN IS.           | FALKLAND IS.      | IRAQ          | MALDIVES        | OMAN                 | SEYCHELLES                   | TURKMENISTAN       |
| ARGENTINA                     | CENTRAL AFRICAN REP. | FAROE IS.         | IRELAND       | MALI            | PAKISTAN             | SIERRA LEONE                 | TURKS & CAICOS IS. |
| ARMENIA                       | CHAD                 | FIJI              | ISLE OF MAN   | MALTA           | PALAU                | SINGAPORE                    | TUVALU             |
| ARUBA                         | CHILE                | FINLAND           | ISRAEL        | MARSHALL IS.    | PALESTINE            | ST. MAARTEN                  | UGANDA             |
| AUSTRALIA                     | CHINA                | FRANCE            | ITALY         | MARTINIQUE      | PANAMA               | SLOVAKIA                     | UKRAINE            |
| AUSTRIA                       | CHRISTMAS IS.        | FRENCH GUIANA     | JAMAICA       | MAURITANIA      | PAPUA NEW GUINEA     | SLOVENIA                     | U.A.E.             |
| AZERBAIJAN                    | COCOS (KEELING) IS.  | FRENCH POLYNESIA  | JAPAN         | MAURITIUS       | PARAGUAY             | SOLOMON IS.                  | U.K.               |
| BAHAMAS                       | COLOMBIA             | GABON             | JERSEY        | MAYOTTE         | PERU                 | SOMALIA                      | U.S.A.             |
| BAHRAIN                       | COMOROS              | GAMBIA            | JORDAN        | MEXICO          | PHILIPPINES          | SOUTH AFRICA                 | U.S. VIRGIN IS.    |
| BANGLADESH                    | DEM. REP. OF CONGO   | GEORGIA           | KAZAKHSTAN    | MICRONESIA      | PITCAIRN IS.         | SOUTH SUDAN                  | URUGUAY            |
| BARBADOS                      | REP. OF CONGO        | GERMANY           | KENYA         | MOLDOVA         | POLAND               | SPAIN                        | UZBEKISTAN         |
| BELARUS                       | COOK IS.             | GHANA             | KIRIBATI      | MONACO          | PORTUGAL             | SRI LANKA                    | VANUATU            |
| BELGIUM                       | COSTA RICA           | GIBRALTAR         | NORTH KOREA   | MONGOLIA        | PUERTO RICO          | SUDAN                        | VATICAN            |
| BELIZE                        | CÔTE D'IVOIRE        | GREECE            | SOUTH KOREA   | MONTENEGRO      | QATAR                | SURINAME                     | VENEZUELA          |
| BENIN                         | CROATIA              | GREENLAND         | KOSOVO        | MONTSERRAT      | RÉUNION              | SVALBARD & JAN MAYEN         | VIETNAM            |
| BERMUDA                       | CUBA                 | GRENADA           | KUWAIT        | MOROCCO         | ROMANIA              | SWAZILAND                    | WALLIS & FUTUNA    |
| BHUTAN                        | CURAÇAO              | GUADELOUPE        | KYRGYZSTAN    | MOZAMBIQUE      | RUSSIAN FEDERATION   | SWEDEN                       | WESTERN SAHARA     |
| BOLIVIA                       | CYPRUS               | GUAM              | LAOS          | MYANMAR         | RWANDA               | SWITZERLAND                  | YEMEN              |
| BONAIRE, ST. EUSTATIUS & SABA | CZECH REP.           | GUATEMALA         | LATVIA        | NAMIBIA         | ST. BARTHÉLEMY       | SYRIA                        | ZAMBIA             |
| BOSNIA & HERZEGOVINA          | DENMARK              | GUERNSEY          | LEBANON       | NAURU           | ST. HELENA           | TAIWAN                       | ZIMBABWE           |



# 2020 GLOBAL HEADLINES

JAN  
2020

# DIGITAL AROUND THE WORLD IN 2020

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

TOTAL  
POPULATION



**7.75**  
BILLION

URBANISATION:

**55%**

UNIQUE MOBILE  
PHONE USERS



**5.19**  
BILLION

PENETRATION:

**67%**

INTERNET  
USERS



**4.54**  
BILLION

PENETRATION:

**59%**

ACTIVE SOCIAL  
MEDIA USERS



**3.80**  
BILLION

PENETRATION:

**49%**



we  
are  
social





JAN  
2020

# GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN ESSENTIAL INDICATORS OF DIGITAL ADOPTION

TOTAL  
POPULATION



we  
are  
social

**+1.1%**

JAN 2020 vs. JAN 2019

**+82 MILLION**

UNIQUE MOBILE  
PHONE USERS



**+2.4%**

JAN 2020 vs. JAN 2019

**+124 MILLION**

INTERNET  
USERS



**+7.0%**

JAN 2020 vs. JAN 2019

**+298 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+9.2%**

JAN 2020 vs. JAN 2019

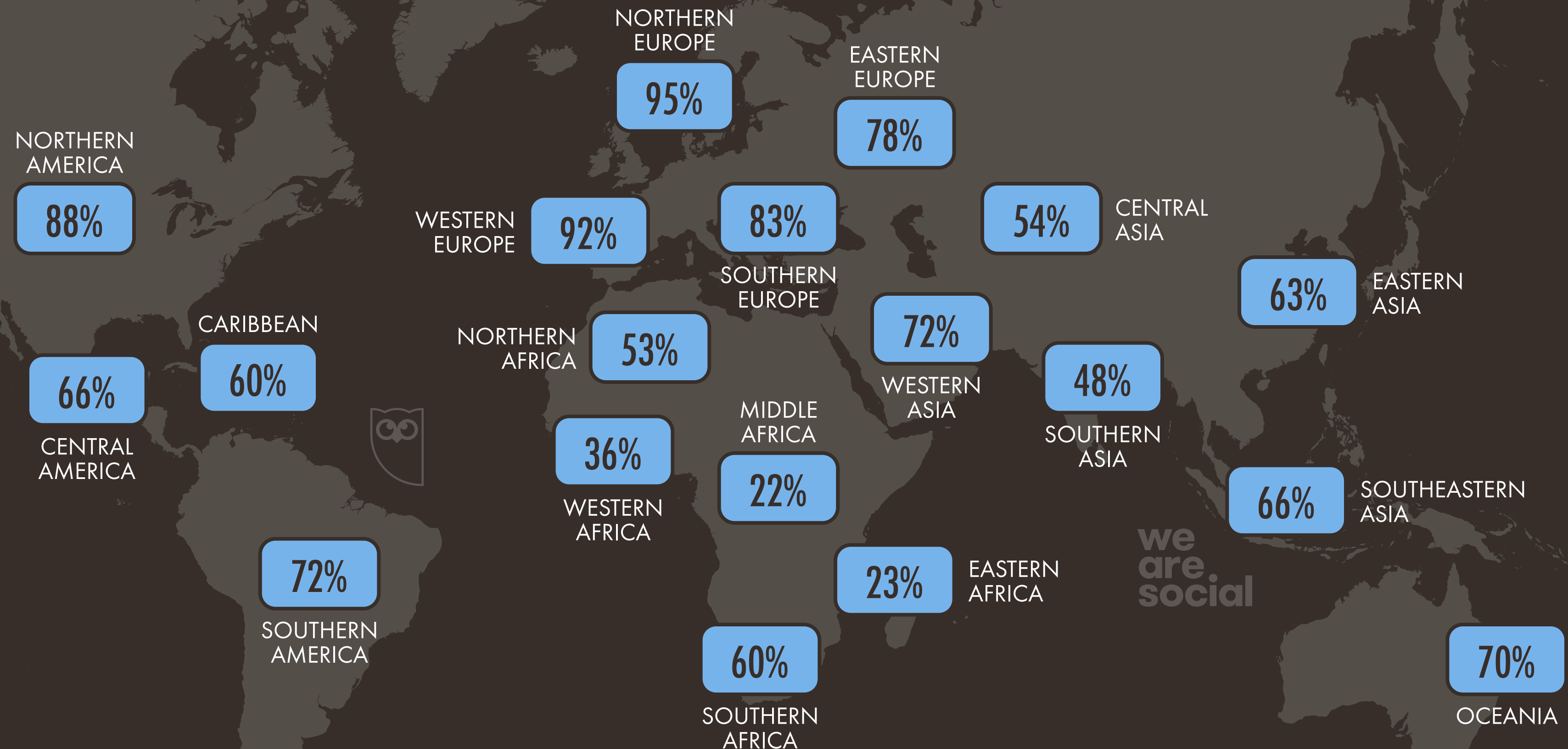
**+321 MILLION**



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2020

# INTERNET PENETRATION BY REGION

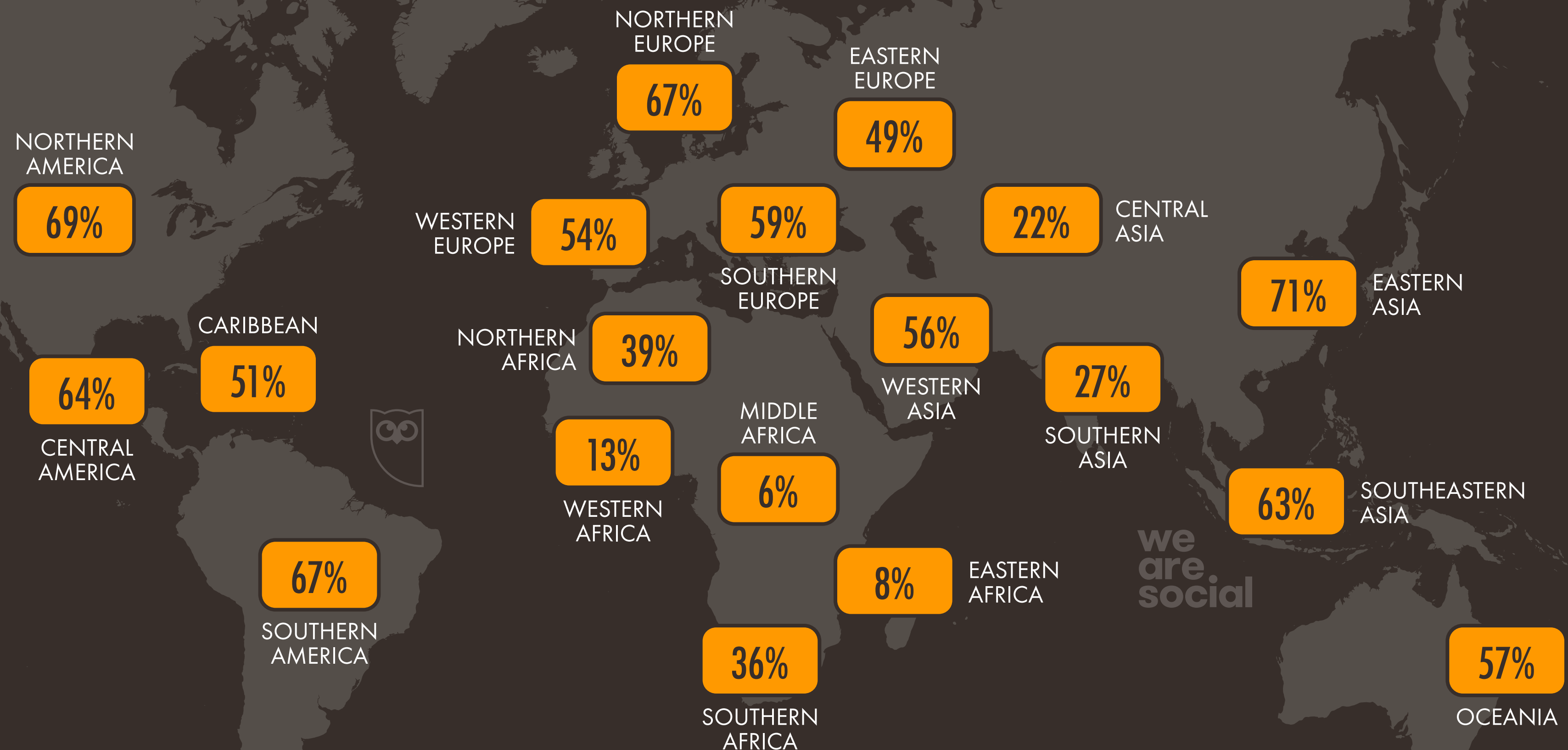
NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION\*



JAN  
2020

# SOCIAL MEDIA USE vs. TOTAL POPULATION BY REGION

THE NUMBER OF ACTIVE SOCIAL MEDIA USERS IN EACH REGION COMPARED TO **TOTAL POPULATION\***, REGARDLESS OF AGE

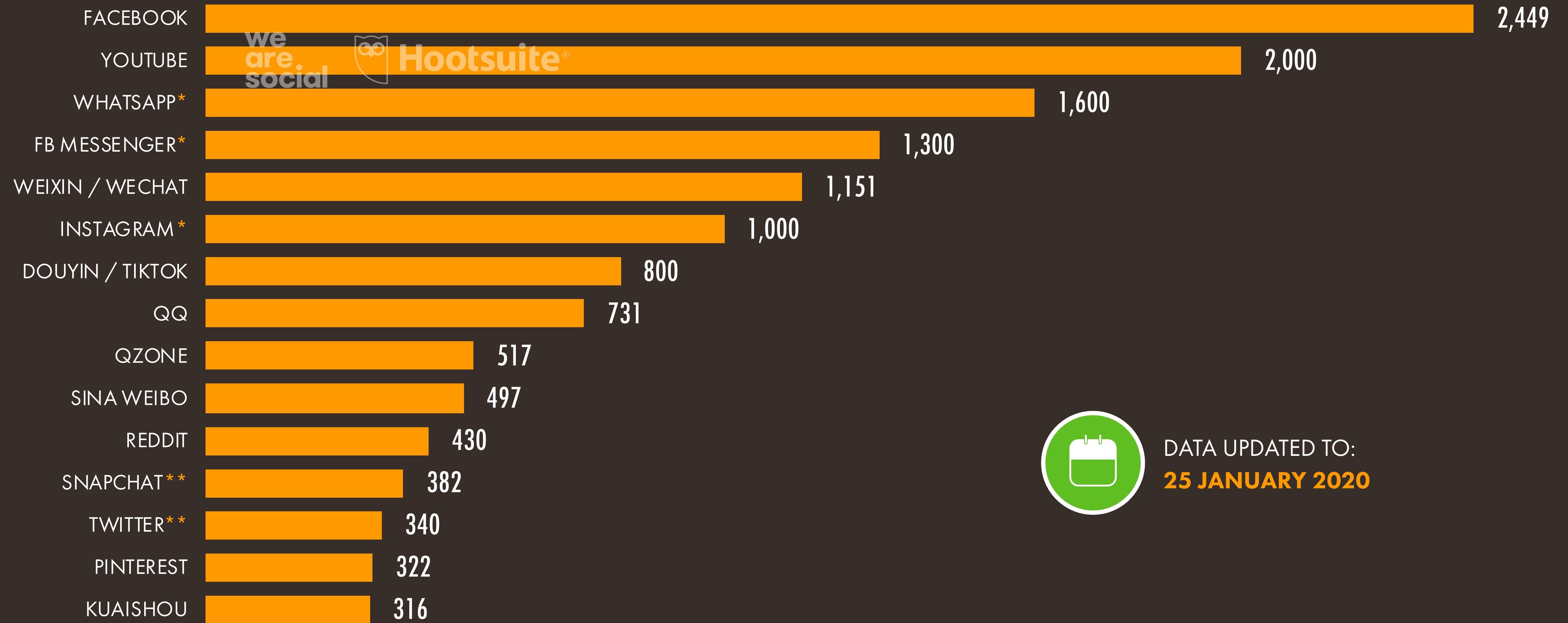


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# THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)

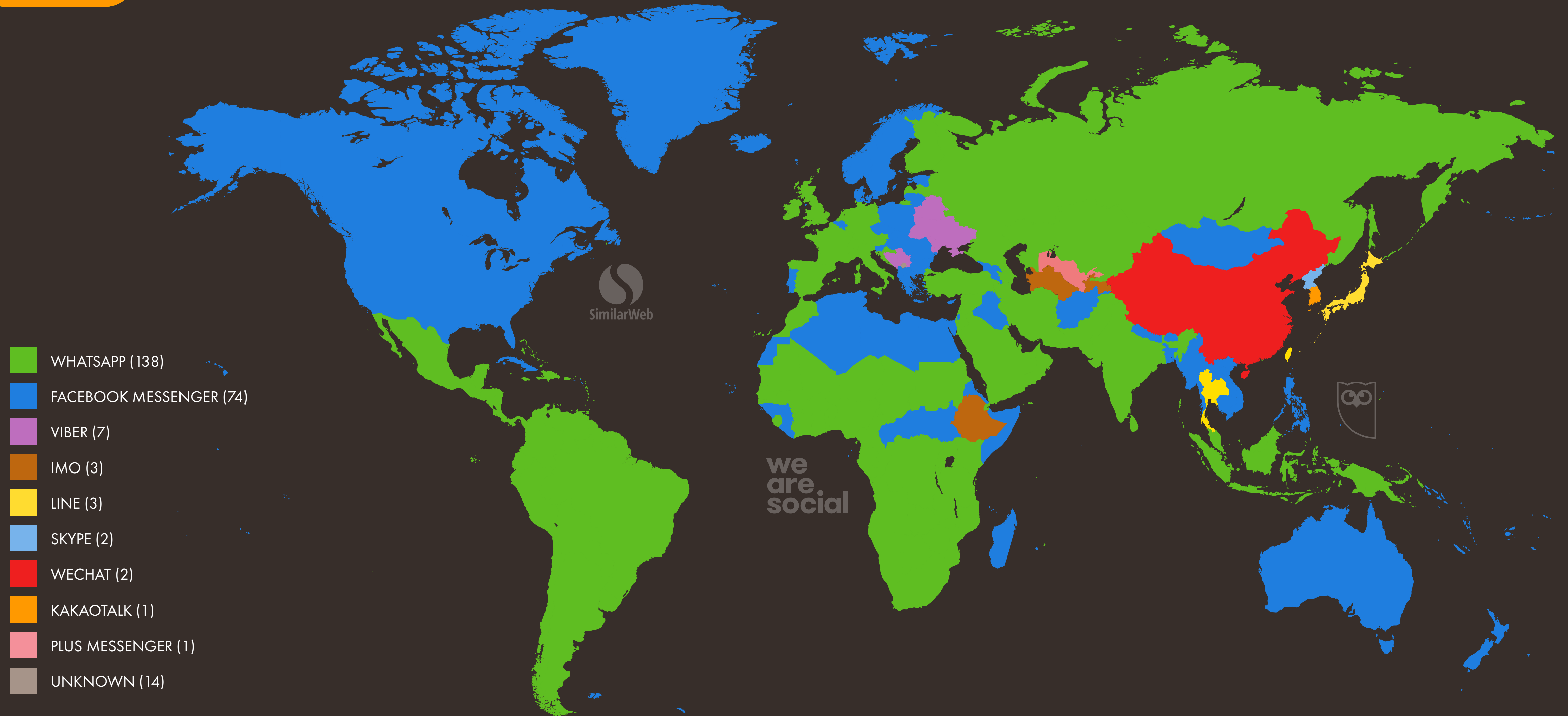


DATA UPDATED TO:  
**25 JANUARY 2020**

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2020

# TOP MESSENGER APPS AROUND THE WORLD

THE MOST ACTIVE MESSENGER APP\* IN EACH COUNTRY OR TERRITORY IN DECEMBER 2019

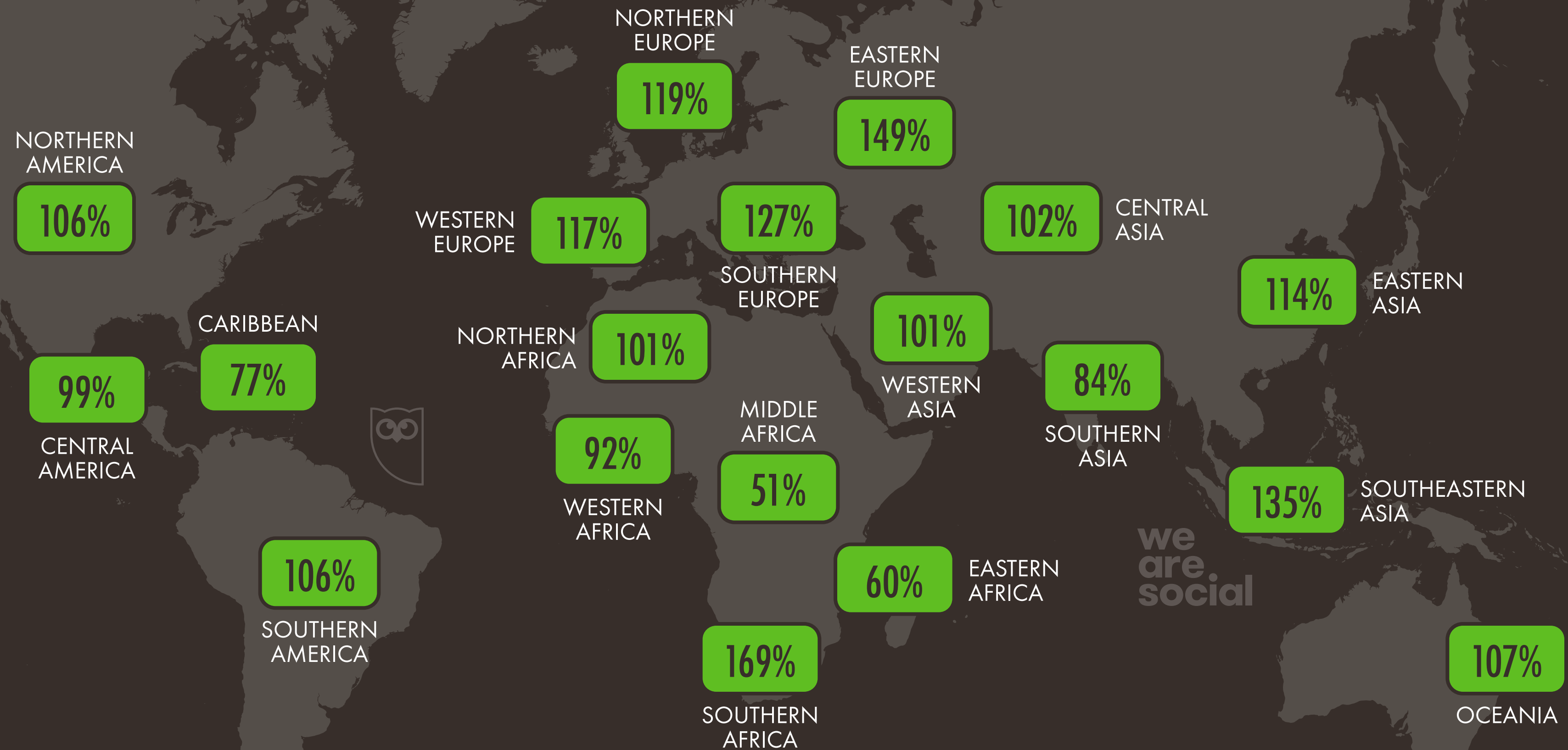




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# MOBILE CONNECTIVITY BY REGION

NUMBER OF MOBILE CONNECTIONS\* IN EACH REGION COMPARED TO TOTAL POPULATION (REGARDLESS OF AGE)



**SOURCE:** GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). **\*NOTES:** CONNECTION FIGURES DO NOT INCLUDE IOT CELLULAR CONNECTIONS. PERCENTAGES MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. REGIONS AS DEFINED BY THE UNITED NATIONS GEOScheme. **◆ COMPARABILITY ADVISORY:** BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.

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# GLOBAL MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL RANKINGS OF TOP MOBILE APPS AND GAMES BY AVERAGE MONTHLY ACTIVE USERS THROUGHOUT 2019

## RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

| #  | APP NAME           | COMPANY                     |
|----|--------------------|-----------------------------|
| 01 | WHATSAPP MESSENGER | FACEBOOK                    |
| 02 | FACEBOOK           | FACEBOOK                    |
| 03 | FACEBOOK MESSENGER | FACEBOOK                    |
| 04 | WECHAT             | TENCENT                     |
| 05 | INSTAGRAM          | FACEBOOK                    |
| 06 | TIKTOK             | BYTEDANCE                   |
| 07 | ALIPAY             | ANT FINANCIAL SERVICES GRP. |
| 08 | QQ                 | TENCENT                     |
| 09 | TAOBAO             | ALIBABA GROUP               |
| 10 | BAIDU              | BAIDU                       |

## RANKING OF MOBILE GAMES BY MONTHLY ACTIVE USERS

| #  | GAME NAME   | COMPANY             |
|----|---|---------------------|
| 01 | PUBG MOBILE   | TENCENT             |
| 02 | CANDY CRUSH SAGA  | ACTIVISION BLIZZARD |
| 03 | HONOUR OF KINGS   | TENCENT             |
| 04 | ANIPOP  | HAPPY ELEMENTS      |
| 05 | GAME FOR PEACE  | TENCENT             |
| 06 | CLASH OF CLANS  | SUPERCCELL          |
| 07 | POKÉMON GO  | NIANTIC             |
| 08 | SUBWAY SURFERS  | KILOO               |
| 09 | CLASH ROYALE  | SUPERCCELL          |
| 10 | FREE FIRE   | SEA                 |

we  
are  
social



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# GLOBAL ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR  
A PRODUCT OR SERVICE  
TO BUY (ANY DEVICE)



global  
web  
index

80%

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



90%

PURCHASED A  
PRODUCT ONLINE  
(ANY DEVICE)



global  
web  
index

74%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



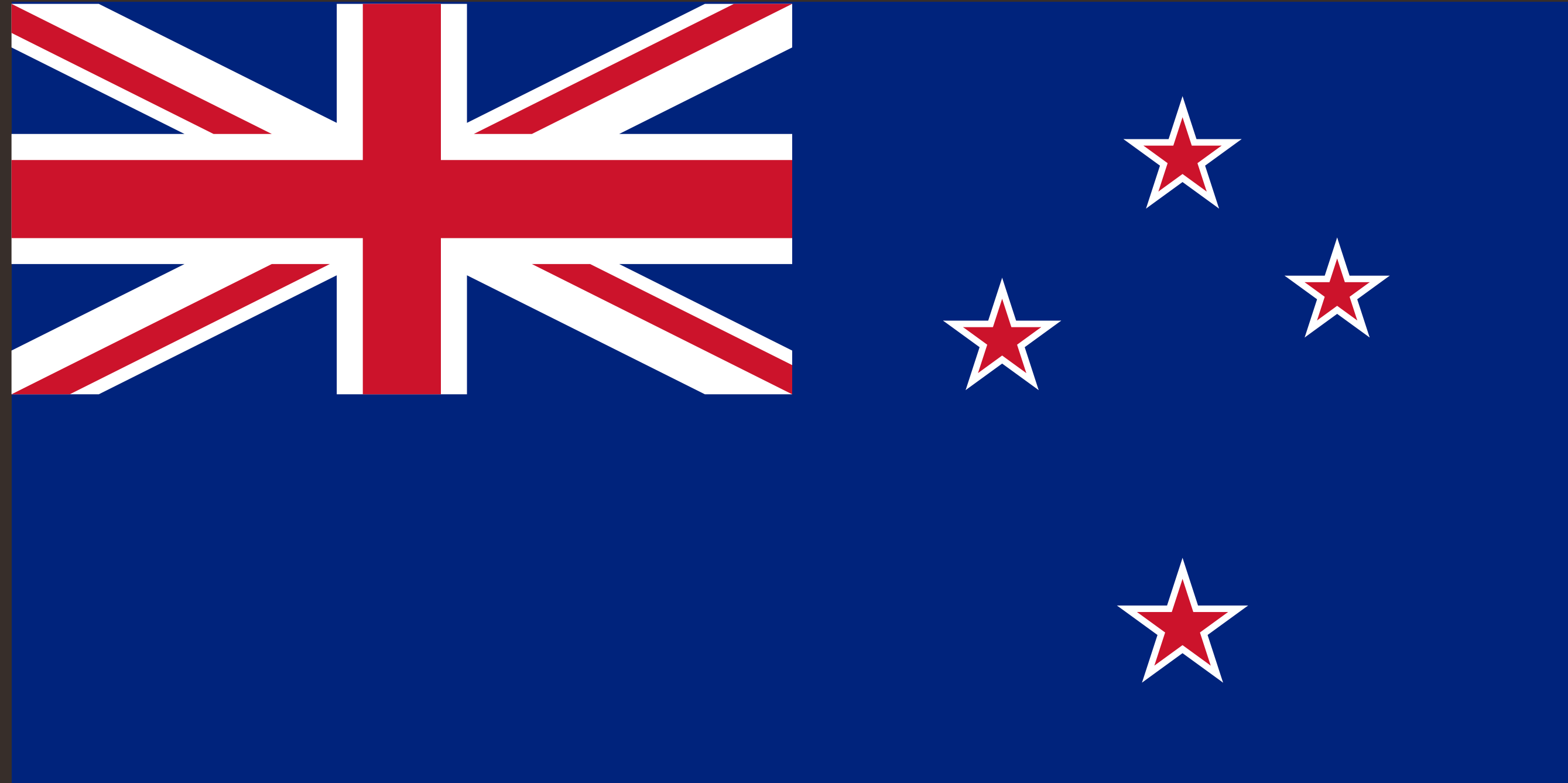
we  
are  
social

36%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



52%

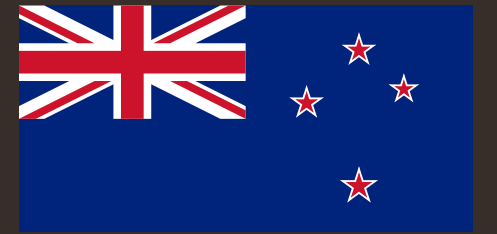


**NEW ZEALAND**

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2020

# NEW ZEALAND

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



NEW ZEALAND

TOTAL  
POPULATION



4.80  
MILLION

URBANISATION:

87%

MOBILE PHONE  
CONNECTIONS



6.49  
MILLION

vs. POPULATION:

135%

INTERNET  
USERS



4.47  
MILLION

PENETRATION:

93%

ACTIVE SOCIAL  
MEDIA USERS



3.60  
MILLION

PENETRATION:

75%



we  
are  
social



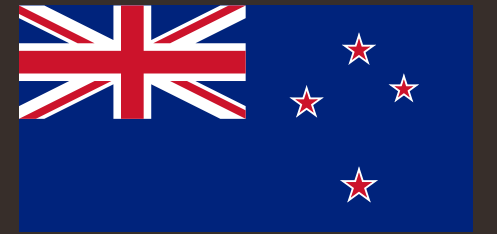
**SOURCES:** POPULATION: UNITED NATIONS; MOBILE: GSMA INTELLIGENCE; INTERNET: ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; LOCAL TELECOMS REGULATORY AUTHORITIES AND GOVERNMENT BODIES; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; APJII; KEPIOS ANALYSIS; SOCIAL MEDIA: PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY ANNOUNCEMENTS AND EARNINGS REPORTS; CAFEBAZAAR. ALL LATEST AVAILABLE DATA IN JANUARY 2020. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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# DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



NEW ZEALAND

TOTAL  
POPULATION



we  
are  
social

**+0.8%**

JAN 2020 vs. JAN 2019

**+40 THOUSAND**

MOBILE PHONE  
CONNECTIONS



**+2.3%**

JAN 2020 vs. JAN 2019

**+143 THOUSAND**

INTERNET  
USERS



**+2.4%**

JAN 2020 vs. JAN 2019

**+103 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



**+3.5%**

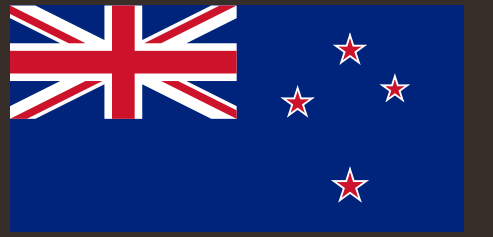
JAN 2020 vs. APR 2019\*

**+123 THOUSAND**

JAN  
2020

# OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS



NEW ZEALAND

TOTAL  
POPULATION



**4.80**  
MILLION

we  
are  
social

FEMALES AS A PERCENTAGE  
OF POPULATION\*



**51%**



MALES AS A PERCENTAGE  
OF POPULATION\*



**49%**



ANNUAL CHANGE  
IN TOTAL POPULATION



**+0.8%**  
**+40 THOUSAND**



MEDIAN  
AGE



**38.0**

URBAN POPULATION AS A  
SHARE OF TOTAL POPULATION



**87%**



POPULATION DENSITY  
(PEOPLE PER KM<sup>2</sup>)



**18.3**



OVERALL LITERACY RATE  
(ADULTS AGED 15+)



**99%**



FEMALE LITERACY RATE  
(ADULTS AGED 15+)



**99%**

we  
are  
social

MALE LITERACY RATE  
(ADULTS AGED 15+)

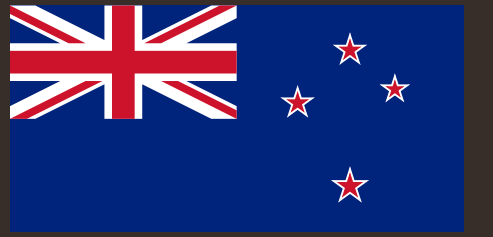


**99%**

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2020

# POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



NEW ZEALAND

TOTAL  
POPULATION



we  
are  
social

**4.80**  
MILLION

POPULATION AGED  
13 AND ABOVE



KEPIOS

**83%**  
4.0 MILLION

POPULATION AGED  
18 AND ABOVE



owl

**77%**  
3.7 MILLION

POPULATION  
AGED 16 TO 64



**63%**  
3.0 MILLION

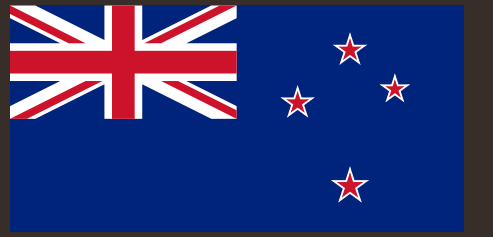




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# DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



NEW ZEALAND

MOBILE PHONE  
(ANY TYPE)



95%



SMART  
PHONE



93%



NON-SMARTPHONE  
MOBILE PHONE



5.4%



LAPTOP OR DESKTOP  
COMPUTER



84%



TABLET  
DEVICE



48%

DEVICE FOR STREAMING TV  
CONTENT OVER THE INTERNET



25%



GAMES  
CONSOLE



37%



SMART HOME  
DEVICE



7.2%



SMART WATCH  
OR WRISTBAND



21%



VIRTUAL  
REALITY DEVICE

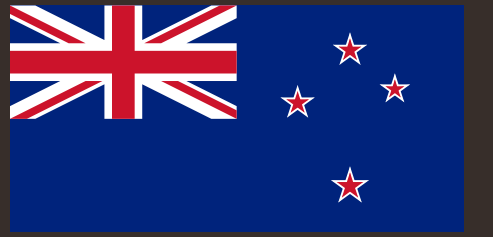


3.6%

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# DAILY TIME SPENT WITH MEDIA

AVERAGE DAILY TIME THAT INTERNET USERS AGED 16 TO 64\* SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



NEW ZEALAND

USING THE  
INTERNET



we  
are  
social

6H 03M

USING  
SOCIAL MEDIA



global  
web  
index

1H 45M

WATCHING  
TELEVISION\*



3H 02M

LISTENING TO MUSIC  
STREAMING SERVICES



global  
web  
index

1H 13M

USING A  
GAMES CONSOLE



0H 41M

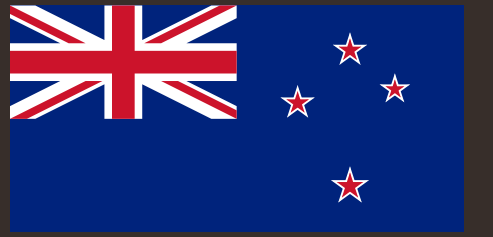


**INTERNET USE**

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2020

# OVERVIEW OF INTERNET USE

NUMBER OF PEOPLE USING THE INTERNET, AND HOW MUCH TIME THEY SPEND USING THE INTERNET EACH DAY



NEW ZEALAND

TOTAL NUMBER  
OF INTERNET USERS  
ON ANY DEVICE



we  
are  
social

**4.47**  
MILLION

INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**93%**

ANNUAL GROWTH  
IN THE NUMBER  
OF INTERNET USERS



global  
web  
index

**+2.4%**  
**+103 THOUSAND**

AVERAGE DAILY TIME SPENT  
USING THE INTERNET ON ANY  
DEVICE BY EACH INTERNET USER

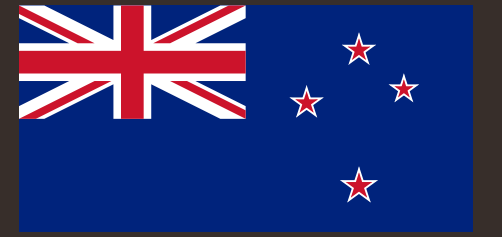


**6H 03M**

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# MOBILE INTERNET USE

INTERNET USERS WHO ACCESS THE INTERNET VIA MOBILE PHONES



NEW ZEALAND

TOTAL NUMBER  
OF MOBILE  
INTERNET USERS



4.01  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL INTERNET USERS



90%

SHARE OF ALL INTERNET  
USERS ACCESSING  
VIA SMARTPHONES\*



88%

SHARE OF ALL INTERNET  
USERS ACCESSING  
VIA FEATURE PHONES\*



3.7%

AVERAGE DAILY TIME SPENT  
USING THE INTERNET  
ON MOBILE DEVICES



2H 27M



global  
web  
index

we  
are  
social

global  
web  
index

**SOURCES:** ITU; GLOBALWEBINDEX; GSMA INTELLIGENCE; EUROSTAT; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; APJII (ALL LATEST AVAILABLE DATA IN JANUARY 2020). TIME AND SHARE DATA VIA GLOBALWEBINDEX (Q3 2019) \*NOTE: FIGURES FOR SHARE BY MOBILE DEVICE TYPE REPRESENT EACH DEVICE'S SHARE OF TOTAL INTERNET USERS, NOT JUST SHARE OF MOBILE INTERNET USERS. ♦ **COMPARABILITY ADVISORY:** SOURCE CHANGES.

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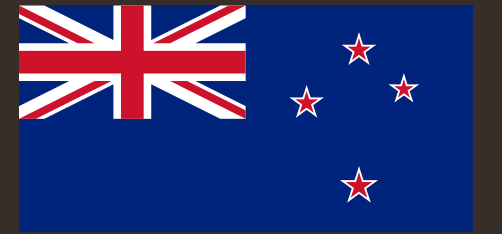
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# INTERNET CONNECTION SPEEDS: OVERVIEW

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



NEW ZEALAND

AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



we  
are  
social

**54.72**  
MBPS

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



KEPIOS

**+28%**

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



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**103.38**  
MBPS

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



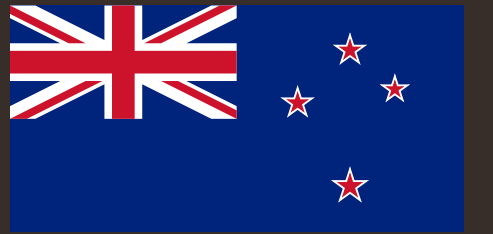
**+26%**



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# SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019



NEW ZEALAND

MOBILE  
PHONES



46.8%

DEC 2019 vs. DEC 2018:

+28%

LAPTOPS &  
DESKTOPS



we  
are  
social

46.3%

DEC 2019 vs. DEC 2018:

-15%

TABLET  
COMPUTERS



6.8%

DEC 2019 vs. DEC 2018:

-25%

OTHER  
DEVICES



0.1%

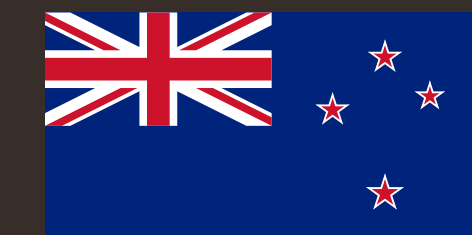
DEC 2019 vs. DEC 2018:

-26%

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# MOST-VISITED WEBSITES (SIMILARWEB)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO **SIMILARWEB**



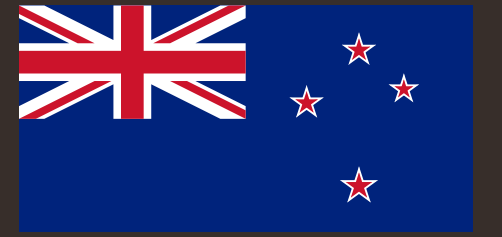
NEW ZEALAND

| #  | WEBSITE        | CATEGORY        | MONTHLY TRAFFIC | TIME PER VISIT | PAGES PER VISIT |
|----|----------------|-----------------|-----------------|----------------|-----------------|
| 01 | GOOGLE.COM     | SEARCH          | 263,400,000     | 11M 45S        | 8.6             |
| 02 | YOUTUBE.COM    | STREAMING VIDEO | 110,100,000     | 26M 06S        | 10.1            |
| 03 | FACEBOOK.COM   | SOCIAL          | 80,750,000      | 12M 25S        | 10.8            |
| 04 | STUFF.CO.NZ    | NEWS & MEDIA    | 29,030,000      | 5M 39S         | 3.3             |
| 05 | NZHERALD.CO.NZ | NEWS & MEDIA    | 22,100,000      | 4M 19S         | 2.7             |
| 06 | NETFLIX.COM    | STREAMING VIDEO | 19,060,000      | 11M 39S        | 4.5             |
| 07 | GOOGLE.CO.NZ   | SEARCH          | 18,220,000      | 7M 18S         | 10.0            |
| 08 | TRADEME.CO.NZ  | AUCTIONS        | 16,940,000      | 9M 45S         | 12.2            |
| 09 | WIKIPEDIA.ORG  | REFERENCE       | 16,270,000      | 4M 16S         | 3.2             |
| 10 | METSERVICE.COM | WEATHER         | 15,670,000      | 1M 43S         | 2.0             |

JAN  
2020

# MOST-VISITED WEBSITES (ALEXA)

RANKING OF TOP WEBSITES BY AVERAGE MONTHLY TRAFFIC ACCORDING TO ALEXA



NEW ZEALAND

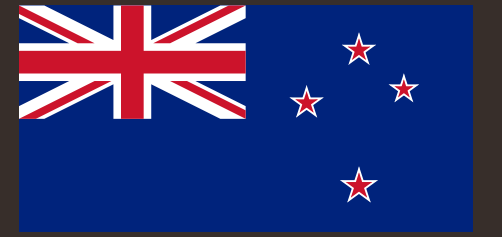
| #  | WEBSITE        | TIME / VISIT | PAGES / VISIT | #  | WEBSITE               | TIME / VISIT | PAGES / VISIT |
|----|----------------|--------------|---------------|----|-----------------------|--------------|---------------|
| 01 | GOOGLE.COM     | 12M 09S      | 14.6          | 11 | AMAZON.COM            | 9M 41S       | 9.0           |
| 02 | YOUTUBE.COM    | 11M 44S      | 6.7           | 12 | LIVE.COM              | 4M 53S       | 5.0           |
| 03 | FACEBOOK.COM   | 17M 48S      | 7.8           | 13 | NEWZEALANDGIRLS.CO.NZ | 16M 38S      | 6.8           |
| 04 | TRADEME.CO.NZ  | 11M 04S      | 8.1           | 14 | ALIEXPRESS.COM        | 12M 17S      | 9.0           |
| 05 | REDDIT.COM     | 7M 51S       | 5.6           | 15 | ANZ.CO.NZ             | 5M 38S       | 5.6           |
| 06 | GOOGLE.CO.NZ   | 3M 29S       | 6.7           | 16 | ASB.CO.NZ             | 5M 11S       | 6.7           |
| 07 | STUFF.CO.NZ    | 5M 21S       | 2.8           | 17 | TWITCH.TV             | 5M 30S       | 3.0           |
| 08 | NETFLIX.COM    | 3M 15S       | 2.7           | 18 | LIVEJASMIN.COM        | 2M 20S       | 1.5           |
| 09 | WIKIPEDIA.ORG  | 3M 55S       | 3.0           | 19 | TVNZ.CO.NZ            | 2M 36S       | 2.2           |
| 10 | NZHERALD.CO.NZ | 4M 49S       | 2.1           | 20 | WESTPAC.CO.NZ         | 4M 37S       | 3.8           |



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# TOP GOOGLE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019



NEW ZEALAND

| #  | SEARCH QUERY | INDEX |
|----|--------------|-------|
| 01 | WEATHER      | 100   |
| 02 | FACEBOOK     | 79    |
| 03 | GOOGLE       | 72    |
| 04 | STUFF        | 62    |
| 05 | NEWS         | 59    |
| 06 | YOUTUBE      | 51    |
| 07 | WAREHOUSE    | 39    |
| 08 | TRADE ME     | 35    |
| 09 | HERALD       | 32    |
| 10 | ANZ          | 31    |

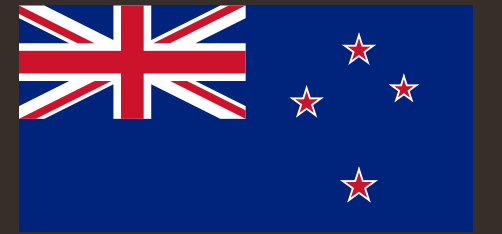
| #  | SEARCH QUERY  | INDEX |
|----|---|-------|
| 11 | GMAIL   | 26    |
| 12 | NZ HERALD   | 24    |
| 13 | ASB   | 23    |
| 14 | WESTPAC   | 20    |
| 15 | METSERVICE  | 19    |
| 16 | COUNTDOWN  | 19    |
| 17 | LOTTO   | 18    |
| 18 | HOTMAIL   | 18    |
| 19 | MAPS  | 18    |
| 20 | TRADEME   | 18    |

we  
are  
social

JAN  
2020

# ONLINE CONTENT ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH



NEW ZEALAND

WATCH  
ONLINE VIDEOS



global  
web  
index

94%

WATCH  
VLOGS



37%

LISTEN TO MUSIC  
STREAMING SERVICES



global  
web  
index

63%

LISTEN TO ONLINE  
RADIO STATIONS



we  
are  
social

34%

LISTEN TO  
PODCASTS



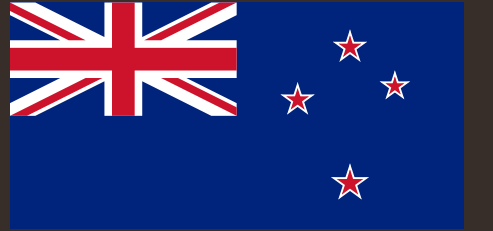
34%



JAN  
2020

# ONLINE PRIVACY AND WELL-BEING

EXTENT TO WHICH INTERNET USERS AGED 16 TO 64\* WORRY ABOUT THEIR DIGITAL PRIVACY AND ONLINE WELL-BEING



NEW ZEALAND

TRACKED SCREEN TIME OR SET TIME LIMITS FOR SOME APPS IN THE PAST MONTH



we are social

17%

EXPRESSED CONCERN ABOUT WHAT'S REAL OR FAKE ON THE INTERNET\*



[N/A]

EXPRESSED CONCERN ABOUT HOW COMPANIES USE THEIR PERSONAL DATA



global web index

59%

USED SOME FORM OF AD-BLOCKING TOOL IN THE PAST MONTH (ANY DEVICE)



KEPIOS

49%

DELETED COOKIES FROM A WEB BROWSER IN THE PAST MONTH (ANY DEVICE)



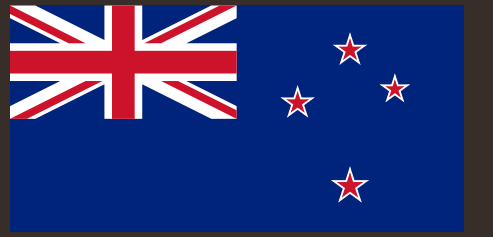
45%



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2020

# PLAYING GAMES: DEVICE PERSPECTIVE

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



NEW ZEALAND

ANY  
DEVICE



we  
are  
social

75%

SMART  
PHONE



global  
web  
index

55%

PC (LAPTOP  
OR DESKTOP)



owl

35%

GAMES  
CONSOLE



global  
web  
index

32%

TABLET  
COMPUTER

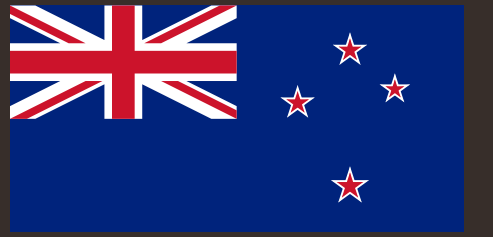


21%

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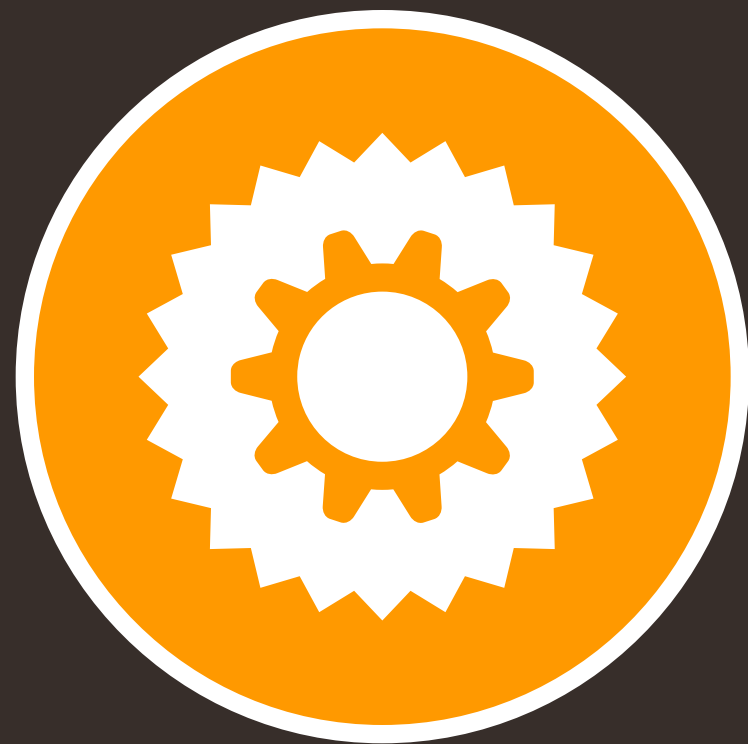
# GAMING-RELATED ACTIVITIES

PERCENTAGE OF ALL INTERNET USERS AGED 16 TO 64 WHO PARTICIPATED IN EACH GAMING-RELATED ACTIVITY IN THE PAST MONTH



NEW ZEALAND

PURCHASED A  
GAME ADD-ON  
OR PAID FOR DLC\*



7.1%

PLAYED A GAME ON  
A CLOUD GAMING OR  
STREAMING PLATFORM



5.8%

SHARED IMAGES  
OR VIDEOS OF  
OWN GAMEPLAY



4.7%

WATCHED A LIVE STREAM  
OF OTHER PEOPLE  
PLAYING GAMES



13%

WATCHED  
AN ESPORTS  
TOURNAMENT

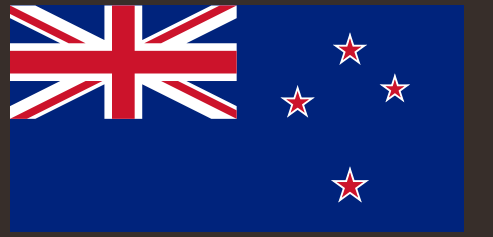


3.6%



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2020

# ADOPTION OF DIGITAL INNOVATIONS



NEW ZEALAND

USE VOICE SEARCH OR  
VOICE COMMANDS EACH  
MONTH (ANY DEVICE)



we  
are  
social

27%

WATCH TV CONTENT VIA A  
STREAMING SUBSCRIPTION  
SERVICE EACH MONTH



global  
web  
index

72%

OWN SOME  
FORM OF SMART  
HOME DEVICE



7.2%

OWN SOME  
FORM OF  
CRYPTOCURRENCY

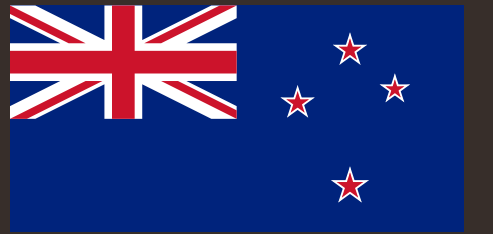


3.7%

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2020

# SMART HOME DEVICE MARKET OVERVIEW

SIZE AND VALUE OF THE MARKET FOR SMART HOME DEVICES, WITH VALUE BY DEVICE SUB-CATEGORY (IN U.S. DOLLARS)



NEW ZEALAND

NUMBER OF HOMES WITH  
SMART HOME DEVICES



260.0  
THOUSAND



TOTAL ANNUAL VALUE OF  
SMART HOME DEVICES MARKET



\$111.0  
MILLION

statista

VALUE OF SMART HOME CONTROL  
& CONNECTIVITY DEVICE MARKET\*



\$33.00  
MILLION



VALUE OF SMART HOME  
APPLIANCES MARKET



\$23.00  
MILLION

VALUE OF SMART HOME  
SECURITY DEVICE MARKET



\$12.00  
MILLION

statista

VALUE OF SMART HOME  
ENTERTAINMENT DEVICE MARKET



\$20.00  
MILLION

we  
are  
social

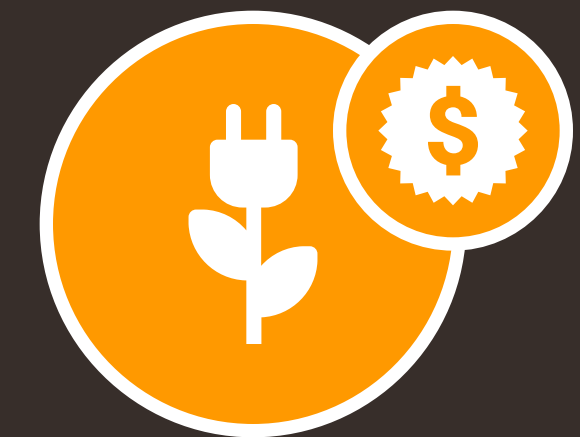
VALUE OF SMART HOME  
COMFORT & LIGHTING MARKET



\$12.00  
MILLION

KEPIOS

VALUE OF SMART HOME  
ENERGY MANAGEMENT MARKET



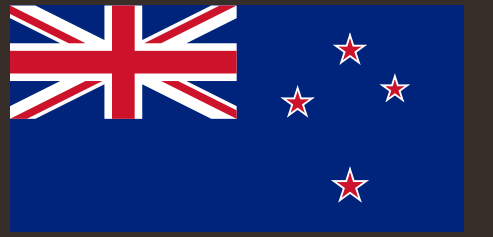
\$11.00  
MILLION

**SOURCE:** STATISTA MARKET OUTLOOK FOR THE SMART HOME CATEGORY (ACCESSED JANUARY 2020). FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2019, IN U.S. DOLLARS. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **\*NOTES:** THE "CONTROL AND CONNECTIVITY" SEGMENT INCLUDES HUBS AND INTERFACES FOR "INTELLIGENT HOME NETWORKS" (E.G. SMART SPEAKERS, CENTRAL CONTROL UNITS, SMART PLUGS, ETC.).

JAN  
2020

# SMART HOME DEVICE MARKET GROWTH

YEAR-ON-YEAR CHANGE IN THE SIZE AND VALUE OF THE SMART HOME MARKET, WITH DETAIL BY SUB-CATEGORY



NEW ZEALAND

ANNUAL CHANGE IN  
SMART HOME PENETRATION\*



+29%



Y-O-Y VALUE CHANGE: OVERALL  
SMART HOME DEVICES MARKET



+27%

statista

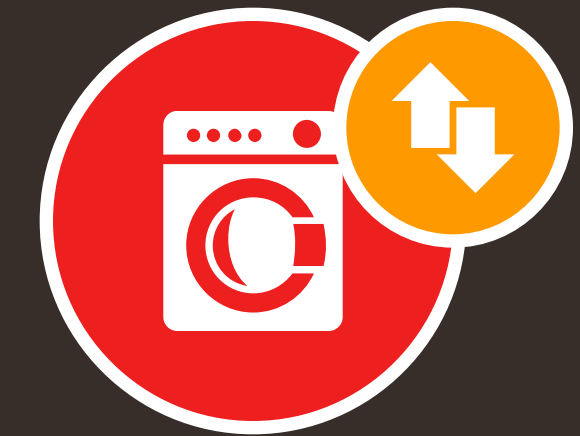
Y-O-Y VALUE CHANGE: SMART HOME  
CONTROL & CONNECTIVITY MARKET



+32%



Y-O-Y VALUE CHANGE: SMART  
HOME APPLIANCES MARKET



+25%

Y-O-Y VALUE CHANGE: SMART  
HOME SECURITY DEVICE MARKET



+24%

statista

Y-O-Y VALUE CHANGE: SMART HOME  
ENTERTAINMENT DEVICE MARKET



+19%

we  
are  
social

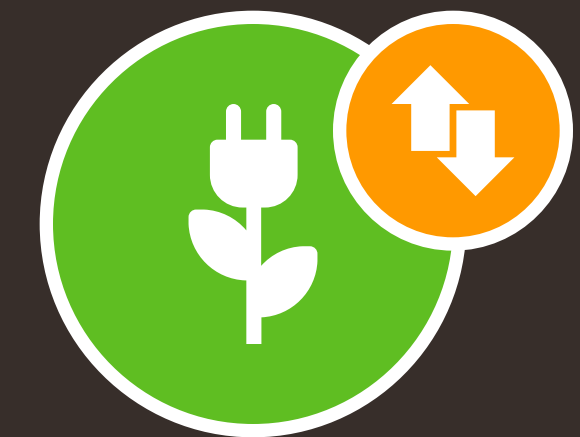
Y-O-Y VALUE CHANGE: SMART HOME  
COMFORT & LIGHTING MARKET



+29%

KEPIOS

Y-O-Y VALUE CHANGE: SMART HOME  
ENERGY MANAGEMENT MARKET



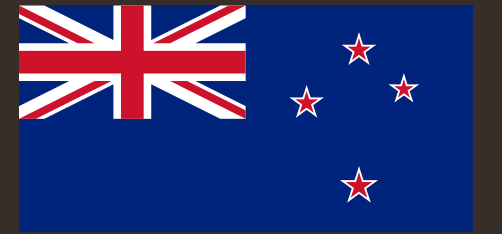
+28%



JAN  
2020

# AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (IN U.S. DOLLARS)



NEW ZEALAND

PENETRATION OF  
SMART HOME DEVICES\*



14%



ARPU\*: COMBINED SPEND ON  
ALL SMART HOME DEVICES



\$431



ARPU\*: SMART HOME CONTROL  
& CONNECTIVITY DEVICES



\$145



ARPU\*: SMART  
HOME APPLIANCES



\$203

ARPU\*: SMART HOME  
SECURITY DEVICES



\$119



ARPU\*: SMART HOME  
ENTERTAINMENT DEVICES



\$112



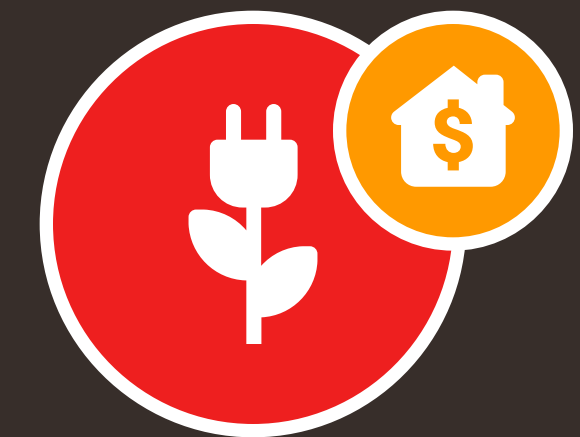
ARPU\*: SMART HOME  
COMFORT & LIGHTING



\$64



ARPU\*: SMART HOME  
ENERGY MANAGEMENT



\$75

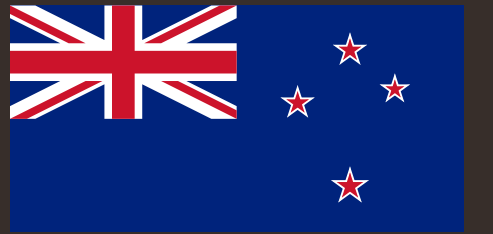


**SOCIAL MEDIA USE**

JAN  
2020

# SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



NEW ZEALAND

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**3.60**  
MILLION

SOCIAL MEDIA USERS  
COMPARED TO  
TOTAL POPULATION



global  
web  
index

**75%**

CHANGE IN SOCIAL  
MEDIA USER NUMBERS  
(APR 2019 TO JAN 2020)



**+3.5%**  
**+123 THOUSAND**

PERCENTAGE OF ACTIVE  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE

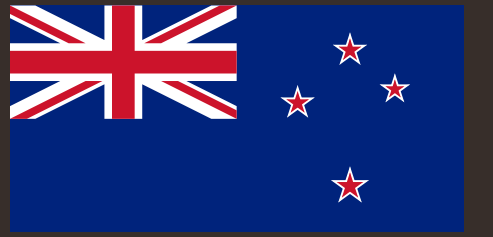


**98%**

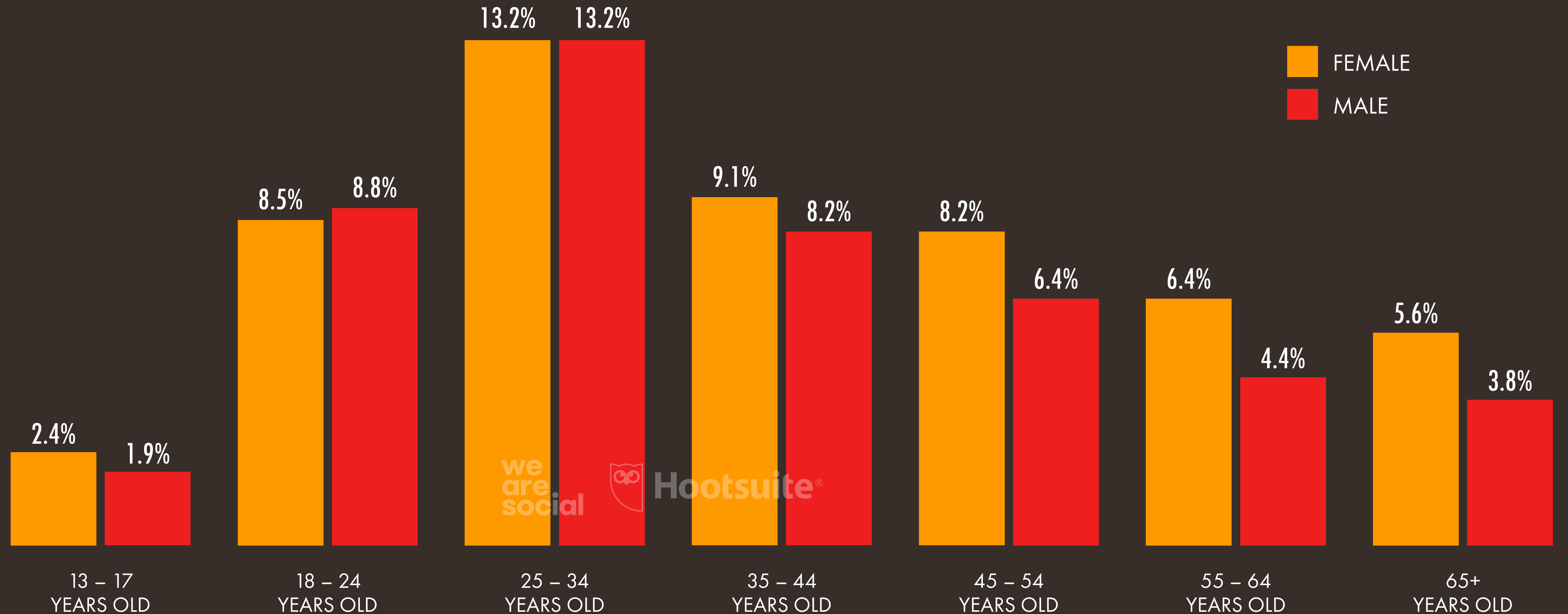
JAN  
2020

# SOCIAL MEDIA ADVERTISING AUDIENCE PROFILE

SHARE OF THE TOTAL ADVERTISING AUDIENCE\* ACROSS FACEBOOK, INSTAGRAM, AND FB MESSENGER, BY AGE AND GENDER



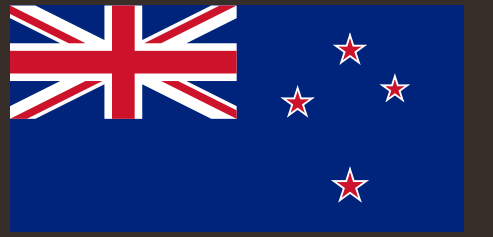
NEW ZEALAND



JAN  
2020

# SOCIAL MEDIA BEHAVIOURS

DETAILS OF HOW INTERNET USERS AGED 16 TO 64 ENGAGE WITH SOCIAL MEDIA



NEW ZEALAND

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



99%

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



87%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



1H 45M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER\*



7.1

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



33%

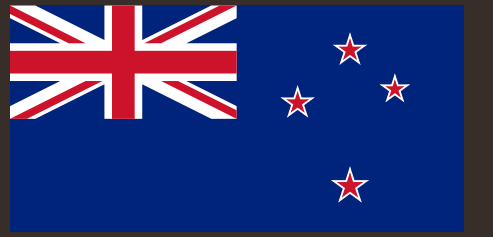




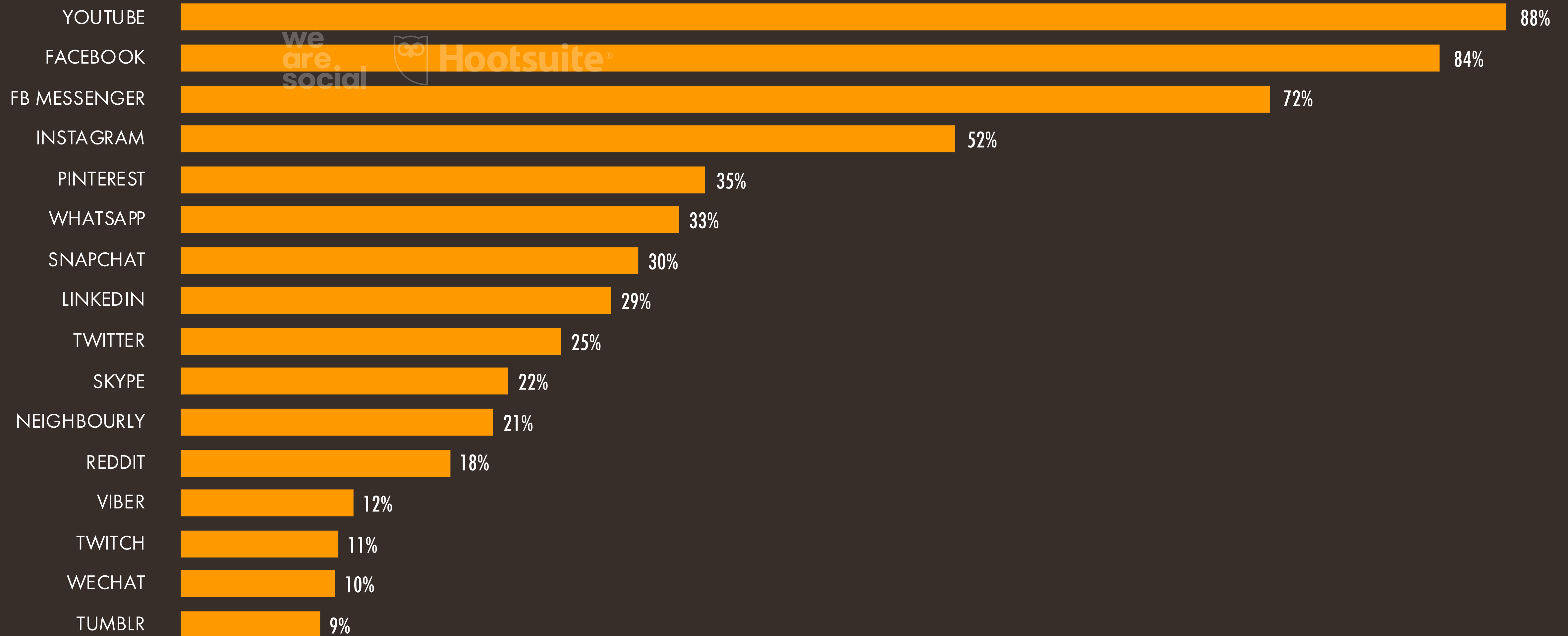
JAN  
2020

# MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH PLATFORM IN THE PAST MONTH



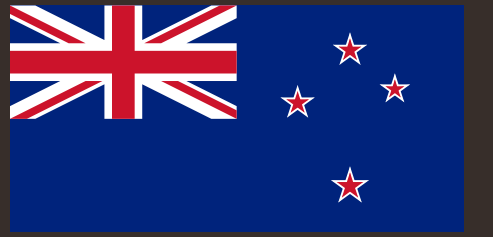
NEW ZEALAND



JAN  
2020

# FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



NEW ZEALAND

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



we  
are  
social

3.00  
MILLION

FACEBOOK'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 13+



75%

QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH



0%  
[UNCHANGED]

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE\*



53.3%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE\*

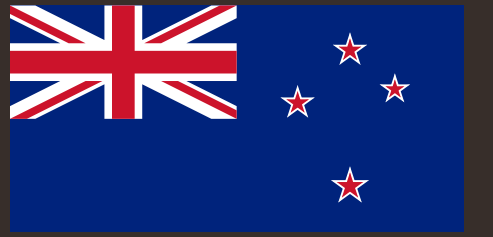


46.7%

JAN  
2020

# FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



NEW ZEALAND

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA ANY  
KIND OF MOBILE PHONE



97.0%



PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS VIA A  
LAPTOP OR DESKTOP COMPUTER



3.0%



PERCENTAGE OF FACEBOOK  
USERS WHO ACCESS VIA BOTH  
PHONES AND COMPUTERS



41.8%



PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS  
VIA A MOBILE PHONE

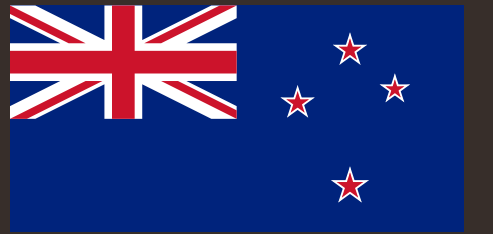


55.2%

JAN  
2020

# FACEBOOK ACTIVITY FREQUENCY

HOW OFTEN A 'TYPICAL' USER\* PERFORMS EACH ACTIVITY ON FACEBOOK



NEW ZEALAND

NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME\*)



KEPIOS

1

FEMALE: MALE:

2 1

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



we are social

17

FEMALE: MALE:

21 12

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



we are social

10

FEMALE: MALE:

14 6

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



we are social

1

FEMALE: MALE:

1 1

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



19

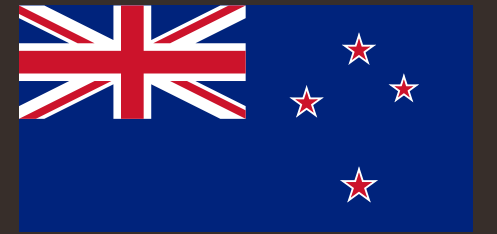
FEMALE: MALE:

21 15

JAN  
2020

# FACEBOOK PAGE REACH BENCHMARKS

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



NEW ZEALAND

AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



locowise

+0.12%

AVERAGE POST REACH  
vs. PAGE LIKES



we  
are  
social

8.8%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



locowise

4.6%

PERCENTAGE OF PAGES  
USING PAID MEDIA



owl

31.2%

AVERAGE PAID REACH  
vs. TOTAL REACH



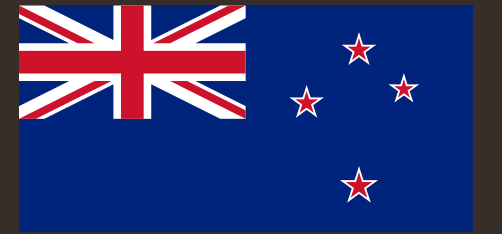
31.7%



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2020

# FACEBOOK ENGAGEMENT BENCHMARKS

AVERAGE\* NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE POST COMPARED TO POST REACH



NEW ZEALAND

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS OF ANY KIND



3.32%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



4.81%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE IMAGE POSTS



4.24%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



3.12%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS

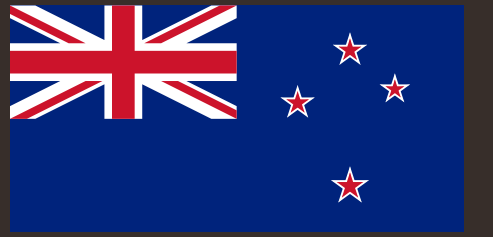


1.12%

JAN  
2020

# INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



NEW ZEALAND

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



1.70  
MILLION

INSTAGRAM'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



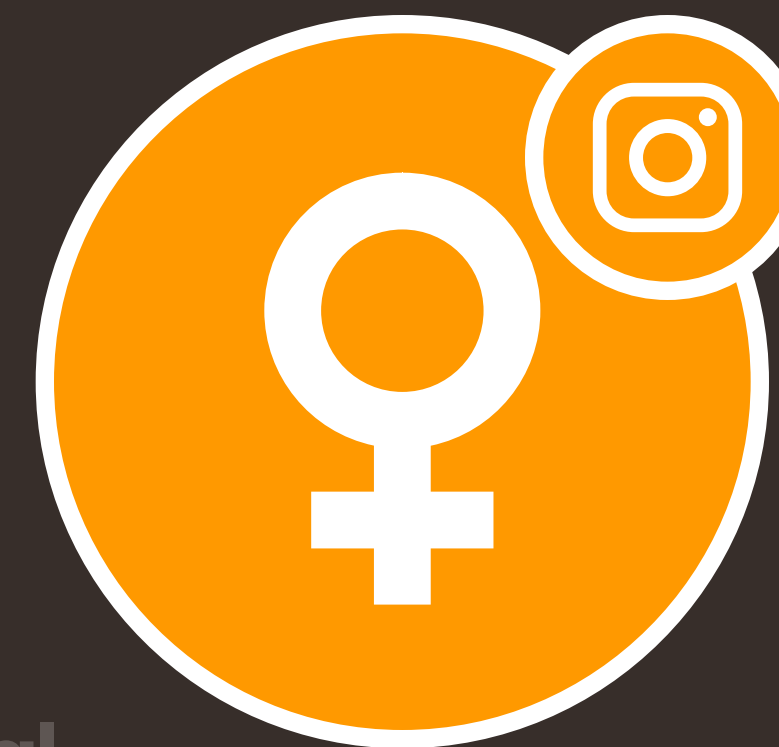
43%

QUARTER-ON-  
QUARTER CHANGE  
IN INSTAGRAM'S  
ADVERTISING REACH



+5.6%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS FEMALE\*



56.2%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS MALE\*

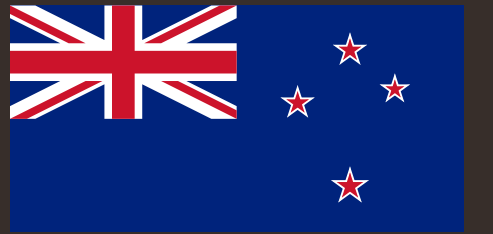


43.8%

JAN  
2020

# SNAPCHAT AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



NEW ZEALAND

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



1.40  
MILLION

SNAPCHAT'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



35%

QUARTER-ON-  
QUARTER CHANGE  
IN SNAPCHAT'S  
ADVERTISING REACH



+12%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS FEMALE\*



56.0%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT SNAPCHAT  
REPORTS IS MALE\*

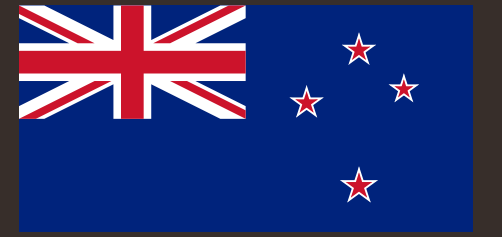


43.7%

JAN  
2020

# TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



NEW ZEALAND

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



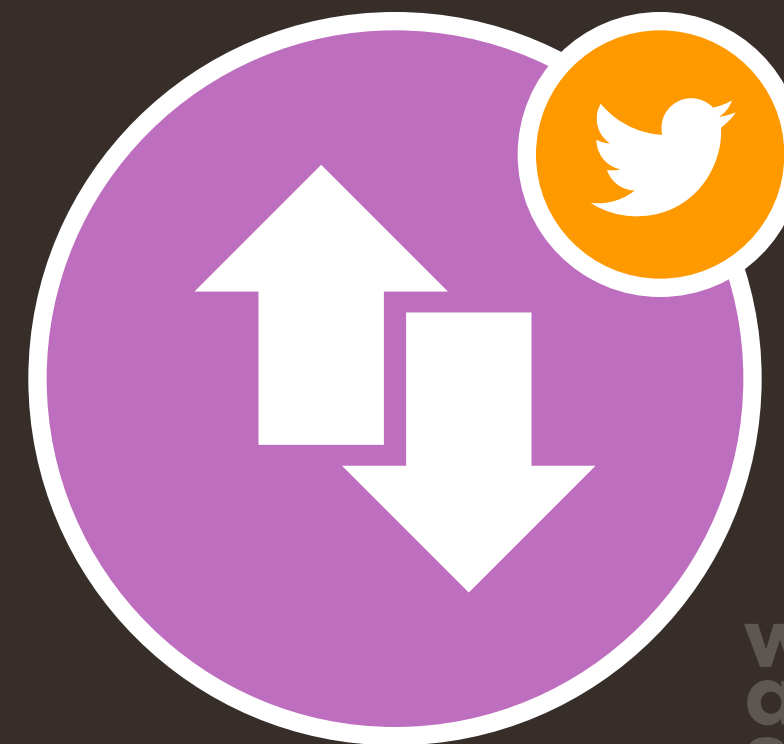
730.0  
THOUSAND

TWITTER'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



18%

QUARTER-ON-  
QUARTER CHANGE  
IN TWITTER'S  
ADVERTISING REACH



+11%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS FEMALE\*



41.6%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS MALE\*



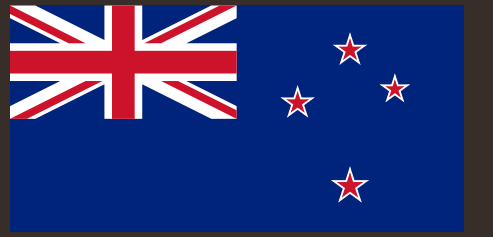
58.4%



JAN  
2020

# LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



NEW ZEALAND

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



2.10  
MILLION

LINKEDIN'S REPORTED ADVERTISING REACH COMPARED TO TOTAL POPULATION AGED 18+



57%

QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH



0%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE\*



47.3%

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE\*



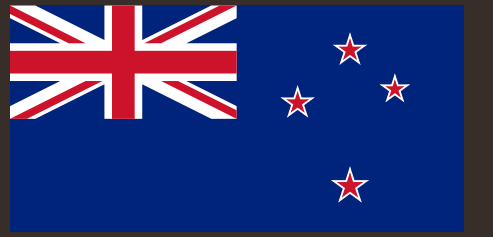
52.7%



JAN  
2020

# TOP YOUTUBE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO YOUTUBE'S SEARCH TOOLS THROUGHOUT 2019



NEW ZEALAND

| #  | SEARCH QUERY | INDEX |
|----|--------------|-------|
| 01 | SONG         | 100   |
| 02 | SONGS        | 99    |
| 03 | MUSIC        | 51    |
| 04 | FORTNITE     | 42    |
| 05 | MOVIES       | 33    |
| 06 | MINECRAFT    | 21    |
| 07 | ASMR         | 20    |
| 08 | FUNNY        | 19    |
| 09 | PEWDIEPIE    | 18    |
| 10 | NEW ZEALAND  | 15    |

| #  | SEARCH QUERY  | INDEX |
|----|---------------|-------|
| 11 | BABY SHARK    | 14    |
| 12 | BTS           | 13    |
| 13 | ROBLOX        | 13    |
| 14 | KARAOKE       | 12    |
| 15 | BILLIE EILISH | 12    |
| 16 | PEPPA PIG     | 11    |
| 17 | T SERIES      | 11    |
| 18 | DOCUMENTARY   | 10    |
| 19 | OLD TOWN ROAD | 10    |
| 20 | SLIME         | 10    |

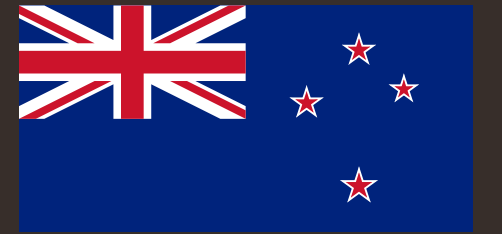


**MOBILE USE**

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2020

# MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



NEW ZEALAND

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)



GSMA

6.49  
MILLION

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION



GSMA

135%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID



GSMA

55%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID



we are social

45%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G – 5G)

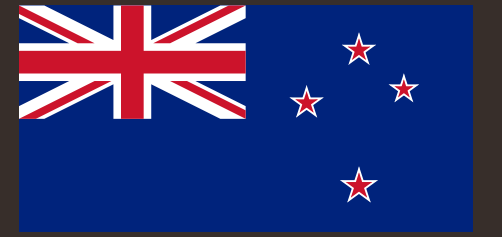


96%

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2020

# MOBILE CONNECTIVITY INDEX

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



NEW ZEALAND

OVERALL COUNTRY  
INDEX SCORE



85.17

OUT OF MAX. 100

MOBILE NETWORK  
INFRASTRUCTURE



85.14

OUT OF MAX. 100

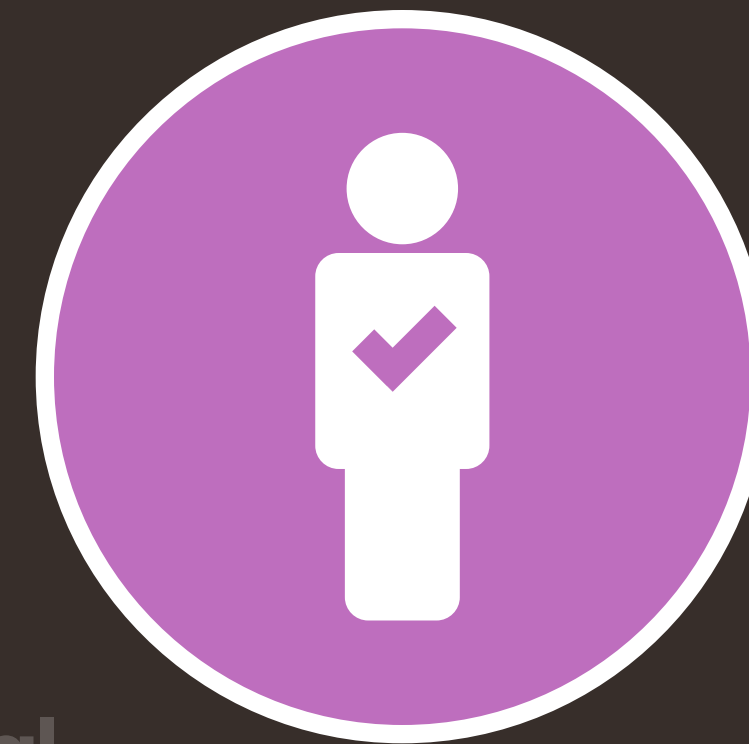
AFFORDABILITY OF  
DEVICES & SERVICES



78.68

OUT OF MAX. 100

CONSUMER  
READINESS



89.17

OUT OF MAX. 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



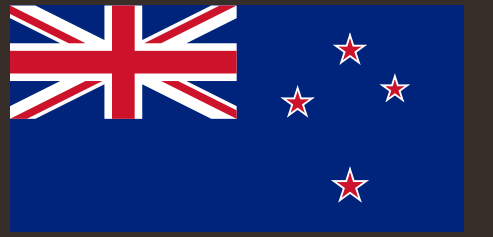
88.11

OUT OF MAX. 100

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2020

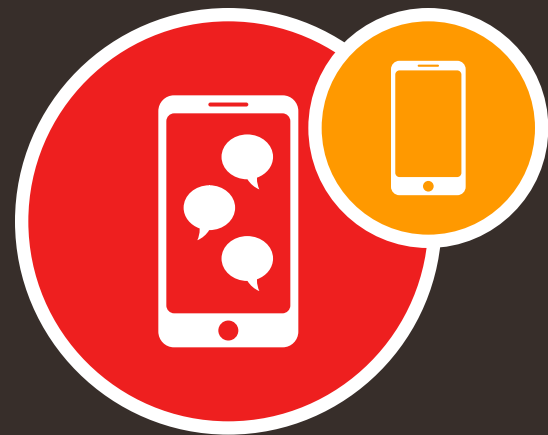
# USE OF MOBILE APPS BY CATEGORY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING EACH TYPE OF MOBILE APP EACH MONTH



NEW ZEALAND

CHAT APPS  
(MESSENGERS)



86%



SOCIAL  
NETWORKING APPS



90%



ENTERTAINMENT  
OR VIDEO APPS



76%



GAMES  
(ANY TYPE)



46%



SHOPPING  
APPS



49%

MUSIC  
APPS



52%



MAP  
APPS



79%



BANKING  
APPS



55%



DATING  
APPS



8.7%



HEALTH AND  
FITNESS APPS



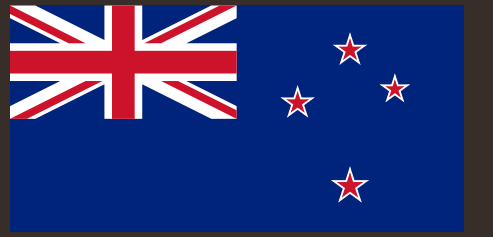
28%



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# SHARE OF WEB TRAFFIC BY MOBILE OS

SHARE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS



NEW ZEALAND

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
ANDROID DEVICES



we  
are  
social

**52.9%**

DEC 2019 vs. DEC 2018:

**+11%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
APPLE IOS DEVICES



KEPIOS

**46.8%**

DEC 2019 vs. DEC 2018:

**-9.8%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
KAI OS DEVICES



HOOTSUITE

[N/A]

DEC 2019 vs. DEC 2018:

[N/A]

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
SAMSUNG OS DEVICES\*



STATCOUNTER

**0.2%**

DEC 2019 vs. DEC 2018:

**-25%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
OTHER OS DEVICES



**0.2%**

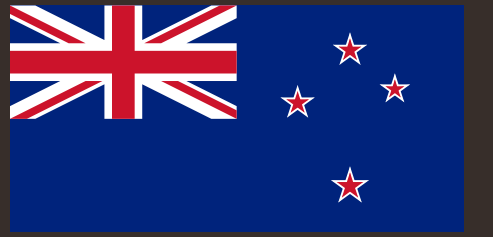
DEC 2019 vs. DEC 2018:

**-52%**

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2020

# MOBILE ACTIONS

PERCENT OF INTERNET USERS AGED 16 TO 64 WHO PERFORM EACH ACTION USING THEIR MOBILE PHONE EACH MONTH



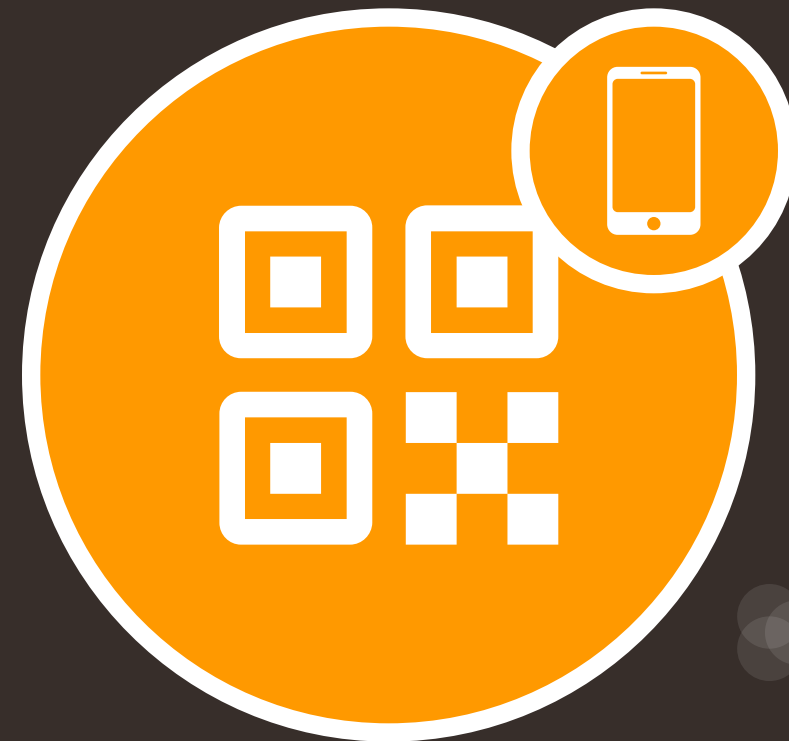
NEW ZEALAND

WATCH CONTENT  
ON A TV BY CASTING IT  
FROM A MOBILE PHONE\*



32%

USE OR  
SCAN  
QR CODES



24%

USE AN  
IMAGE SEARCH  
TOOL OR SERVICE



25%

USE A MOBILE  
PHONE AS A TICKET  
OR BOARDING PASS



29%

TRANSFER MONEY  
TO FRIENDS  
OR FAMILY



56%

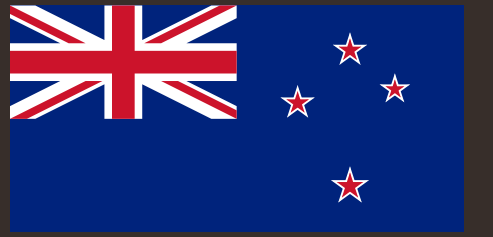


**ECOMMERCE USE**

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2020

# FINANCIAL INCLUSION FACTORS

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



NEW ZEALAND

HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



99%



HAS A  
CREDIT CARD



61%



HAS A MOBILE  
MONEY ACCOUNT



[N/A]



MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



80%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



63%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



58%



PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



81%



PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS

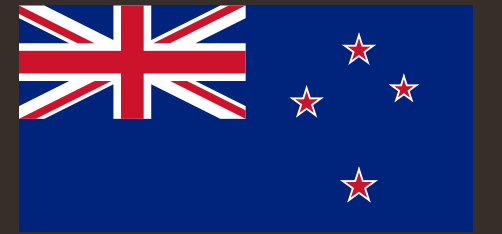


79%

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2020

# ECOMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH



NEW ZEALAND

SEARCHED ONLINE FOR  
A PRODUCT OR SERVICE  
TO BUY (ANY DEVICE)



global  
web  
index

88%

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



70%

PURCHASED A  
PRODUCT ONLINE  
(ANY DEVICE)



global  
web  
index

72%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



we  
are  
social

51%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



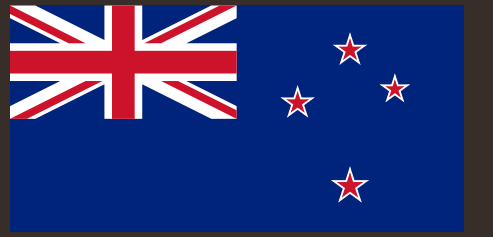
37%



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2020

# ECOMMERCE SPEND BY CATEGORY

TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2019, IN U.S. DOLLARS



NEW ZEALAND

FASHION  
& BEAUTY



\$956.0  
MILLION

statista

ELECTRONICS &  
PHYSICAL MEDIA



\$659.0  
MILLION



FOOD &  
PERSONAL CARE



\$402.0  
MILLION

we  
are  
social

FURNITURE &  
APPLIANCES



\$300.0  
MILLION

TOYS, DIY  
& HOBBIES



\$760.0  
MILLION



TRAVEL (INCLUDING  
ACCOMMODATION)\*



\$3.00  
BILLION

we  
are  
social

DIGITAL  
MUSIC



\$36.00  
MILLION

statista

VIDEO  
GAMES



\$146.0  
MILLION

**SOURCES:** STATISTA MARKET OUTLOOKS FOR E-COMMERCE, TRAVEL, MOBILITY, AND DIGITAL MEDIA (ACCESSED JANUARY 2020). FIGURES BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2019, EXCLUDING B2B SPEND. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** DATA FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **COMPARABILITY ADVISORY:** BASE CHANGES. DEFINITIONS FOR CATEGORIES DENOTED BY (\*) HAVE ALSO CHANGED. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.

we  
are  
social

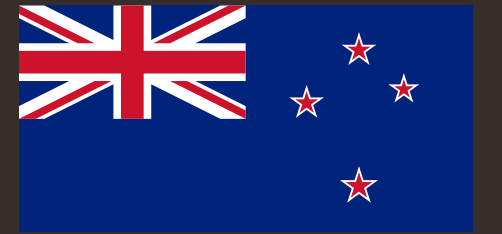


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# ECOMMERCE GROWTH BY CATEGORY

YEAR-ON-YEAR GROWTH IN TOTAL AMOUNT SPENT IN CONSUMER ECOMMERCE CATEGORIES IN 2019



NEW ZEALAND

FASHION  
& BEAUTY



+9.7%

statista

ELECTRONICS &  
PHYSICAL MEDIA



+5.7%



FOOD &  
PERSONAL CARE



+10%

we  
are  
social

FURNITURE &  
APPLIANCES



+11%

TOYS, DIY  
& HOBBIES



+8.0%



TRAVEL (INCLUDING  
ACCOMMODATION)



+7.6%

we  
are  
social

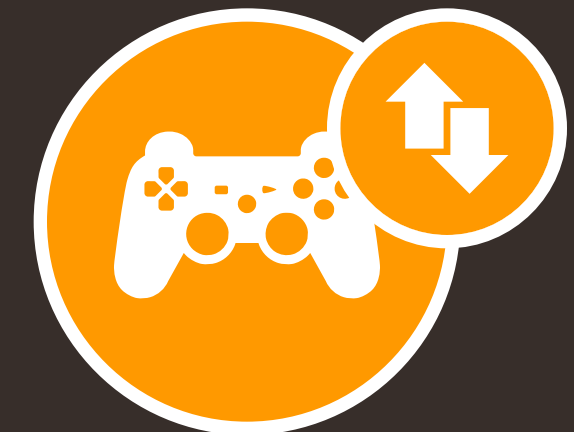
DIGITAL  
MUSIC



+4.9%

statista

VIDEO  
GAMES



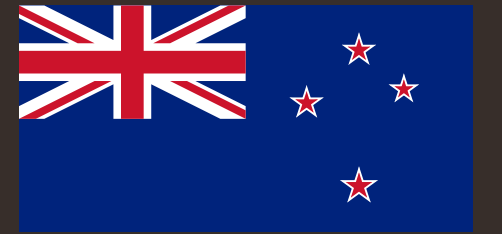
+3.8%



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2020

# ONLINE PURCHASES OF CONSUMER GOODS

OVERVIEW OF THE MARKET FOR ONLINE CONSUMER GOODS PURCHASES



NEW ZEALAND

TOTAL NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS ONLINE IN 2019



**3.70**  
MILLION



VALUE OF THE MARKET FOR  
ONLINE CONSUMER GOODS  
PURCHASES (IN U.S. DOLLARS)



**\$3.08**  
BILLION



AVERAGE ANNUAL REVENUE PER  
ONLINE CONSUMER GOODS  
SHOPPER (ARPU) IN U.S. DOLLARS



**\$835**



ONLINE CONSUMER GOODS  
ARPU AS A PERCENTAGE OF GDP  
PER CAPITA (BOTH U.S. DOLLARS)

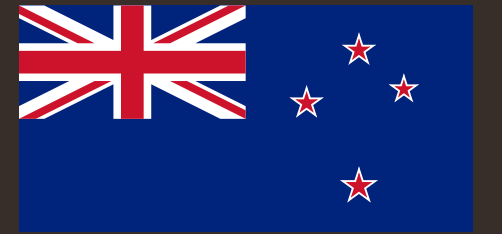


**2.0%**

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2020

# ECOMMERCE VALUE: ALTERNATIVE PERSPECTIVES

ALTERNATIVE PERSPECTIVES ON THE OVERALL SIZE, VALUE, AND GROWTH OF THE B2C ECOMMERCE MARKET (IN U.S. DOLLARS)



NEW ZEALAND

TOTAL VALUE OF THE  
CONSUMER (B2C)  
ECOMMERCE MARKET



we  
are  
social

**\$4.00**  
BILLION

ANNUAL GROWTH  
IN THE VALUE OF B2C  
ECOMMERCE SPEND



**+11%**

B2C ECOMMERCE SPEND  
AS A PERCENTAGE OF  
TOTAL B2C RETAIL SPEND



**8.0%**

AVERAGE ANNUAL  
ONLINE SPEND PER  
B2C CONSUMER



**\$1,854**

MOBILE'S SHARE OF  
B2C ECOMMERCE  
TRANSACTION VALUE

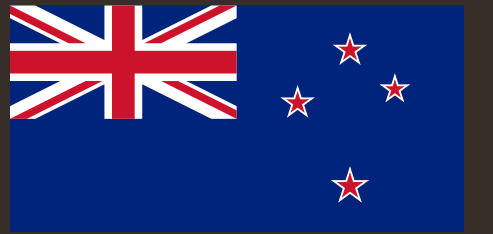


**33%**

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2020

# ECOMMERCE PURCHASES BY PAYMENT METHOD

PERCENTAGE OF ECOMMERCE TRANSACTIONS COMPLETED USING EACH METHOD OF PAYMENT



NEW ZEALAND

CREDIT CARD



we  
are  
social

55%

CASH



KEPIOS

3.0%

BANK TRANSFER



18%

EWALLET



19%

OTHER



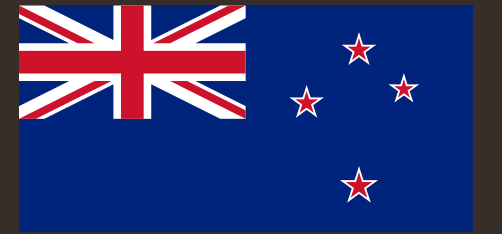
5.0%



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2020

# DIGITAL PAYMENTS OVERVIEW

SIZE AND GROWTH OF THE DIGITAL PAYMENTS MARKET (IN U.S. DOLLARS)



NEW ZEALAND

NUMBER OF PEOPLE  
MAKING DIGITALLY ENABLED  
PAYMENT TRANSACTIONS\*



we  
are  
social

4.10  
MILLION

TOTAL ANNUAL VALUE  
OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



statista

\$7.59  
BILLION

ANNUAL CHANGE IN THE  
VALUE OF DIGITALLY ENABLED  
CONSUMER PAYMENTS



+11%

AVERAGE TOTAL ANNUAL VALUE OF  
DIGITAL PAYMENT TRANSACTIONS  
PER DIGITAL PAYMENTS USER

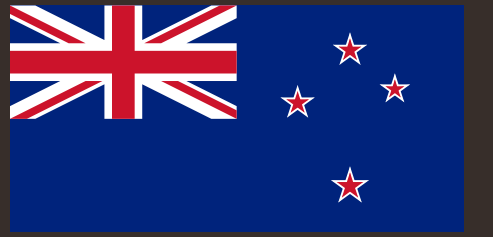


\$1,858

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2020

# RIDE-HAILING MARKET OVERVIEW

SIZE AND GROWTH OF THE RIDE-HAILING MARKET (IN U.S. DOLLARS)



NEW ZEALAND

NUMBER OF PEOPLE  
USING DIGITALLY ENABLED  
RIDE-HAILING SERVICES\*



800.0  
THOUSAND

TOTAL VALUE OF THE  
DIGITALLY ENABLED  
RIDE-HAILING MARKET



\$390.0  
MILLION

ANNUAL GROWTH IN THE TOTAL  
VALUE OF THE DIGITALLY ENABLED  
RIDE-HAILING MARKET



+21%

ANNUAL REVENUE PER  
USER OF DIGITALLY ENABLED  
RIDE-HAILING SERVICES



\$467



statista

we  
are  
social

**SOURCE:** STATISTA MARKET OUTLOOK FOR ONLINE MOBILITY SERVICES (ACCESSED JANUARY 2020). FIGURES USE FULL-YEAR VALUES FOR 2019, WITH COMPARISONS TO EQUIVALENT 2018 DATA. SEE [STATISTA.COM/OUTLOOK/MOBILITY-MARKETS](https://www.statista.com/outlook/mobility-markets) FOR MORE DETAILS. **\*NOTE:** IN THIS CONTEXT, "DIGITALLY ENABLED RIDE-HAILING SERVICES" INCLUDE TRANSPORTATION NETWORK COMPANIES THAT OFFER RIDES IN PRIVATE VEHICLES (E.G. UBER, DIDI, GRAB), RIDE-POOLING SERVICES, AND REGULAR TAXI SERVICES BOOKED ONLINE OR THROUGH A SMARTPHONE APP.

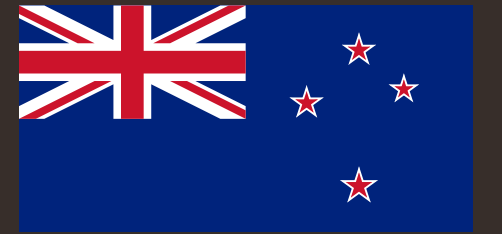
we  
are  
social

Hootsuite®

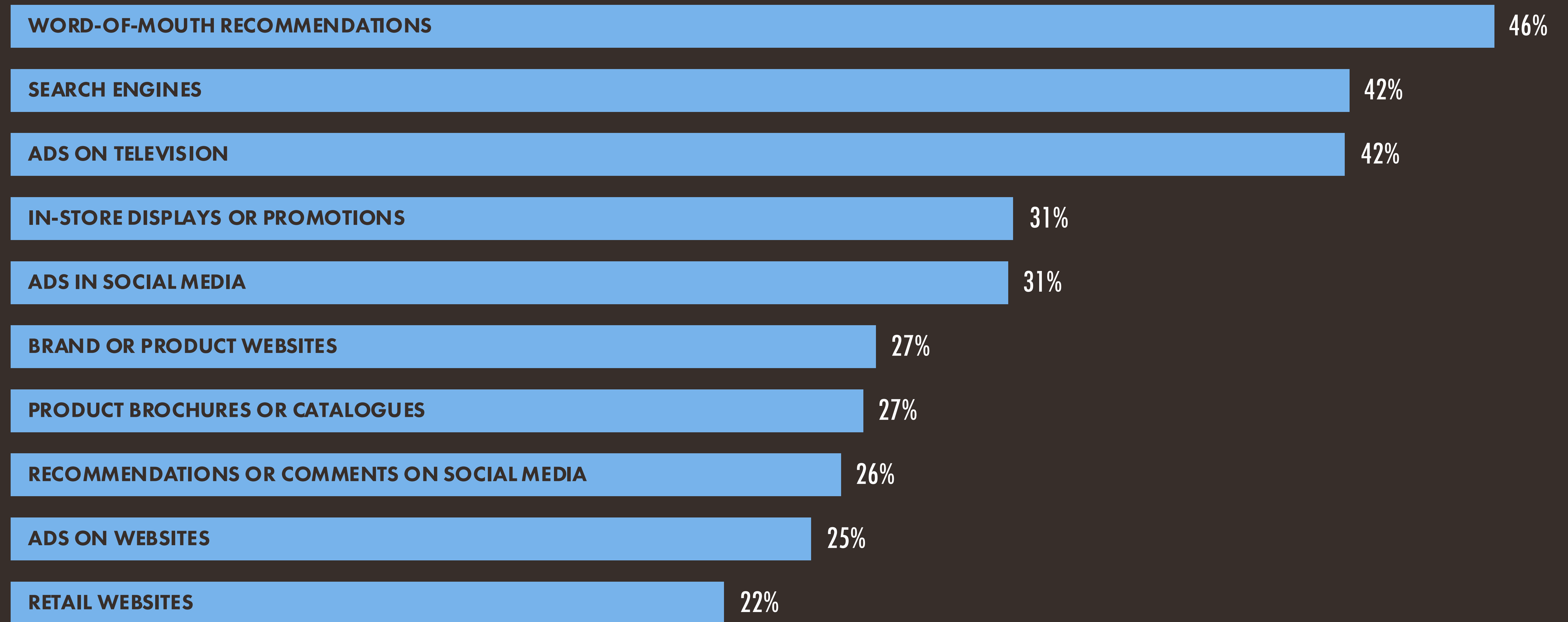
**JAN  
2020**

# SOURCES OF NEW BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY DISCOVER NEW BRANDS AND PRODUCTS VIA EACH CHANNEL



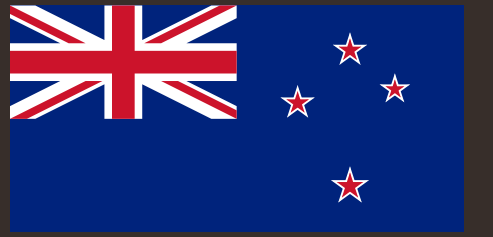
**NEW ZEALAND**



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# TOP GOOGLE SHOPPING QUERIES

MOST COMMON GOOGLE SHOPPING SEARCH QUERIES THROUGHOUT 2019



NEW ZEALAND

| #  | SEARCH QUERY  | INDEX |
|----|---------------|-------|
| 01 | WAREHOUSE     | 100   |
| 02 | KMART         | 69    |
| 03 | SHOES         | 66    |
| 04 | THE WAREHOUSE | 39    |
| 05 | FARMERS       | 38    |
| 06 | MITRE 10      | 34    |
| 07 | TRADE ME      | 33    |
| 08 | IPHONE        | 32    |
| 09 | BUNNINGS      | 32    |
| 10 | ADIDAS        | 29    |

| #  | SEARCH QUERY  | INDEX |
|----|---------------|-------|
| 11 | HARVEY NORMAN | 27    |
| 12 | BRISCOES      | 25    |
| 13 | AMAZON        | 24    |
| 14 | WAREHOUSE NZ  | 20    |
| 15 | COUNTDOWN     | 19    |
| 16 | KMART NZ      | 18    |
| 17 | NOEL LEEMING  | 16    |
| 18 | PS4           | 15    |
| 19 | PHONES        | 14    |
| 20 | MIGHTY APE    | 12    |

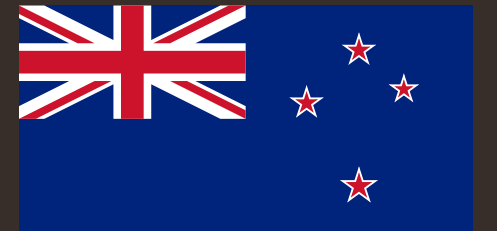
we  
are  
social



JAN  
2020

# VALUE OF THE DIGITAL ADVERTISING MARKET

TOTAL SPEND (IN U.S. DOLLARS) ON DIGITAL ADVERTISING IN 2019, WITH DETAIL OF SPEND IN INDIVIDUAL SUB-CATEGORIES



NEW ZEALAND

TOTAL DIGITAL AD  
SPEND IN 2019



**\$700.0**  
MILLION

we  
are  
social

SPEND ON DIGITAL  
SEARCH ADS IN 2019



**\$429.0**  
MILLION

statista

SPEND ON SOCIAL  
MEDIA ADS IN 2019



**\$71.00**  
MILLION

SPEND ON DIGITAL  
BANNER ADS IN 2019



**\$87.00**  
MILLION

statista

SPEND ON DIGITAL  
VIDEO ADS IN 2019



**\$59.00**  
MILLION



SPEND ON DIGITAL  
CLASSIFIED ADS IN 2019



**\$53.00**  
MILLION

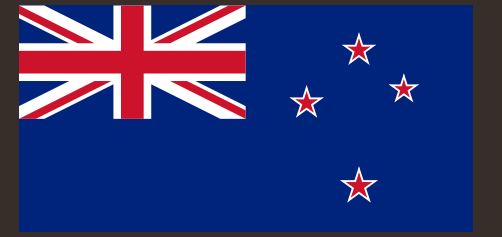
**SOURCE:** STATISTA MARKET OUTLOOK FOR DIGITAL ADVERTISING (ACCESSED JANUARY 2020). FIGURES REPRESENT FULL-YEAR DIGITAL ADVERTISING SPEND FOR 2019. SEE [STATISTA.COM/OUTLOOK/DIGITAL-MARKETS](https://www.statista.com/outlook/digital-markets) FOR MORE DETAILS. **NOTES:** SPEND VALUES ARE IN U.S. DOLLARS. INCLUDES ADVERTISING ON MOBILE AND DESKTOP DEVICES. VALUES DO NOT INCLUDE SPEND ON E-MAIL MARKETING, AUDIO ADVERTS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS.



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2020

# DIGITAL ADVERTISING MARKET: VALUE GROWTH

YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL ADVERTISING MARKET BETWEEN 2018 AND 2019



NEW ZEALAND

YEAR-ON-YEAR CHANGE  
IN TOTAL DIGITAL AD SPEND



+6.3%

we  
are  
social

YEAR-ON-YEAR CHANGE IN  
DIGITAL SEARCH AD SPEND



+5.3%

statista

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA AD SPEND



+17%

YEAR-ON-YEAR CHANGE IN  
DIGITAL BANNER AD SPEND



+6.1%

statista

YEAR-ON-YEAR CHANGE IN  
DIGITAL VIDEO AD SPEND



+8.3%



YEAR-ON-YEAR CHANGE IN  
DIGITAL CLASSIFIED AD SPEND



+0.6%

# CLICK THE LINKS BELOW TO ACCESS OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

|                               |                      |                   |               |                 |                      |                              |                    |
|-------------------------------|----------------------|-------------------|---------------|-----------------|----------------------|------------------------------|--------------------|
| GLOBAL OVERVIEW               | BOTSWANA             | DJIBOUTI          | GUINEA        | LESOTHO         | NEPAL                | ST. KITTS & NEVIS            | TAJIKISTAN         |
| DIGITAL YEARBOOK              | BRAZIL               | DOMINICA          | GUINEA-BISSAU | LIBERIA         | NETHERLANDS          | ST. LUCIA                    | TANZANIA           |
| ABKHAZIA                      | BRITISH VIRGIN IS.   | DOMINICAN REP.    | GUYANA        | LIBYA           | NEW CALEDONIA        | ST. MARTIN                   | THAILAND           |
| AFGHANISTAN                   | BRUNEI               | ECUADOR           | HAITI         | LIECHTENSTEIN   | NEW ZEALAND          | ST. PIERRE & MIQUELON        | TIMOR-LESTE        |
| ÅLAND IS.                     | BULGARIA             | EGYPT             | HONDURAS      | LITHUANIA       | NICARAGUA            | ST. VINCENT & THE GRENADINES | TOGO               |
| ALBANIA                       | BURKINA FASO         | EL SALVADOR       | HONG KONG     | LUXEMBOURG      | NIGER                | SAMOA                        | TOKELAU            |
| ALGERIA                       | BURUNDI              | EQUATORIAL GUINEA | HUNGARY       | MACAU           | NIGERIA              | SAN MARINO                   | TONGA              |
| AMERICAN SAMOA                | CABO VERDE           | ERITREA           | ICELAND       | NORTH MACEDONIA | NIUE                 | SÃO TOMÉ & PRÍNCIPE          | TRANSNISTRIA       |
| ANDORRA                       | CAMBODIA             | ESTONIA           | INDIA         | MADAGASCAR      | NORFOLK IS.          | SAUDI ARABIA                 | TRINIDAD & TOBAGO  |
| ANGOLA                        | CAMEROON             | ESWATINI          | INDONESIA     | MALAWI          | NORTHERN MARIANA IS. | SENEGAL                      | TUNISIA            |
| ANGUILLA                      | CANADA               | ETHIOPIA          | IRAN          | MALAYSIA        | NORWAY               | SERBIA                       | TURKEY             |
| ANTIGUA & BARBUDA             | CAYMAN IS.           | FALKLAND IS.      | IRAQ          | MALDIVES        | OMAN                 | SEYCHELLES                   | TURKMENISTAN       |
| ARGENTINA                     | CENTRAL AFRICAN REP. | FAROE IS.         | IRELAND       | MALI            | PAKISTAN             | SIERRA LEONE                 | TURKS & CAICOS IS. |
| ARMENIA                       | CHAD                 | FIJI              | ISLE OF MAN   | MALTA           | PALAU                | SINGAPORE                    | TUVALU             |
| ARUBA                         | CHILE                | FINLAND           | ISRAEL        | MARSHALL IS.    | PALESTINE            | ST. MAARTEN                  | UGANDA             |
| AUSTRALIA                     | CHINA                | FRANCE            | ITALY         | MARTINIQUE      | PANAMA               | SLOVAKIA                     | UKRAINE            |
| AUSTRIA                       | CHRISTMAS IS.        | FRENCH GUIANA     | JAMAICA       | MAURITANIA      | PAPUA NEW GUINEA     | SLOVENIA                     | U.A.E.             |
| AZERBAIJAN                    | COCOS (KEELING) IS.  | FRENCH POLYNESIA  | JAPAN         | MAURITIUS       | PARAGUAY             | SOLOMON IS.                  | U.K.               |
| BAHAMAS                       | COLOMBIA             | GABON             | JERSEY        | MAYOTTE         | PERU                 | SOMALIA                      | U.S.A.             |
| BAHRAIN                       | COMOROS              | GAMBIA            | JORDAN        | MEXICO          | PHILIPPINES          | SOUTH AFRICA                 | U.S. VIRGIN IS.    |
| BANGLADESH                    | DEM. REP. OF CONGO   | GEORGIA           | KAZAKHSTAN    | MICRONESIA      | PITCAIRN IS.         | SOUTH SUDAN                  | URUGUAY            |
| BARBADOS                      | REP. OF CONGO        | GERMANY           | KENYA         | MOLDOVA         | POLAND               | SPAIN                        | UZBEKISTAN         |
| BELARUS                       | COOK IS.             | GHANA             | KIRIBATI      | MONACO          | PORTUGAL             | SRI LANKA                    | VANUATU            |
| BELGIUM                       | COSTA RICA           | GIBRALTAR         | NORTH KOREA   | MONGOLIA        | PUERTO RICO          | SUDAN                        | VATICAN            |
| BELIZE                        | CÔTE D'IVOIRE        | GREECE            | SOUTH KOREA   | MONTENEGRO      | QATAR                | SURINAME                     | VENEZUELA          |
| BENIN                         | CROATIA              | GREENLAND         | KOSOVO        | MONTSERRAT      | RÉUNION              | SVALBARD & JAN MAYEN         | VIETNAM            |
| BERMUDA                       | CUBA                 | GRENADA           | KUWAIT        | MOROCCO         | ROMANIA              | SWAZILAND                    | WALLIS & FUTUNA    |
| BHUTAN                        | CURAÇAO              | GUADELOUPE        | KYRGYZSTAN    | MOZAMBIQUE      | RUSSIAN FEDERATION   | SWEDEN                       | WESTERN SAHARA     |
| BOLIVIA                       | CYPRUS               | GUAM              | LAOS          | MYANMAR         | RWANDA               | SWITZERLAND                  | YEMEN              |
| BONAIRE, ST. EUSTATIUS & SABA | CZECH REP.           | GUATEMALA         | LATVIA        | NAMIBIA         | ST. BARTHÉLEMY       | SYRIA                        | ZAMBIA             |
| BOSNIA & HERZEGOVINA          | DENMARK              | GUERNSEY          | LEBANON       | NAURU           | ST. HELENA           | TAIWAN                       | ZIMBABWE           |



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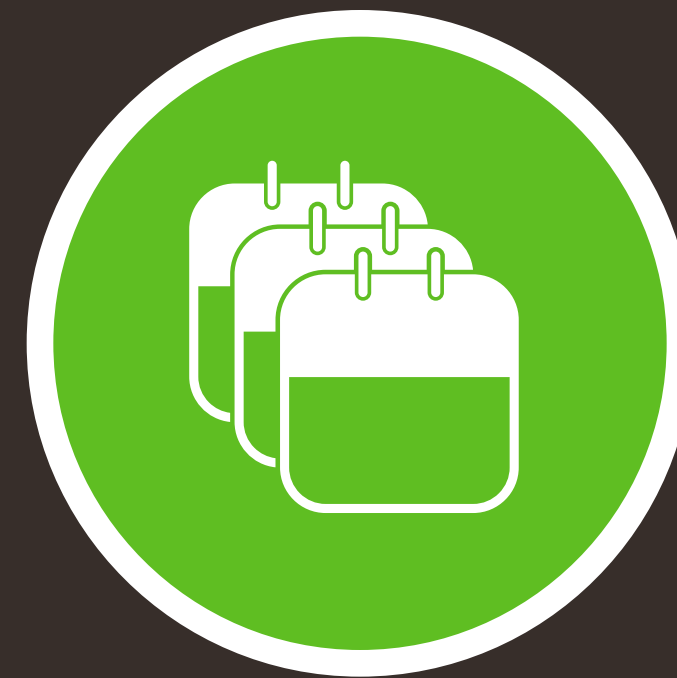
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**GSMA Intelligence** is the unit within the GSMA that houses the organisation's extensive database of mobile operator statistics, forecasts, and industry reports. GSMA Intelligence's data covers every operator group, network and MVNO in every country – from Afghanistan to Zimbabwe. Updated daily, it is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points.

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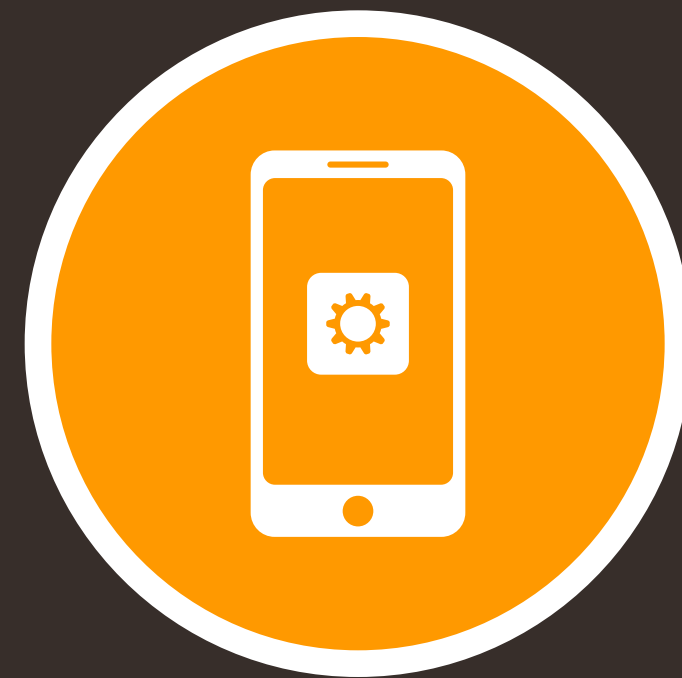


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# DATA SOURCES

**POPULATION & DEMOGRAPHICS:** United Nations World Population Prospects, 2019 Revision; US Census Bureau (accessed January 2020); United Nations World Urbanization Prospects, 2018 Revision; local government bodies (latest data available in January 2020). **Literacy rates:** UNESCO Institute for Statistics; UNICEF Data; World Bank DataBank; Pew Research; Ethnologue; IndexMundi; CIA World Factbook; Phrasebase (all accessed January 2020). **GDP and financial inclusions data:** World Bank DataBank; IMF Data; CIA World Factbook (all accessed January 2020). **Device ownership and time spent by media:** GlobalWebIndex (Q3 2019).\*

**INTERNET USERS:** ITU Statistics; Eurostat Data Explorer; GlobalWebIndex; Facebook's self-serve advertising tools; local government authorities and telecom regulatory bodies; APJII (all accessed January 2020). **Mobile internet share** based on data from GlobalWebIndex (Q3 2019)\*, and extrapolations of data reported in Facebook's self-serve advertising tools. **Internet connection speed** data from Ookla Speedtest (values for December 2019). **Time spent on the internet** from GlobalWebIndex (Q3 2019).\* **World's top websites** from SimilarWeb (December 2019) and Alexa (monthly average based on 3-month period to mid-January 2020). **Web language** insights

via W3Techs (January 2020). **Google search** insights from Google Trends (data for full year 2019). Data on use of **data misuse fears**, **voice search**, and **ad blockers** from GlobalWebIndex (Q3 2019).\* Data on concerns about **'fake news'** from Reuters Institute Digital News Report (2019 edition). **Content streaming** insights from GlobalWebIndex (Q3 2019).\* **Smart Home** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019).

## **SOCIAL MEDIA USERS & ADVERTISING**

**AUDIENCES:** Social media platforms' self-service advertising tools (including extrapolations); company earnings announcements; press releases and promotional materials; remarks by senior platform executives at public events; statements on company websites; reports in reputable media (all latest data available in January 2020). **TikTok** data from a company sales presentation published by AdAge (October 2019). **YouTube** insights via YouTube press website (accessed January 2020). **Top messenger platforms** from SimilarWeb (January 2020, based on data for December 2019). **Time spent** on social media from GlobalWebIndex (Q3 2019)\*. **Facebook and Instagram reach and engagement** data from Locowise (January 2020, based on averages for Q4 2019).

**MOBILE USERS & CONNECTIONS:** GSMA Intelligence (January 2020); Ericsson Mobility Report (November 2019); Ericsson Mobility Calculator and Visualizer tools (accessed January 2020). **Mobile Apps:** App Annie (January 2020); SimilarWeb (January 2020). **Mobile actions:** GlobalWebIndex (Q3 2019).

**ECOMMERCE USERS & SPEND:** Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019)\*; PPRO Payments & Ecommerce reports (2019 and 2020 editions). **Brand discovery channels:** GlobalWebIndex (Q3 2019). **Ride-Hailing** insights from Statista Digital Market Outlook\* (accessed January 2020); GlobalWebIndex (Q3 2019). **Digital advertising market:** Statista Digital Market Outlook\* (accessed January 2020); eMarketer (February 2019).

\* For more details of GlobalWebIndex's methodology, visit <https://www.globalwebindex.com>.

\* For more details of Statista's Market Outlook, visit <https://www.statista.com/outlook/digital-markets>.

# NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

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

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

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

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

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

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

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

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: [reports@kepios.com](mailto:reports@kepios.com).



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