



# DIGITAL IN THE AMERICAS

WE ARE SOCIAL'S SNAPSHOT OF KEY DIGITAL STATISTICS AND DATA

# COUNTRIES DETAILED IN THIS REPORT

- |                       |                        |
|-----------------------|------------------------|
| 01 ARGENTINA          | 16 HAITI               |
| 02 BELIZE             | 17 HONDURAS            |
| 03 BOLIVIA            | 18 JAMAICA             |
| 04 BRAZIL             | 19 MARTINIQUE          |
| 05 CANADA             | 20 MEXICO              |
| 06 CHILE              | 21 NICARAGUA           |
| 07 COLOMBIA           | 22 PANAMA              |
| 08 COSTA RICA         | 23 PARAGUAY            |
| 09 CUBA               | 24 PERU                |
| 10 DOMINICAN REPUBLIC | 25 PUERTO RICO         |
| 11 ECUADOR            | 26 SURINAME            |
| 12 EL SALVADOR        | 27 TRINIDAD AND TOBAGO |
| 13 GUADELOUPE         | 28 UNITED STATES       |
| 14 GUATEMALA          | 29 URUGUAY             |
| 15 GUYANA             | 30 VENEZUELA           |





CONTACT WE ARE SOCIAL FOR HELP IN TURNING  
THESE FINDINGS INTO A SOCIAL STRATEGY:



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JUN  
2014

# GLOBAL DIGITAL STATISTICS

UPDATED

7,176,000,000

TOTAL POPULATION



52%

URBAN

48%

RURAL

2,908,000,000

INTERNET USERS



we  
are  
social

41%

INTERNET PENETRATION

1,972,000,000

ACTIVE SOCIAL MEDIA USERS



27%

SOCIAL MEDIA PENETRATION

3,553,000,000

UNIQUE MOBILE USERS



50%

MOBILE PENETRATION

7,069,000,000

ACTIVE MOBILE SUBSCRIPTIONS



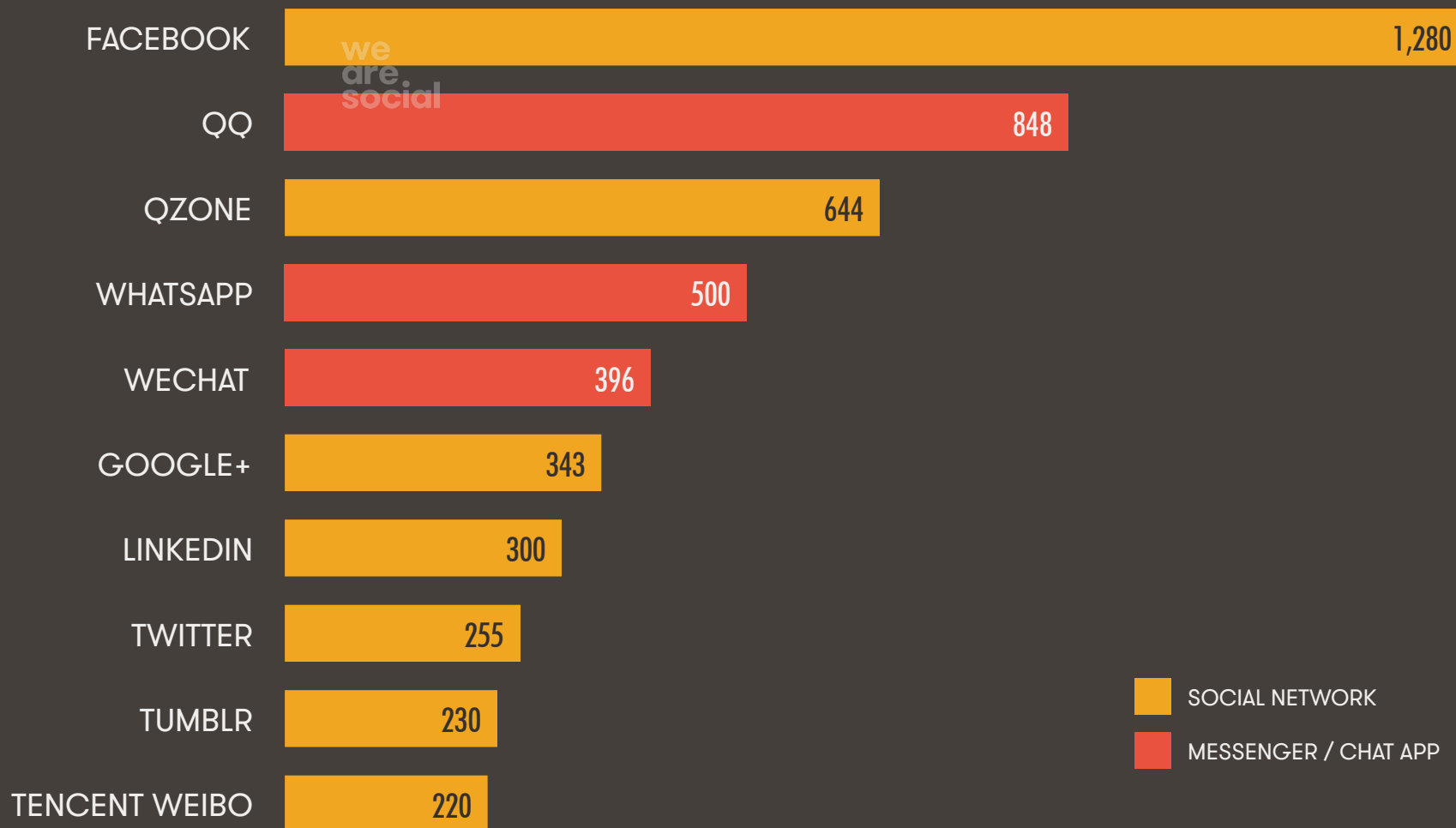
98%

MOBILE SUBSCRIPTION PENETRATION

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# ACTIVE GLOBAL SOCIAL MEDIA USERS

BASED ON ACCOUNTS THAT HAVE LOGGED IN AT LEAST ONCE IN THE PAST 30 DAYS, IN MILLIONS





# THE AMERICAS: A REGIONAL OVERVIEW

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# DIGITAL IN THE AMERICAS

UPDATED

966,069,000

TOTAL POPULATION



80%

URBAN

20%

RURAL

605,640,000

INTERNET USERS



we  
are  
social

63%

INTERNET PENETRATION

462,014,000

ACTIVE SOCIAL MEDIA USERS



48%

SOCIAL MEDIA PENETRATION

605,000,000

UNIQUE MOBILE USERS



63%

MOBILE PENETRATION

1,070,107,000

ACTIVE MOBILE SUBSCRIPTIONS



111%

MOBILE SUBSCRIPTION PENETRATION

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# THE AMERICAS' GLOBAL SHARE

SHARE OF GLOBAL  
POPULATION



**13%**

SHARE OF GLOBAL  
INTERNET USERS



**21%**

SHARE OF GLOBAL  
SOCIAL MEDIA USERS



**23%**

SHARE OF GLOBAL  
MOBILE USERS



**17%**

we  
are  
social



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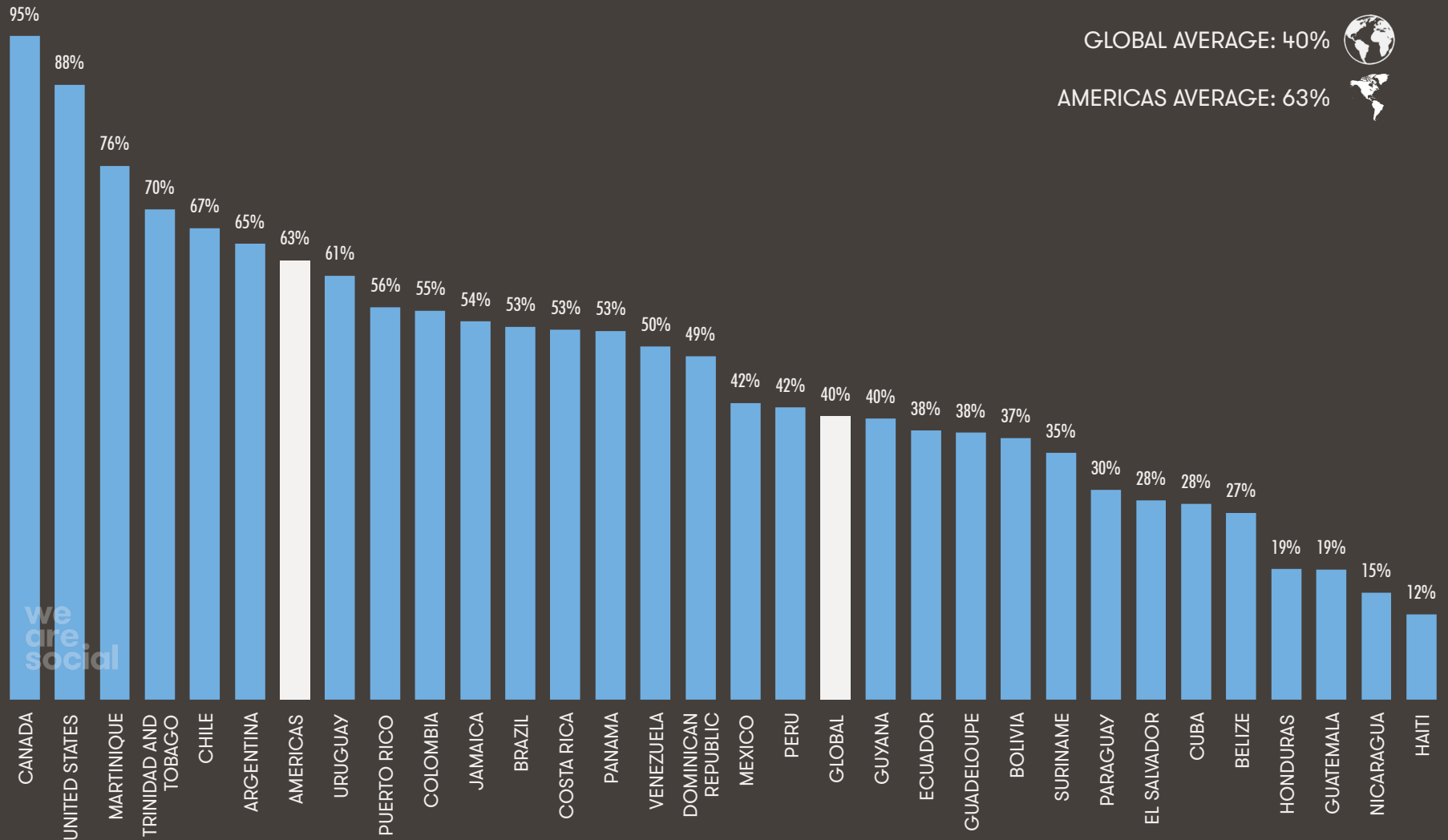
# INTERNET USERS

COUNTRY	USERS	PENETRATION
ARGENTINA	28,000,000	65%
BOLIVIA	3,970,587	37%
BRAZIL	107,822,831	53%
CANADA	33,000,381	95%
CHILE	11,686,746	67%
COLOMBIA	25,660,725	55%
COSTA RICA	2,511,139	53%
CUBA	3,090,796	28%
DOMINICAN REPUBLIC	5,072,674	49%
ECUADOR	6,012,003	38%
EL SALVADOR	1,742,832	28%
GUATEMALA	2,716,781	19%
HAITI	1,217,505	12%
HONDURAS	1,602,558	19%
MEXICO	50,923,060	42%
NICARAGUA	891,675	15%
PARAGUAY	2,005,278	30%
PERU	12,583,953	42%
UNITED STATES	279,834,232	88%
VENEZUELA	14,548,421	50%



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# INTERNET PENETRATION



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# NORTH AMERICAN USAGE

TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**364M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**77%**

SHARE OF WEB  
TRAFFIC: DESKTOP AND  
LAPTOP COMPUTERS



**72%**

SHARE OF WEB  
TRAFFIC: MOBILE  
PHONES AND TABLETS



**28%**

we  
are  
social

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# CENTRAL & SOUTH AMERICAN USAGE

TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**242M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**49%**

SHARE OF WEB  
TRAFFIC: DESKTOP AND  
LAPTOP COMPUTERS



**80%**

SHARE OF WEB  
TRAFFIC: MOBILE  
PHONES AND TABLETS

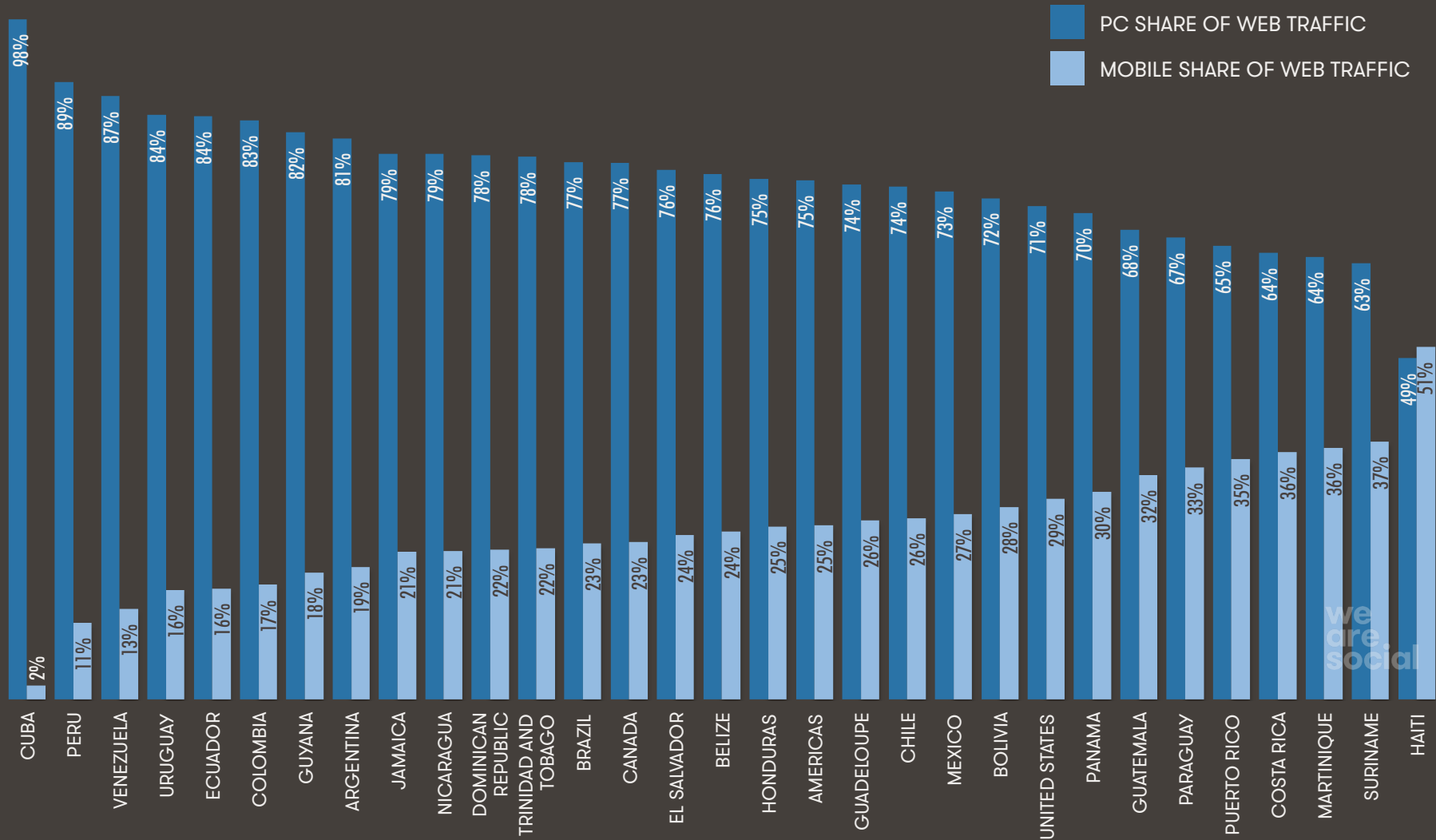


**20%**

we  
are  
social

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# SHARE OF NET TRAFFIC BY DEVICE



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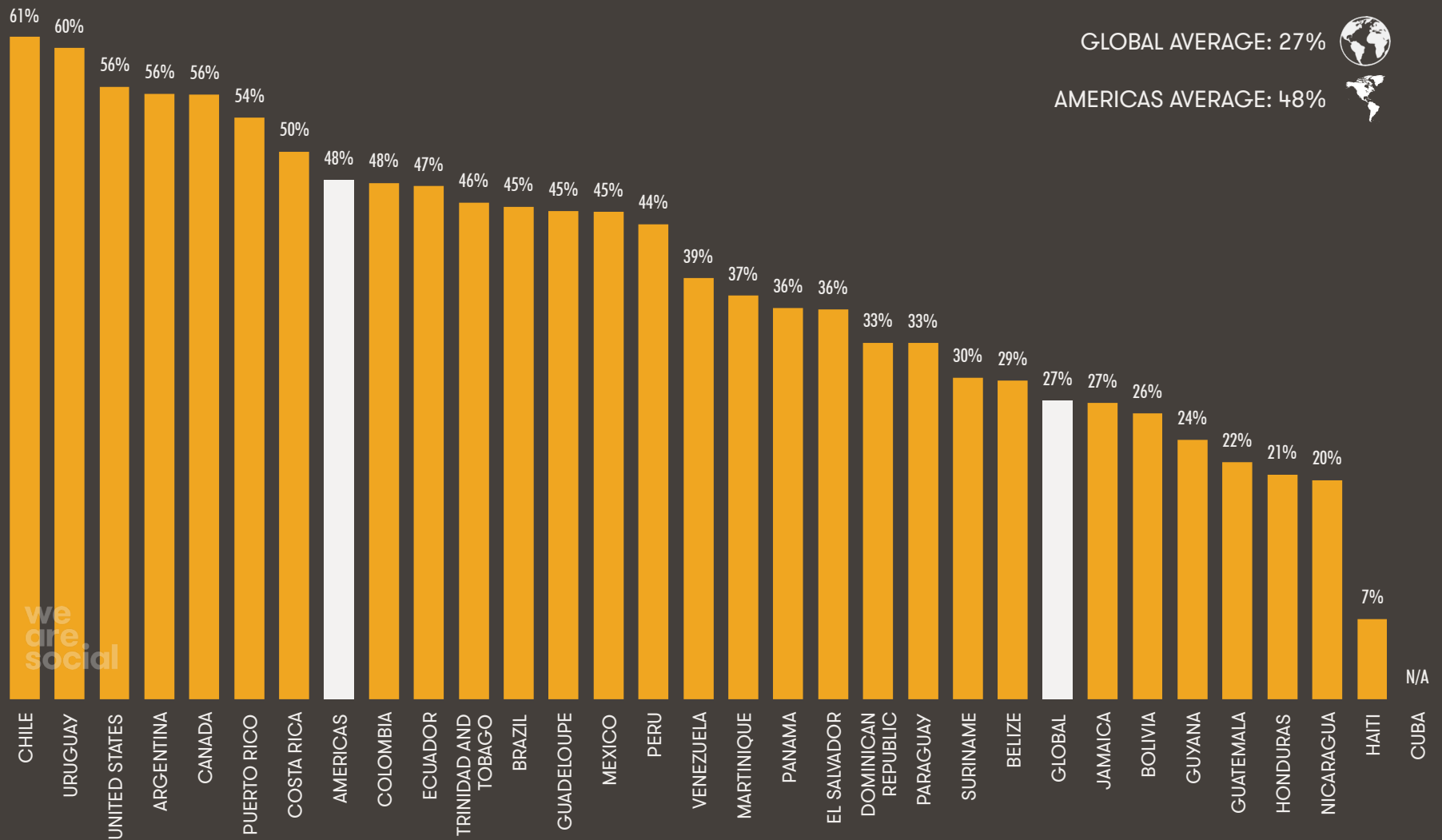
# ACTIVE SOCIAL MEDIA USERS

COUNTRY	USERS	PENETRATION
ARGENTINA	24,000,000	56%
BOLIVIA	2,800,000	26%
BRAZIL	92,000,000	45%
CANADA	19,400,000	56%
CHILE	10,600,000	61%
COLOMBIA	22,000,000	48%
COSTA RICA	2,400,000	50%
CUBA	N/A	N/A
DOMINICAN REPUBLIC	3,400,000	33%
ECUADOR	7,400,000	47%
EL SALVADOR	2,200,000	36%
GUATEMALA	3,200,000	22%
HAITI	740,000	7%
HONDURAS	1,780,000	21%
MEXICO	54,000,000	45%
NICARAGUA	1,180,000	20%
PARAGUAY	2,200,000	33%
PERU	13,200,000	44%
UNITED STATES	180,000,000	56%
VENEZUELA	11,200,000	39%



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# SOCIAL MEDIA PENETRATION



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# **SOCIAL USERS BY DEVICE: AMERICAS**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING SOCIAL  
MEDIA ON ANY DEVICE



**462 M**

ACTIVE SOCIAL MEDIA USERS  
ACCESSING SOCIAL MEDIA  
ON MOBILE DEVICES



**370 M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL SOCIAL USERS



**80%**

we  
are  
social



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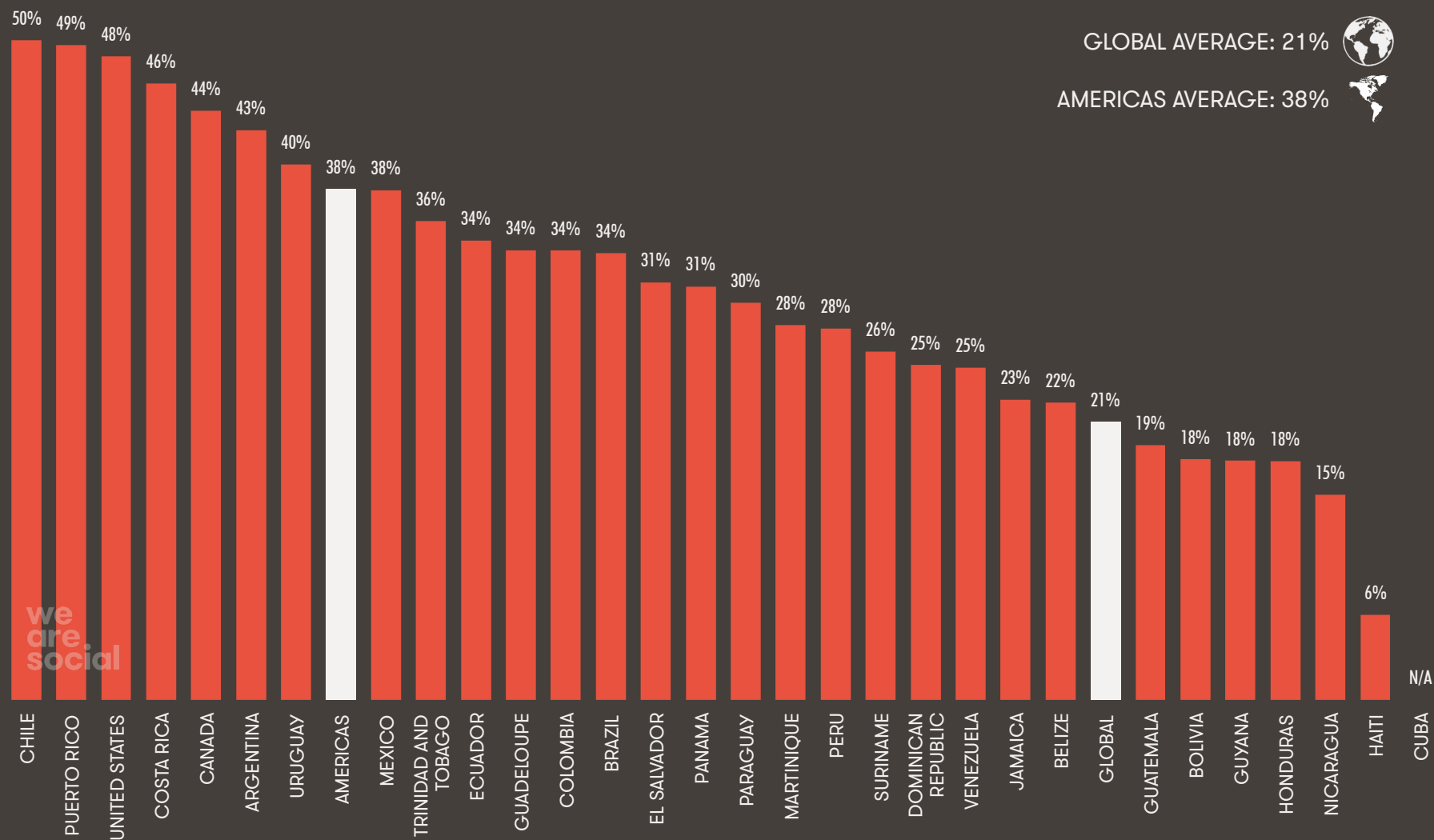
# ACTIVE MOBILE SOCIAL MEDIA USERS

COUNTRY	USERS	PENETRATION
ARGENTINA	18,400,000	43%
BOLIVIA	1,920,000	18%
BRAZIL	68,000,000	34%
CANADA	15,400,000	44%
CHILE	8,600,000	50%
COLOMBIA	15,600,000	34%
COSTA RICA	2,200,000	46%
CUBA	N/A	N/A
DOMINICAN REPUBLIC	2,600,000	25%
ECUADOR	5,400,000	34%
EL SALVADOR	1,920,000	31%
GUATEMALA	2,800,000	19%
HAITI	640,000	6%
HONDURAS	1,540,000	18%
MEXICO	46,000,000	38%
NICARAGUA	900,000	15%
PARAGUAY	2,000,000	30%
PERU	8,400,000	28%
UNITED STATES	154,000,000	48%
VENEZUELA	7,200,000	25%



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# MOBILE SOCIAL MEDIA PENETRATION



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# MOBILE IN THE AMERICAS

NUMBER OF UNIQUE  
MOBILE PHONE USERS  
(INDIVIDUALS WITH 1+  
ACTIVE SUBSCRIPTIONS)



**605M**

MOBILE PENETRATION  
(UNIQUE USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION)



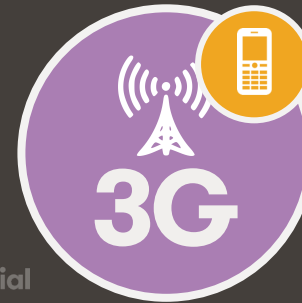
**63%**

TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS  
(CONNECTIONS)



**1.07B**

3G SUBSCRIPTIONS  
AS A PERCENTAGE  
OF TOTAL ACTIVE  
SUBSCRIPTIONS



**39%**

PREPAID  
SUBSCRIPTIONS AS A  
PERCENTAGE  
OF TOTAL ACTIVE  
SUBSCRIPTIONS



**60%**

we  
are  
social

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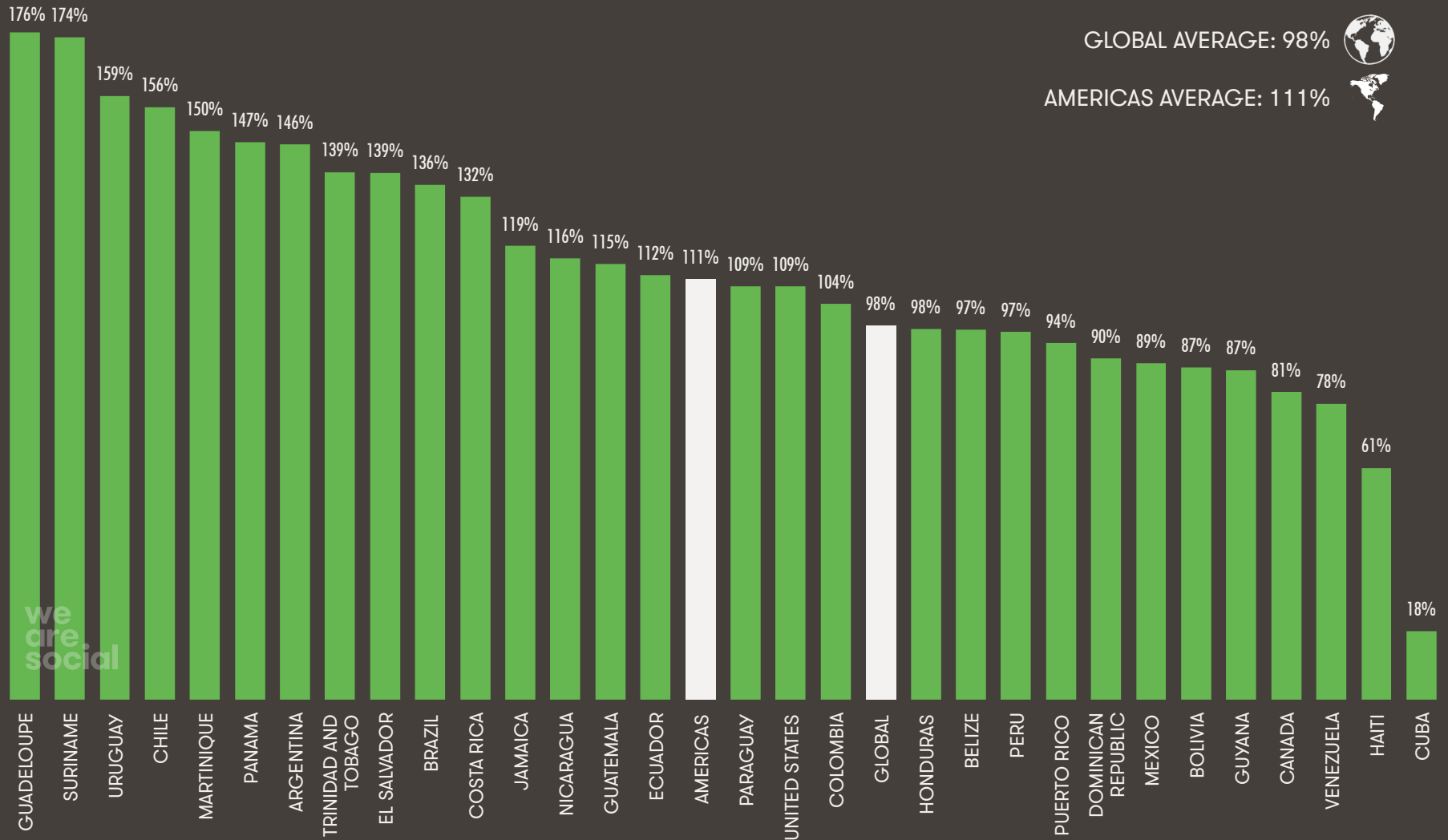
# ACTIVE MOBILE SUBSCRIBERS

COUNTRY	USERS	PENETRATION
ARGENTINA	62,900,000	146%
BOLIVIA	9,300,000	87%
BRAZIL	274,600,000	136%
CANADA	28,200,000	81%
CHILE	27,100,000	156%
COLOMBIA	48,200,000	104%
COSTA RICA	6,300,000	132%
CUBA	2,000,000	18%
DOMINICAN REPUBLIC	9,300,000	90%
ECUADOR	17,500,000	112%
EL SALVADOR	8,500,000	139%
GUATEMALA	16,800,000	115%
HAITI	6,100,000	61%
HONDURAS	8,400,000	98%
MEXICO	106,600,000	89%
NICARAGUA	6,800,000	116%
PARAGUAY	7,300,000	109%
PERU	29,200,000	97%
UNITED STATES	347,200,000	109%
VENEZUELA	22,500,000	78%



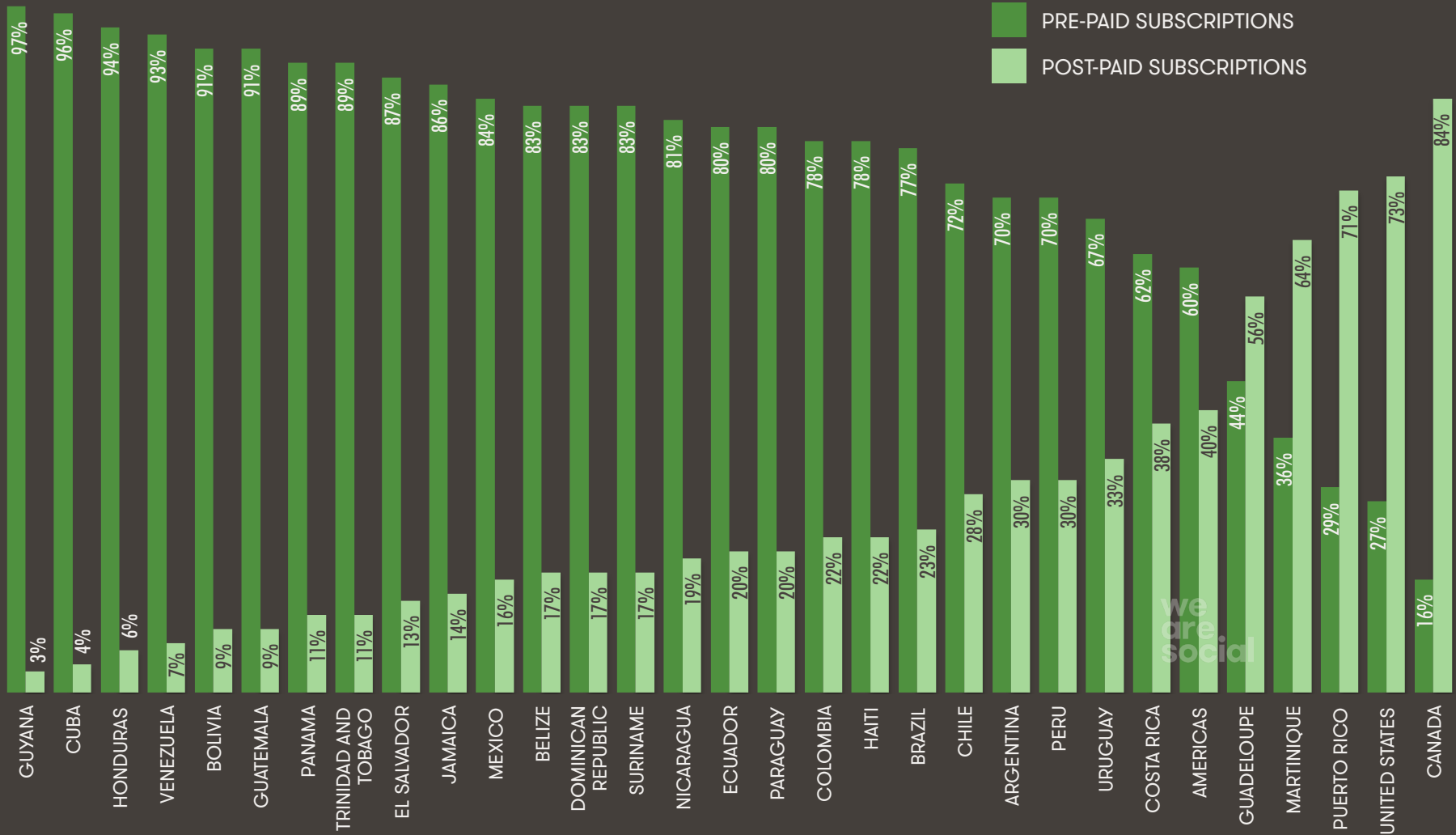
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# MOBILE SUBSCRIPTION PENETRATION



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# PRE vs POST-PAY MOBILE CONTRACTS



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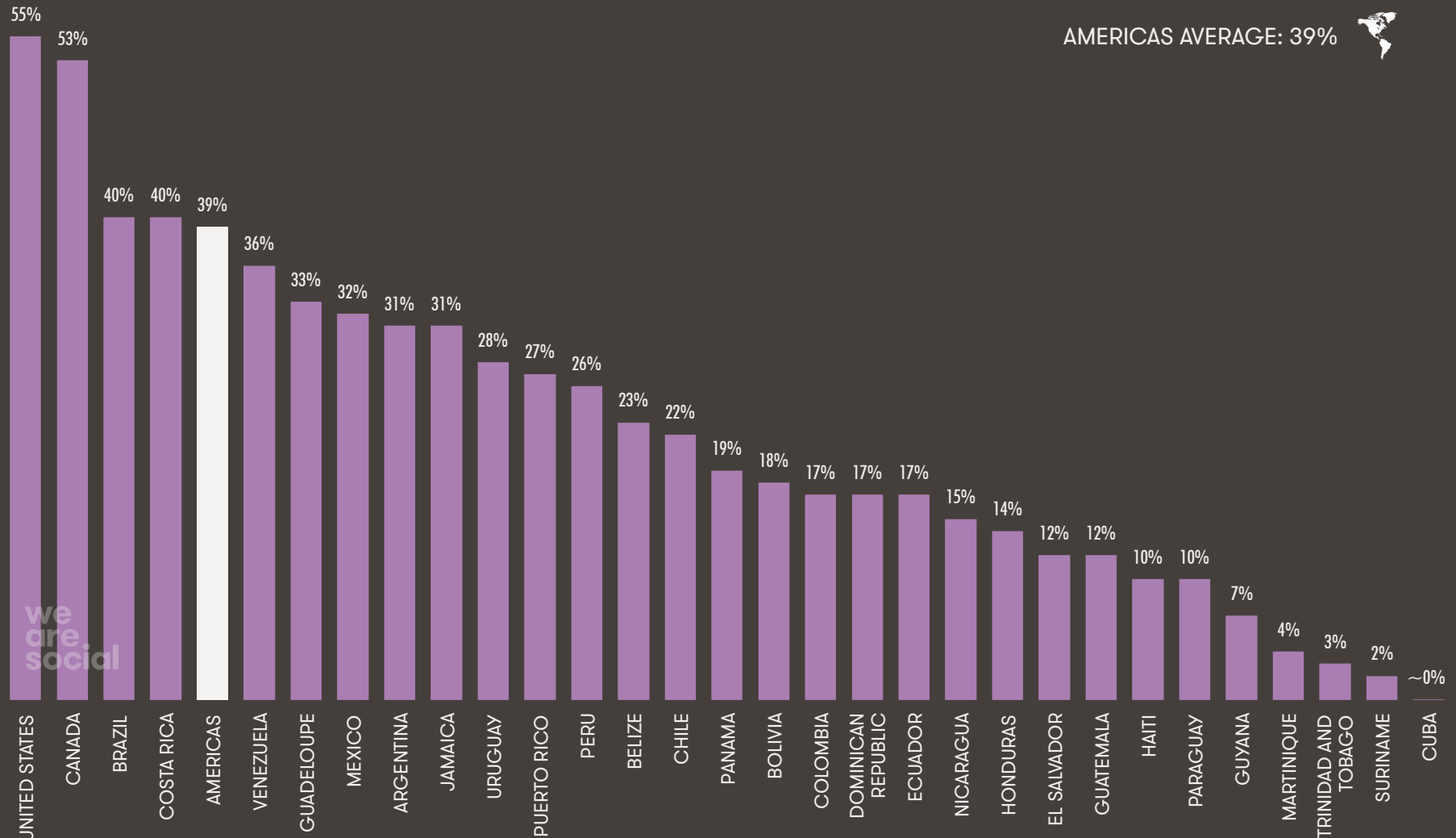
# ACTIVE 3G MOBILE SUBSCRIBERS

COUNTRY	USERS	PENETRATION
ARGENTINA	19,499,000	31%
BOLIVIA	1,674,000	18%
BRAZIL	109,840,000	40%
CANADA	14,946,000	53%
CHILE	5,962,000	22%
COLOMBIA	8,194,000	17%
COSTA RICA	2,520,000	40%
CUBA	[<100]	~ 0%
DOMINICAN REPUBLIC	1,581,000	17%
ECUADOR	2,975,000	17%
EL SALVADOR	1,020,000	12%
GUATEMALA	2,016,000	12%
HAITI	610,000	10%
HONDURAS	1,176,000	14%
MEXICO	34,112,000	32%
NICARAGUA	1,020,000	15%
PARAGUAY	730,000	10%
PERU	7,592,000	26%
UNITED STATES	190,960,000	55%
VENEZUELA	8,100,000	36%



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# 3G SUBSCRIPTION PENETRATION





# COUNTRIES IN OUR AMERICAS SUB-REGIONS

## CARIBBEAN

ANGUILLA  
ANTIGUA & BARBUDA  
ARUBA  
BAHAMAS  
BARBADOS  
BRITISH VIRGIN ISLANDS  
CARIBBEAN NETHERLANDS  
CAYMAN ISLANDS  
CUBA  
CURACAO  
DOMINICA  
DOMINICAN REPUBLIC  
GRENADA  
GUADELOUPE  
HAITI  
JAMAICA  
MARTINIQUE  
MONTSERRAT  
PUERTO RICO  
SAINT BARTHÉLEMY  
SAINT KITTS & NEVIS  
SAINT LUCIA  
SAINT MARTIN  
SAINT VINCENT & THE GRENADINES  
SINT MAARTEN  
TRINIDAD & TOBAGO  
TURKS & CAICOS ISLANDS  
US VIRGIN ISLANDS

## CENTRAL AMERICA

BELIZE  
COSTA RICA  
EL SALVADOR  
GUATEMALA  
HONDURAS  
NICARAGUA  
PANAMA

## NORTH AMERICA

BERMUDA  
CANADA  
GREENLAND  
MEXICO  
SAINT PIERRE & MIQUELON  
UNITED STATES

## SOUTH AMERICA

ARGENTINA  
BOLIVIA  
BRAZIL  
CHILE  
COLOMBIA  
ECUADOR  
FALKLAND ISLANDS  
FRENCH GUIANA  
GUYANA  
PARAGUAY  
PERU  
SOUTH GEORGIA & THE SANDWICH ISLANDS  
SURINAME  
URUGUAY  
VENEZUELA



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# DIGITAL IN THE CARIBBEAN

**41,800,000**

TOTAL POPULATION



**66%**

URBAN

**34%**

RURAL

**15,444,000**

INTERNET USERS



we  
are  
social

**37%**

INTERNET PENETRATION

**8,556,000**

ACTIVE SOCIAL MEDIA USERS



**20%**

SOCIAL MEDIA PENETRATION

**29,680,000**

ACTIVE MOBILE SUBSCRIPTIONS



**71%**

MOBILE SUBSCRIPTION PENETRATION

**7,021,000**

ACTIVE MOBILE SOCIAL USERS



**17%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# DIGITAL IN CENTRAL AMERICA

**43,924,000**

TOTAL POPULATION



**57%**

URBAN

**43%**

RURAL

**11,456,000**

INTERNET USERS



**26%**

INTERNET PENETRATION

**12,160,000**

ACTIVE SOCIAL MEDIA USERS



**28%**

SOCIAL MEDIA PENETRATION

**52,432,000**

ACTIVE MOBILE SUBSCRIPTIONS



**119%**

MOBILE SUBSCRIPTION PENETRATION

**10,556,000**

ACTIVE MOBILE SOCIAL USERS



**24%**

MOBILE SOCIAL PENETRATION

we  
are  
social

**JUN  
2014**

# DIGITAL IN NORTH AMERICA

**474,147,000**

TOTAL POPULATION



**81%**

URBAN

**19%**

RURAL

**363,874,000**

INTERNET USERS



we  
are  
social

**77%**

INTERNET PENETRATION

**253,468,000**

ACTIVE SOCIAL MEDIA USERS



**53%**

SOCIAL MEDIA PENETRATION

**482,139,000**

ACTIVE MOBILE SUBSCRIPTIONS



**102%**

MOBILE SUBSCRIPTION PENETRATION

**215,459,000**

ACTIVE MOBILE SOCIAL USERS



**45%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# DIGITAL IN SOUTH AMERICA

**406,197,000**

TOTAL POPULATION



**83%**

URBAN

**17%**

RURAL

**214,866,000**

INTERNET USERS



**53%**

INTERNET PENETRATION

**187,830,000**

ACTIVE SOCIAL MEDIA USERS



**46%**

SOCIAL MEDIA PENETRATION

**505,856,000**

ACTIVE MOBILE SUBSCRIPTIONS



**125%**

MOBILE SUBSCRIPTION PENETRATION

**137,206,000**

ACTIVE MOBILE SOCIAL USERS



**34%**

MOBILE SOCIAL PENETRATION

we  
are  
social



## INDIVIDUAL COUNTRY DATA



**ARGENTINA**

**JUN  
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# DIGITAL LANDSCAPE



**43,024,000**

TOTAL POPULATION



**93%**

URBAN

**7%**

RURAL

**28,000,000**

INTERNET USERS



we  
are  
social

**65%**

INTERNET PENETRATION

**24,000,000**

ACTIVE SOCIAL MEDIA USERS



**56%**

SOCIAL MEDIA PENETRATION

**62,900,000**

ACTIVE MOBILE SUBSCRIPTIONS



**146%**

MOBILE SUBSCRIPTION PENETRATION

**18,400,000**

ACTIVE MOBILE SOCIAL USERS



**43%**

MOBILE SOCIAL PENETRATION



**JUN  
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# TIME SPENT ONLINE



AVERAGE TIME THAT INTERNET  
USERS SPEND EACH DAY USING  
THE INTERNET THROUGH A  
DESKTOP, TABLET, OR LAPTOP



**4H 59M**

AVERAGE TIME THAT  
MOBILE INTERNET USERS  
SPEND EACH DAY USING  
MOBILE INTERNET



**3H 21M**

AVERAGE TIME THAT  
SOCIAL MEDIA USERS  
SPEND EACH DAY  
USING SOCIAL MEDIA



**3H 05M**

we  
are  
social

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**28M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**65%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**81%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**19%**

we  
are  
social

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2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**24.0M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**56%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**18.4M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**43%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



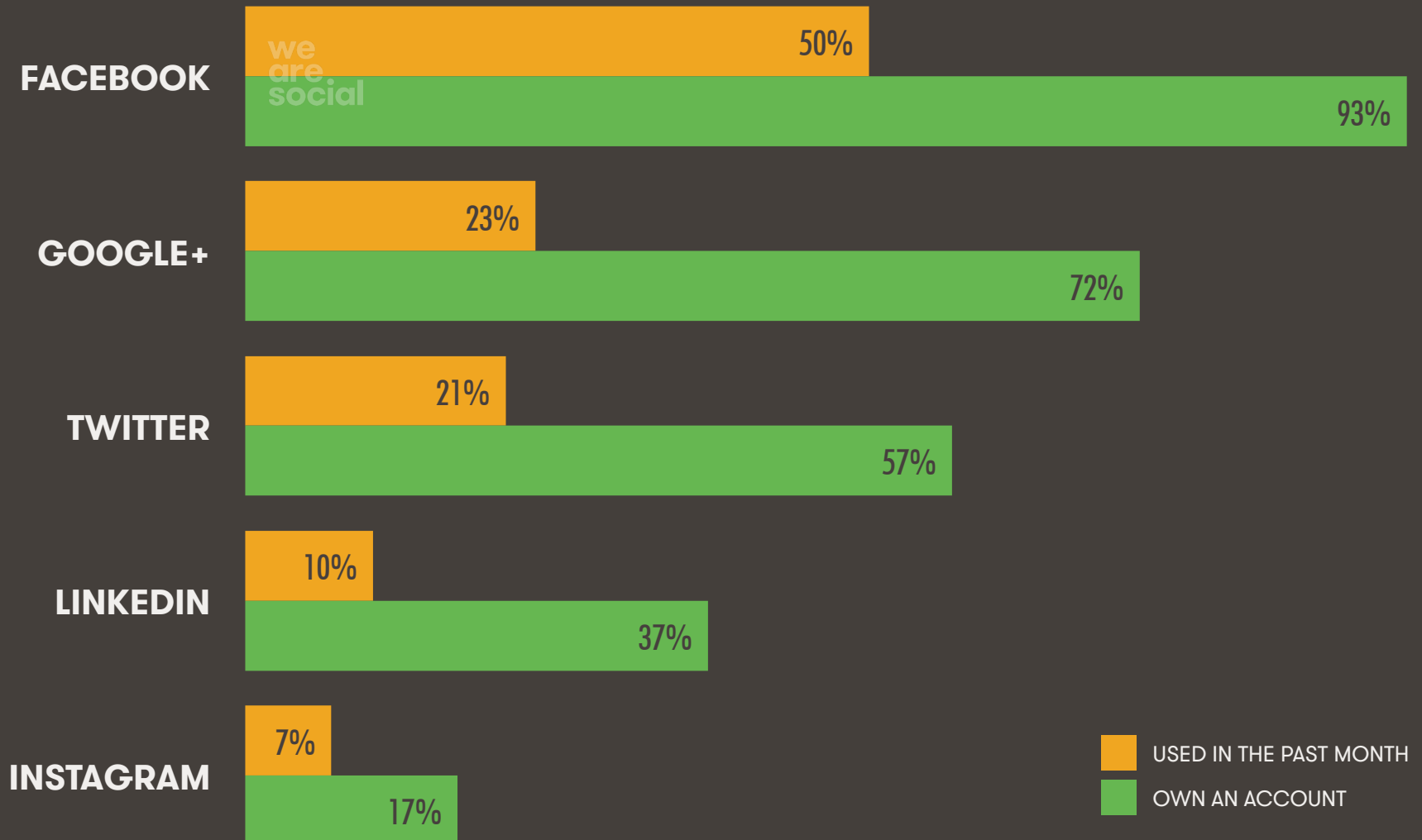
**77%**

we  
are  
social

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# TOP SOCIAL MEDIA PLATFORMS

FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS SURVEYED BY GLOBALWEBINDEX



**JUN  
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# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**62.9M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**70%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**30%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**31%**

we  
are  
social

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# ACTIVITIES ON MOBILE



PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
SOCIAL MEDIA APPS



**36%**

PERCENTAGE OF THE  
TOTAL POPULATION  
WATCHING VIDEOS  
ON MOBILE (YOUTUBE)



**52%**

PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
GAME APPS



**31%**

we  
are  
social

PERCENTAGE OF THE  
TOTAL POPULATION  
USING LOCATION-  
BASED APPS



**10%**

PERCENTAGE OF THE  
TOTAL POPULATION  
USING BANKING OR  
FINANCE APPS



**15%**

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# SMARTPHONE USE



SMARTPHONE  
PENETRATION AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**31%**

SMARTPHONE USERS  
SEARCHING FOR  
LOCAL INFORMATION  
VIA THEIR PHONE



**86%**

SMARTPHONE USERS  
RESEARCHING  
PRODUCTS VIA  
THEIR PHONE



**85%**

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



**25%**

we  
are  
social

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# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**19.5M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**31%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**18.4M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**43%**

we  
are  
social





**BELIZE**

**JUN  
2014**

# DIGITAL LANDSCAPE



**341,000**

TOTAL POPULATION



**45%**

URBAN

**55%**

RURAL

**91,000**

INTERNET USERS



**27%**

INTERNET PENETRATION

**100,000**

ACTIVE SOCIAL MEDIA USERS



**29%**

SOCIAL MEDIA PENETRATION

**332,000**

ACTIVE MOBILE SUBSCRIPTIONS



**97%**

MOBILE SUBSCRIPTION PENETRATION

**76,000**

ACTIVE MOBILE SOCIAL USERS



**22%**

MOBILE SOCIAL PENETRATION

we  
are  
social

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**91K**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**27%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**76%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**24%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**100K**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**29%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**76K**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**22%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**76%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**332K**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**83%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**17%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**23%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**76K**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**23%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**76K**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**22%**

we  
are  
social



**BOLIVIA**

**JUN  
2014**

# DIGITAL LANDSCAPE



**10,631,000**

TOTAL POPULATION



**67%**

URBAN

**33%**

RURAL

**3,971,000**

INTERNET USERS



we  
are  
social

**37%**

INTERNET PENETRATION

**2,800,000**

ACTIVE SOCIAL MEDIA USERS



**26%**

SOCIAL MEDIA PENETRATION

**9,300,000**

ACTIVE MOBILE SUBSCRIPTIONS



**87%**

MOBILE SUBSCRIPTION PENETRATION

**1,920,000**

ACTIVE MOBILE SOCIAL USERS



**18%**

MOBILE SOCIAL PENETRATION



**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**3.97M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**37%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**72%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**28%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**2.80M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**26%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**1.92M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**18%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**69%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**9.30M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**91%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**9%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**18%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**1.67M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**18%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**1.92M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**18%**

we  
are  
social



**BRAZIL**

**JUN  
2014**

# DIGITAL LANDSCAPE



**202,657,000**

TOTAL POPULATION



**85%**

URBAN

**15%**

RURAL

**107,823,000**

INTERNET USERS



we  
are  
social

**53%**

INTERNET PENETRATION

**92,000,000**

ACTIVE SOCIAL MEDIA USERS



**45%**

SOCIAL MEDIA PENETRATION

**274,600,000**

ACTIVE MOBILE SUBSCRIPTIONS



**136%**

MOBILE SUBSCRIPTION PENETRATION

**68,000,000**

ACTIVE MOBILE SOCIAL USERS



**34%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# TIME SPENT ONLINE



AVERAGE TIME THAT INTERNET  
USERS SPEND EACH DAY USING  
THE INTERNET THROUGH A  
DESKTOP, TABLET, OR LAPTOP



**5H 55M**

AVERAGE TIME THAT  
MOBILE INTERNET USERS  
SPEND EACH DAY USING  
MOBILE INTERNET



**3H 06M**

AVERAGE TIME THAT  
SOCIAL MEDIA USERS  
SPEND EACH DAY  
USING SOCIAL MEDIA



**3H 05M**

we  
are  
social

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**108M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**53%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**77%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**23%**

we  
are  
social



**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**92M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**45%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**68M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**34%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



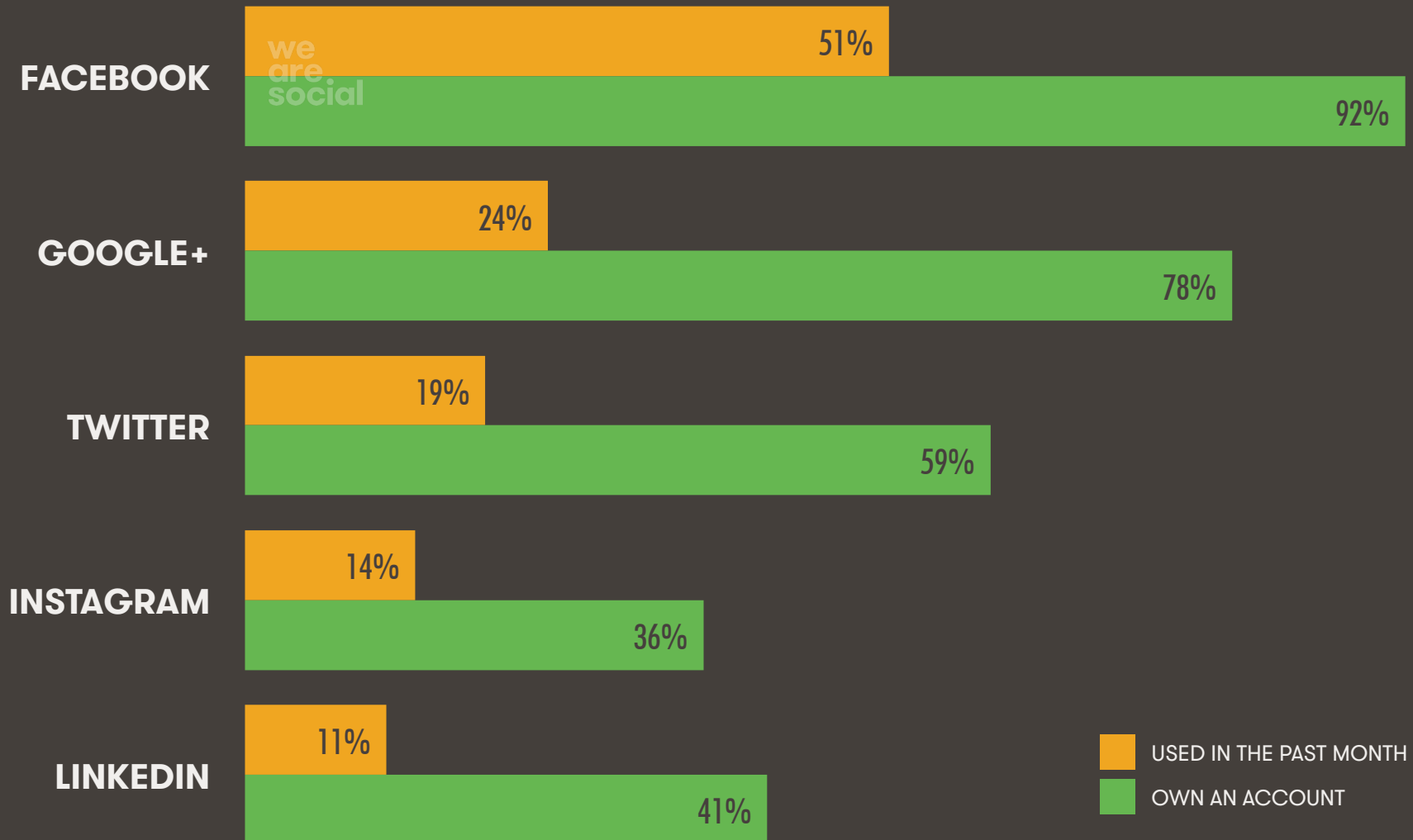
**74%**

we  
are  
social

**JUN  
2014**

# TOP SOCIAL MEDIA PLATFORMS

FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS SURVEYED BY GLOBALWEBINDEX



**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**275M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**77%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**23%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**40%**

we  
are  
social

**JUN  
2014**

# ACTIVITIES ON MOBILE



PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
SOCIAL MEDIA APPS



**29%**

PERCENTAGE OF THE  
TOTAL POPULATION  
WATCHING VIDEOS  
ON MOBILE (YOUTUBE)



**43%**

PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
GAME APPS



**27%**

we  
are  
social

PERCENTAGE OF THE  
TOTAL POPULATION  
USING LOCATION-  
BASED APPS



**12%**

PERCENTAGE OF THE  
TOTAL POPULATION  
USING BANKING OR  
FINANCE APPS



**13%**

**JUN  
2014**

# SMARTPHONE USE



SMARTPHONE  
PENETRATION AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**26%**

SMARTPHONE USERS  
SEARCHING FOR  
LOCAL INFORMATION  
VIA THEIR PHONE



**89%**

SMARTPHONE USERS  
RESEARCHING  
PRODUCTS VIA  
THEIR PHONE



**82%**

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



**30%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**110M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**40%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**68M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**34%**

we  
are  
social



**CANADA**

**JUN  
2014**

# DIGITAL LANDSCAPE



**34,835,000**

TOTAL POPULATION



**81%**

URBAN

**19%**

RURAL

**33,000,000**

INTERNET USERS



**95%**

INTERNET PENETRATION

**19,400,000**

ACTIVE SOCIAL MEDIA USERS



**56%**

SOCIAL MEDIA PENETRATION

**28,200,000**

ACTIVE MOBILE SUBSCRIPTIONS



**81%**

MOBILE SUBSCRIPTION PENETRATION

**15,400,000**

ACTIVE MOBILE SOCIAL USERS



**44%**

MOBILE SOCIAL PENETRATION

we  
are  
social



**JUN  
2014**

# TIME SPENT ONLINE



AVERAGE TIME THAT INTERNET  
USERS SPEND EACH DAY USING  
THE INTERNET THROUGH A  
DESKTOP, TABLET, OR LAPTOP



**4H 50M**

AVERAGE TIME THAT  
MOBILE INTERNET USERS  
SPEND EACH DAY USING  
MOBILE INTERNET



**1H 52M**

AVERAGE TIME THAT  
SOCIAL MEDIA USERS  
SPEND EACH DAY  
USING SOCIAL MEDIA



**1H 55M**

we  
are  
social

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**33M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**95%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**77%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**23%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**19.4M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**56%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**15.4M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**44%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**79%**

we  
are  
social

**JUN  
2014**

# TOP SOCIAL MEDIA PLATFORMS

FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS SURVEYED BY GLOBALWEBINDEX



**FACEBOOK**



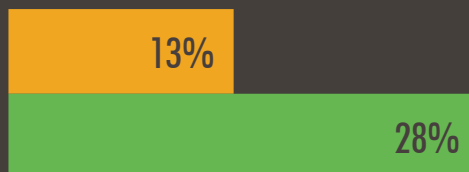
**TWITTER**



**GOOGLE+**





**PINTEREST**



**LINKEDIN**



 USED IN THE PAST MONTH  
 OWN AN ACCOUNT

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**28.2M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**16%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**84%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**53%**

we  
are  
social

**JUN  
2014**

# ACTIVITIES ON MOBILE



PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
SOCIAL MEDIA APPS



**49%**

PERCENTAGE OF THE  
TOTAL POPULATION  
WATCHING VIDEOS  
ON MOBILE (YOUTUBE)



**71%**

PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
GAME APPS



**58%**

PERCENTAGE OF THE  
TOTAL POPULATION  
USING LOCATION-  
BASED APPS



**12%**

PERCENTAGE OF THE  
TOTAL POPULATION  
USING BANKING OR  
FINANCE APPS



**31%**

we  
are  
social

**JUN  
2014**

# SMARTPHONE USE



SMARTPHONE  
PENETRATION AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**56%**

SMARTPHONE USERS  
SEARCHING FOR  
LOCAL INFORMATION  
VIA THEIR PHONE



**89%**

SMARTPHONE USERS  
RESEARCHING  
PRODUCTS VIA  
THEIR PHONE



**77%**

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



**27%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**14.9M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**53%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**15.4M**

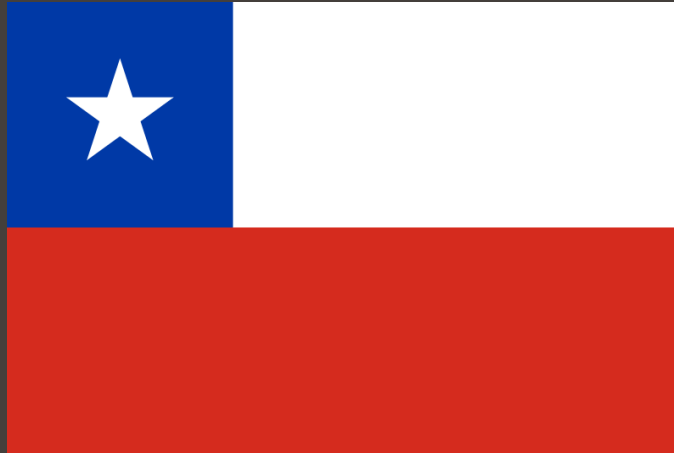
PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**44%**

we  
are  
social





**CHILE**

**JUN  
2014**

# DIGITAL LANDSCAPE



**17,364,000**

TOTAL POPULATION



**89%**

URBAN

**11%**

RURAL

**11,687,000**

INTERNET USERS



we  
are  
social

**67%**

INTERNET PENETRATION

**10,600,000**

ACTIVE SOCIAL MEDIA USERS



**61%**

SOCIAL MEDIA PENETRATION

**27,100,000**

ACTIVE MOBILE SUBSCRIPTIONS



**156%**

MOBILE SUBSCRIPTION PENETRATION

**8,600,000**

ACTIVE MOBILE SOCIAL USERS



**50%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**11.7M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**67%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**74%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**26%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**10.6M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**61%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**8.6M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**50%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**81%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**27.1M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**72%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**28%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**22%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**5.96M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**22%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**8.60M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**50%**

we  
are  
social



**COLOMBIA**

**JUN  
2014**

# DIGITAL LANDSCAPE



**46,245,000**

TOTAL POPULATION



**75%**

URBAN

**25%**

RURAL

**25,661,000**

INTERNET USERS



we  
are  
social

**55%**

INTERNET PENETRATION

**22,000,000**

ACTIVE SOCIAL MEDIA USERS



**48%**

SOCIAL MEDIA PENETRATION

**48,200,000**

ACTIVE MOBILE SUBSCRIPTIONS



**104%**

MOBILE SUBSCRIPTION PENETRATION

**15,600,000**

ACTIVE MOBILE SOCIAL USERS



**34%**

MOBILE SOCIAL PENETRATION



**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**25.7M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**55%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**83%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**17%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**22.0M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**48%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**15.6M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**34%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**71%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**48.2M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**78%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**22%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**17%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**8.2M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**17%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**15.6M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**34%**

we  
are  
social



**COSTA RICA**

**JUN  
2014**

# DIGITAL LANDSCAPE



**4,755,000**

TOTAL POPULATION



**65%**

URBAN

**35%**

RURAL

**2,511,000**

INTERNET USERS



we  
are  
social

**53%**

INTERNET PENETRATION

**2,400,000**

ACTIVE SOCIAL MEDIA USERS



**50%**

SOCIAL MEDIA PENETRATION

**6,300,000**

ACTIVE MOBILE SUBSCRIPTIONS



**132%**

MOBILE SUBSCRIPTION PENETRATION

**2,200,000**

ACTIVE MOBILE SOCIAL USERS



**46%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**2.5M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**53%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**64%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**36%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**2.4M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**50%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**2.2M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**46%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**92%**

we  
are  
social



**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**6.3M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**62%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**38%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**40%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**2.5M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**40%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**2.2M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**46%**

we  
are  
social



**CUBA**

JUN  
2014

# DIGITAL LANDSCAPE



11,047,000

TOTAL POPULATION



76%

URBAN

24%

RURAL

3,091,000

INTERNET USERS



28%

INTERNET PENETRATION

N/A

ACTIVE SOCIAL MEDIA USERS



[ N/A ]

SOCIAL MEDIA PENETRATION

2,000,000

ACTIVE MOBILE SUBSCRIPTIONS



18%

MOBILE SUBSCRIPTION PENETRATION

N/A

ACTIVE MOBILE SOCIAL USERS



[ N/A ]

MOBILE SOCIAL PENETRATION

we  
are  
social

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**3.09M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**28%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**98%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**2%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**2.0M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**96%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**4%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**~ 0%**

we  
are  
social



# DOMINICAN REPUBLIC

**JUN  
2014**

# DIGITAL LANDSCAPE



**10,350,000**

TOTAL POPULATION



**70%**

URBAN

**30%**

RURAL

**5,073,000**

INTERNET USERS



we  
are  
social

**49%**

INTERNET PENETRATION

**3,400,000**

ACTIVE SOCIAL MEDIA USERS



**33%**

SOCIAL MEDIA PENETRATION

**9,300,000**

ACTIVE MOBILE SUBSCRIPTIONS



**90%**

MOBILE SUBSCRIPTION PENETRATION

**2,600,000**

ACTIVE MOBILE SOCIAL USERS



**25%**

MOBILE SOCIAL PENETRATION



**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**5.07M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**49%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**78%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**22%**

we  
are  
social

**JUN  
2014**

# **SOCIAL MEDIA USE**



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**3.4M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**33%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**2.6M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**25%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**76%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**9.3M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**83%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**17%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**17%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**1.6M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**17%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**2.6M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**25%**

we  
are  
social



**ECUADOR**

**JUN  
2014**

# DIGITAL LANDSCAPE



**15,654,000**

TOTAL POPULATION



**68%**

URBAN

**32%**

RURAL

**6,012,000**

INTERNET USERS



we  
are  
social

**38%**

INTERNET PENETRATION

**7,400,000**

ACTIVE SOCIAL MEDIA USERS



**47%**

SOCIAL MEDIA PENETRATION

**17,500,000**

ACTIVE MOBILE SUBSCRIPTIONS



**112%**

MOBILE SUBSCRIPTION PENETRATION

**5,400,000**

ACTIVE MOBILE SOCIAL USERS



**34%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**6.0M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**38%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**84%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**16%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**7.4M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**47%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**5.4M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**34%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**73%**

we  
are  
social



**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**17.5M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**80%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**20%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**17%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**2.98M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**17%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**5.40M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**34%**

we  
are  
social



# EL SALVADOR

**JUN  
2014**

# DIGITAL LANDSCAPE



**6,126,000**

TOTAL POPULATION



**65%**

URBAN

**35%**

RURAL

**1,743,000**

INTERNET USERS



we  
are  
social

**28%**

INTERNET PENETRATION

**2,200,000**

ACTIVE SOCIAL MEDIA USERS



**36%**

SOCIAL MEDIA PENETRATION

**8,500,000**

ACTIVE MOBILE SUBSCRIPTIONS



**139%**

MOBILE SUBSCRIPTION PENETRATION

**1,920,000**

ACTIVE MOBILE SOCIAL USERS



**31%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**1.74M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**28%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**76%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**24%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**2.2M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**36%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**1.9M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**31%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**87%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**8.5M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**87%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**13%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**12%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**1.02M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**12%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**1.92M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**31%**

we  
are  
social





**GUADELOUPE**

**JUN  
2014**

# DIGITAL LANDSCAPE



**409,000**

TOTAL POPULATION



**50%**

URBAN

**50%**

RURAL

**156,000**

INTERNET USERS



we  
are  
social

**38%**

INTERNET PENETRATION

**184,000**

ACTIVE SOCIAL MEDIA USERS



**45%**

SOCIAL MEDIA PENETRATION

**718,000**

ACTIVE MOBILE SUBSCRIPTIONS



**176%**

MOBILE SUBSCRIPTION PENETRATION

**138,000**

ACTIVE MOBILE SOCIAL USERS



**34%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**156K**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**38%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**74%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**26%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**184K**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**45%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**138K**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**34%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**75%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**718K**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**44%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**56%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**33%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**237K**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**33%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**138K**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**34%**

we  
are  
social



# GUATEMALA

**JUN  
2014**

# DIGITAL LANDSCAPE



**14,647,000**

TOTAL POPULATION



**50%**

URBAN

**50%**

RURAL

**2,717,000**

INTERNET USERS



we  
are  
social

**19%**

INTERNET PENETRATION

**3,200,000**

ACTIVE SOCIAL MEDIA USERS



**22%**

SOCIAL MEDIA PENETRATION

**16,800,000**

ACTIVE MOBILE SUBSCRIPTIONS



**115%**

MOBILE SUBSCRIPTION PENETRATION

**2,800,000**

ACTIVE MOBILE SOCIAL USERS



**19%**

MOBILE SOCIAL PENETRATION



**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**2.7M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**19%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**68%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**32%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**3.2M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**22%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**2.8M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**19%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**88%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**16.8M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**91%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**9%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**12%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**2.0M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**12%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**2.8M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**19%**

we  
are  
social



**GUYANA**

**JUN  
2014**

# DIGITAL LANDSCAPE



**736,000**

TOTAL POPULATION



**28%**

URBAN

**72%**

RURAL

**295,000**

INTERNET USERS



**40%**

INTERNET PENETRATION

**176,000**

ACTIVE SOCIAL MEDIA USERS



**24%**

SOCIAL MEDIA PENETRATION

**638,000**

ACTIVE MOBILE SUBSCRIPTIONS



**87%**

MOBILE SUBSCRIPTION PENETRATION

**132,000**

ACTIVE MOBILE SOCIAL USERS



**18%**

MOBILE SOCIAL PENETRATION

we  
are  
social

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**295K**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**40%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**82%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**18%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**176K**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**24%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**132K**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**18%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**75%**

we  
are  
social



**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**638K**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**97%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**3%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**7%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**45K**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**7%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**132K**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**18%**

we  
are  
social



**HAITI**

**JUN  
2014**

# DIGITAL LANDSCAPE



**9,997,000**

TOTAL POPULATION



**53%**

URBAN

**47%**

RURAL

**1,218,000**

INTERNET USERS



**12%**

INTERNET PENETRATION

**740,000**

ACTIVE SOCIAL MEDIA USERS



**7%**

SOCIAL MEDIA PENETRATION

**6,100,000**

ACTIVE MOBILE SUBSCRIPTIONS



**61%**

MOBILE SUBSCRIPTION PENETRATION

**640,000**

ACTIVE MOBILE SOCIAL USERS



**6%**

MOBILE SOCIAL PENETRATION

we  
are  
social

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**1.2M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**12%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**49%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**51%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**740K**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**7%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**640K**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**6%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**86%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**6.1M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**78%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**22%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**10%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**610K**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**10%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**640K**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**6%**

we  
are  
social





**HONDURAS**

**JUN  
2014**

# DIGITAL LANDSCAPE



**8,599,000**

TOTAL POPULATION



**52%**

URBAN

**48%**

RURAL

**1,603,000**

INTERNET USERS



we  
are  
social

**19%**

INTERNET PENETRATION

**1,780,000**

ACTIVE SOCIAL MEDIA USERS



**21%**

SOCIAL MEDIA PENETRATION

**8,400,000**

ACTIVE MOBILE SUBSCRIPTIONS



**98%**

MOBILE SUBSCRIPTION PENETRATION

**1,540,000**

ACTIVE MOBILE SOCIAL USERS



**18%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**1.6M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**19%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**75%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**25%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**1.78M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**21%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**1.54M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**18%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**87%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**8.4M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**94%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**6%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**14%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**1.18M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**14%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**1.54M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**18%**

we  
are  
social



**JAMAICA**

**JUN  
2014**

# DIGITAL LANDSCAPE



**2,930,000**

TOTAL POPULATION



**52%**

URBAN

**48%**

RURAL

**1,581,000**

INTERNET USERS



we  
are  
social

**54%**

INTERNET PENETRATION

**800,000**

ACTIVE SOCIAL MEDIA USERS



**27%**

SOCIAL MEDIA PENETRATION

**3,500,000**

ACTIVE MOBILE SUBSCRIPTIONS



**119%**

MOBILE SUBSCRIPTION PENETRATION

**660,000**

ACTIVE MOBILE SOCIAL USERS



**23%**

MOBILE SOCIAL PENETRATION



**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**1.58M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**54%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**79%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**21%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**800K**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**27%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**660K**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**23%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**83%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**3.5M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**86%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**14%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**31%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**1.09M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**31%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



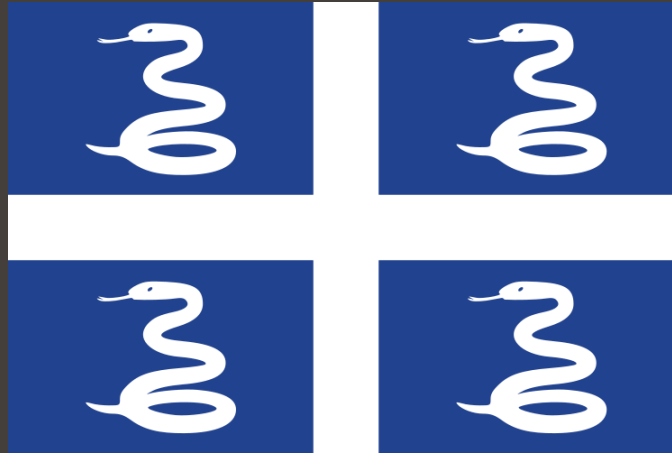
**660K**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**23%**

we  
are  
social



**MARTINIQUE**

**JUN  
2014**

# DIGITAL LANDSCAPE



**398,000**

TOTAL POPULATION



**50%**

URBAN

**50%**

RURAL

**303,000**

INTERNET USERS



we  
are  
social

**76%**

INTERNET PENETRATION

**148,000**

ACTIVE SOCIAL MEDIA USERS



**37%**

SOCIAL MEDIA PENETRATION

**596,000**

ACTIVE MOBILE SUBSCRIPTIONS



**150%**

MOBILE SUBSCRIPTION PENETRATION

**112,000**

ACTIVE MOBILE SOCIAL USERS



**28%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**303K**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**76%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**64%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**36%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**148K**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**37%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**112K**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**28%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**76%**

we  
are  
social



**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**596K**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**36%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**64%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**4%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**24K**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**4%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**112K**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**28%**

we  
are  
social



**MEXICO**

**JUN  
2014**

# DIGITAL LANDSCAPE



**120,287,000**

TOTAL POPULATION



**78%**

URBAN

**22%**

RURAL

**50,923,000**

INTERNET USERS



we  
are  
social

**42%**

INTERNET PENETRATION

**54,000,000**

ACTIVE SOCIAL MEDIA USERS



**45%**

SOCIAL MEDIA PENETRATION

**106,600,000**

ACTIVE MOBILE SUBSCRIPTIONS



**89%**

MOBILE SUBSCRIPTION PENETRATION

**46,000,000**

ACTIVE MOBILE SOCIAL USERS



**38%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# TIME SPENT ONLINE



AVERAGE TIME THAT INTERNET  
USERS SPEND EACH DAY USING  
THE INTERNET THROUGH A  
DESKTOP, TABLET, OR LAPTOP



**5H 06M**

AVERAGE TIME THAT  
MOBILE INTERNET USERS  
SPEND EACH DAY USING  
MOBILE INTERNET



**3H 17M**

AVERAGE TIME THAT  
SOCIAL MEDIA USERS  
SPEND EACH DAY  
USING SOCIAL MEDIA



**2H 58M**

we  
are  
social

JUN  
2014

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



50.9M

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



42%

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



73%

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



27%

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**54.0M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**45%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**46.0M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**38%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



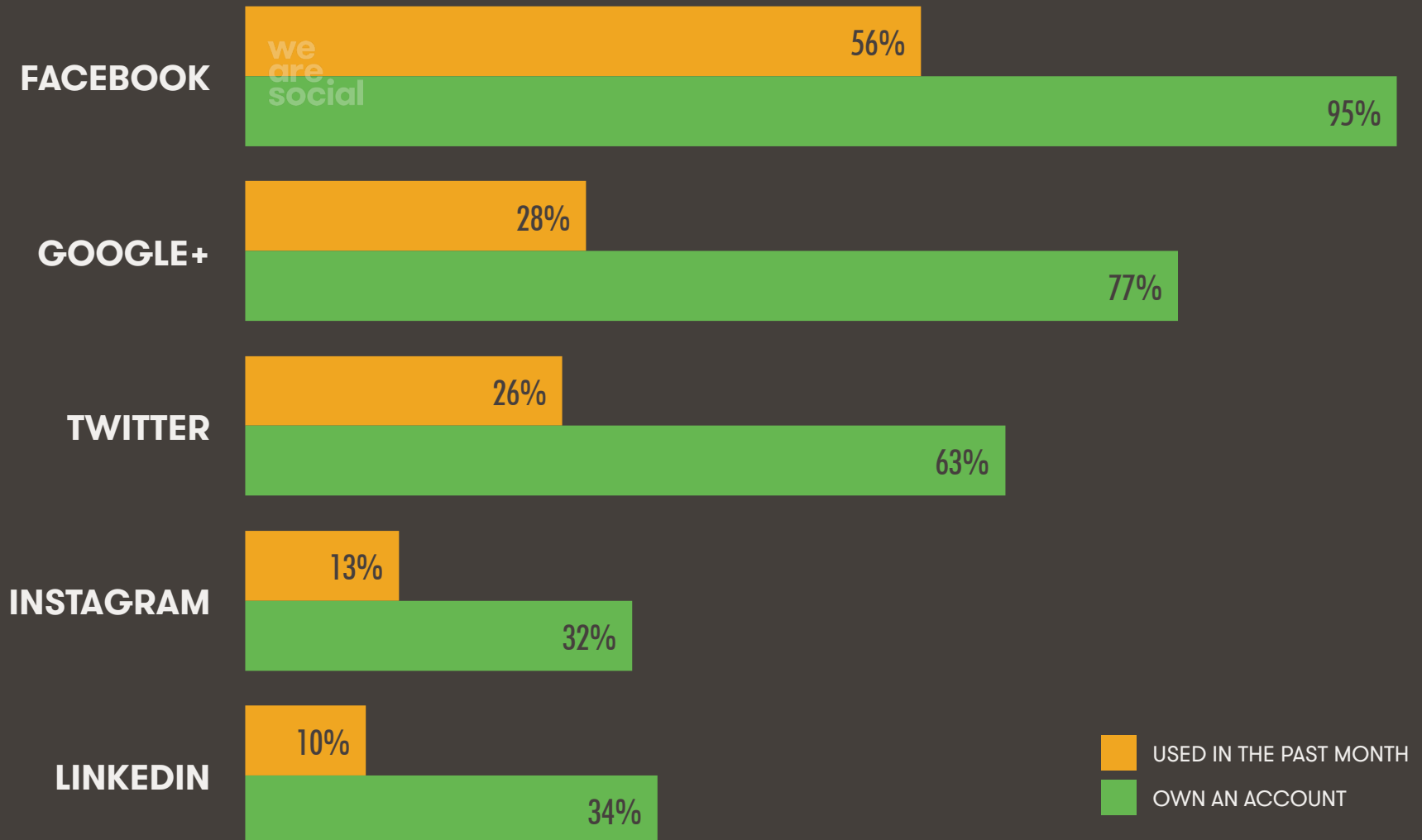
**85%**

we  
are  
social

**JUN  
2014**

# TOP SOCIAL MEDIA PLATFORMS

FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS SURVEYED BY GLOBALWEBINDEX





**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**107M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**84%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**16%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**32%**

we  
are  
social

**JUN  
2014**

# ACTIVITIES ON MOBILE



PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
SOCIAL MEDIA APPS



**25%**

PERCENTAGE OF THE  
TOTAL POPULATION  
WATCHING VIDEOS  
ON MOBILE (YOUTUBE)



**37%**

PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
GAME APPS



**24%**

we  
are  
social

PERCENTAGE OF THE  
TOTAL POPULATION  
USING LOCATION-  
BASED APPS



**10%**

PERCENTAGE OF THE  
TOTAL POPULATION  
USING BANKING OR  
FINANCE APPS



**10%**

**JUN  
2014**

# SMARTPHONE USE



SMARTPHONE  
PENETRATION AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**37%**

SMARTPHONE USERS  
SEARCHING FOR  
LOCAL INFORMATION  
VIA THEIR PHONE



**95%**

SMARTPHONE USERS  
RESEARCHING  
PRODUCTS VIA  
THEIR PHONE



**91%**

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



**39%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**34.1M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**32%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**46.0M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**38%**

we  
are  
social



# NICARAGUA

**JUN  
2014**

# DIGITAL LANDSCAPE



**5,849,000**

TOTAL POPULATION



**58%**

URBAN

**42%**

RURAL

**892,000**

INTERNET USERS



we  
are  
social

**15%**

INTERNET PENETRATION

**1,180,000**

ACTIVE SOCIAL MEDIA USERS



**20%**

SOCIAL MEDIA PENETRATION

**6,800,000**

ACTIVE MOBILE SUBSCRIPTIONS



**116%**

MOBILE SUBSCRIPTION PENETRATION

**900,000**

ACTIVE MOBILE SOCIAL USERS



**15%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**892K**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**15%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**79%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**21%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**1.18M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**20%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**900K**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**15%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**76%**

we  
are  
social



**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**6.8M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**81%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**19%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**15%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**1.02M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**15%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**900K**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**15%**

we  
are  
social



**PANAMA**

**JUN  
2014**

# DIGITAL LANDSCAPE



**3,608,000**

TOTAL POPULATION



**75%**

URBAN

**25%**

RURAL

**1,900,000**

INTERNET USERS



we  
are  
social

**53%**

INTERNET PENETRATION

**1,300,000**

ACTIVE SOCIAL MEDIA USERS



**36%**

SOCIAL MEDIA PENETRATION

**5,300,000**

ACTIVE MOBILE SUBSCRIPTIONS



**147%**

MOBILE SUBSCRIPTION PENETRATION

**1,120,000**

ACTIVE MOBILE SOCIAL USERS



**31%**

MOBILE SOCIAL PENETRATION

JUN  
2014

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



1.9M

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



53%

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



70%

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



30%

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**1.30M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**36%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**1.12M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**31%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**86%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**5.3M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**89%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**11%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**19%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**1.01M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**19%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**1.12M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**31%**

we  
are  
social





**PARAGUAY**

**JUN  
2014**

# DIGITAL LANDSCAPE



**6,704,000**

TOTAL POPULATION



**62%**

URBAN

**38%**

RURAL

**2,005,000**

INTERNET USERS



we  
are  
social

**30%**

INTERNET PENETRATION

**2,200,000**

ACTIVE SOCIAL MEDIA USERS



**33%**

SOCIAL MEDIA PENETRATION

**7,300,000**

ACTIVE MOBILE SUBSCRIPTIONS



**109%**

MOBILE SUBSCRIPTION PENETRATION

**2,000,000**

ACTIVE MOBILE SOCIAL USERS



**30%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**2.01M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**30%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**67%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**33%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**2.2M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**33%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**2.0M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**30%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**91%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**7.3M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**80%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**20%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**10%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**730K**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**10%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



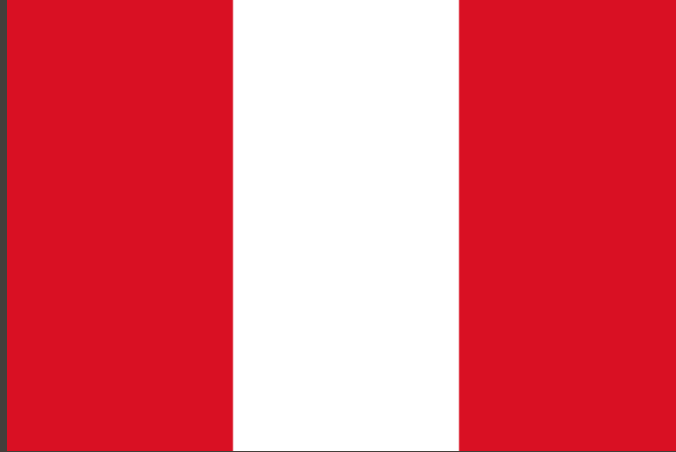
**2.0M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**30%**

we  
are  
social



**PERU**

**JUN  
2014**

# DIGITAL LANDSCAPE



**30,148,000**

TOTAL POPULATION



**77%**

URBAN

**23%**

RURAL

**12,584,000**

INTERNET USERS



we  
are  
social

**42%**

INTERNET PENETRATION

**13,200,000**

ACTIVE SOCIAL MEDIA USERS



**44%**

SOCIAL MEDIA PENETRATION

**29,200,000**

ACTIVE MOBILE SUBSCRIPTIONS



**97%**

MOBILE SUBSCRIPTION PENETRATION

**8,400,000**

ACTIVE MOBILE SOCIAL USERS



**28%**

MOBILE SOCIAL PENETRATION



JUN  
2014

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



12.6M

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



42%

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



89%

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



11%

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**13.2M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**44%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**8.4M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**28%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**64%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**29.2M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**70%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**30%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**26%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**7.6M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**26%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**8.4M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**28%**

we  
are  
social



**PUERTO RICO**

**JUN  
2014**

# DIGITAL LANDSCAPE



**3,621,000**

TOTAL POPULATION



**99%**

URBAN

**1%**

RURAL

**2,028,000**

INTERNET USERS



we  
are  
social

**56%**

INTERNET PENETRATION

**1,940,000**

ACTIVE SOCIAL MEDIA USERS



**54%**

SOCIAL MEDIA PENETRATION

**3,400,000**

ACTIVE MOBILE SUBSCRIPTIONS



**94%**

MOBILE SUBSCRIPTION PENETRATION

**1,780,000**

ACTIVE MOBILE SOCIAL USERS



**49%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**2.03M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**56%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**65%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**35%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**1.94M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**54%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**1.78M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**49%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**92%**

we  
are  
social



**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**3.4M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**29%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**71%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**27%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**918K**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**27%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**1.78M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**49%**

we  
are  
social



**SURINAME**

**JUN  
2014**

# DIGITAL LANDSCAPE



**573,000**

TOTAL POPULATION



**70%**

URBAN

**30%**

RURAL

**202,000**

INTERNET USERS



we  
are  
social

**35%**

INTERNET PENETRATION

**170,000**

ACTIVE SOCIAL MEDIA USERS



**30%**

SOCIAL MEDIA PENETRATION

**1,000,000**

ACTIVE MOBILE SUBSCRIPTIONS



**174%**

MOBILE SUBSCRIPTION PENETRATION

**150,000**

ACTIVE MOBILE SOCIAL USERS



**26%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**202K**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**35%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**63%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**37%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**170K**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**30%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**150K**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**26%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**88%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**1.0M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**83%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**17%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**2%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**20K**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**2%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**150K**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**26%**

we  
are  
social





**TRINIDAD & TOBAGO**

**JUN  
2014**

# DIGITAL LANDSCAPE



**1,224,000**

TOTAL POPULATION



**14%**

URBAN

**86%**

RURAL

**857,000**

INTERNET USERS



we  
are  
social

**70%**

INTERNET PENETRATION

**560,000**

ACTIVE SOCIAL MEDIA USERS



**46%**

SOCIAL MEDIA PENETRATION

**1,700,000**

ACTIVE MOBILE SUBSCRIPTIONS



**139%**

MOBILE SUBSCRIPTION PENETRATION

**440,000**

ACTIVE MOBILE SOCIAL USERS



**36%**

MOBILE SOCIAL PENETRATION

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**857K**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**70%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**78%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**22%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**560K**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**46%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**440K**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**36%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**79%**

we  
are  
social

**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**1.7M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**89%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**11%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**3%**

we  
are  
social

**JUN  
2014**

# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**51K**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**3%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**440K**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**36%**

we  
are  
social



**UNITED STATES OF AMERICA**

**JUN  
2014**

# DIGITAL LANDSCAPE



**318,892,000**

TOTAL POPULATION



**82%**

URBAN

**18%**

RURAL

**279,834,000**

INTERNET USERS



we  
are  
social

**88%**

INTERNET PENETRATION

**180,000,000**

ACTIVE SOCIAL MEDIA USERS



**56%**

SOCIAL MEDIA PENETRATION

**347,200,000**

ACTIVE MOBILE SUBSCRIPTIONS



**109%**

MOBILE SUBSCRIPTION PENETRATION

**154,000,000**

ACTIVE MOBILE SOCIAL USERS



**48%**

MOBILE SOCIAL PENETRATION



**JUN  
2014**

# TIME SPENT ONLINE



AVERAGE TIME THAT INTERNET  
USERS SPEND EACH DAY USING  
THE INTERNET THROUGH A  
DESKTOP, TABLET, OR LAPTOP



**5H 01M**

AVERAGE TIME THAT  
MOBILE INTERNET USERS  
SPEND EACH DAY USING  
MOBILE INTERNET



**2H 29M**

AVERAGE TIME THAT  
SOCIAL MEDIA USERS  
SPEND EACH DAY  
USING SOCIAL MEDIA



**2H 03M**

we  
are  
social

**JUN  
2014**

# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**280M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**88%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**71%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**29%**

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**180M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**56%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**154M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**48%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



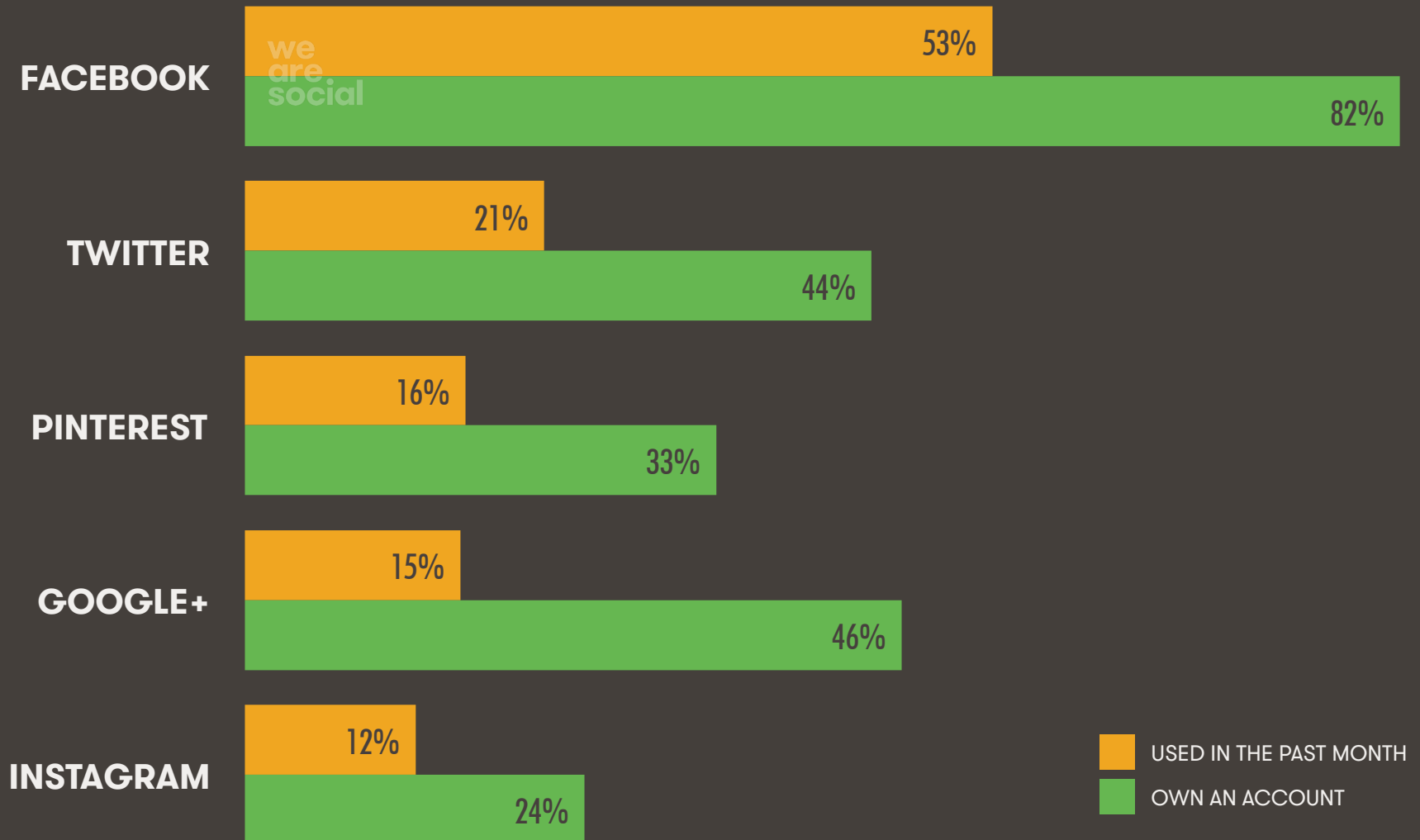
**86%**

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are  
social

**JUN  
2014**

# TOP SOCIAL MEDIA PLATFORMS

FIGURES REPRESENT THE PERCENTAGE OF INTERNET USERS SURVEYED BY GLOBALWEBINDEX



**JUN  
2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**347M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**27%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**73%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**55%**

we  
are  
social

**JUN  
2014**

# ACTIVITIES ON MOBILE



PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
SOCIAL MEDIA APPS



**46%**

PERCENTAGE OF THE  
TOTAL POPULATION  
WATCHING VIDEOS  
ON MOBILE (YOUTUBE)



**65%**

PERCENTAGE  
OF THE TOTAL  
POPULATION USING  
GAME APPS



**52%**

we  
are  
social

PERCENTAGE OF THE  
TOTAL POPULATION  
USING LOCATION-  
BASED APPS



**13%**

PERCENTAGE OF THE  
TOTAL POPULATION  
USING BANKING OR  
FINANCE APPS



**29%**

**JUN  
2014**

# SMARTPHONE USE



SMARTPHONE  
PENETRATION AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**56%**

SMARTPHONE USERS  
SEARCHING FOR  
LOCAL INFORMATION  
VIA THEIR PHONE



**94%**

SMARTPHONE USERS  
RESEARCHING  
PRODUCTS VIA  
THEIR PHONE



**77%**

SMARTPHONE USERS  
WHO HAVE MADE A  
PURCHASE VIA THEIR  
PHONE



**46%**

we  
are  
social

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# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**191M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**55%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**154M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**48%**

we  
are  
social





**URUGUAY**

**JUN  
2014**

# DIGITAL LANDSCAPE



**3,333,000**

TOTAL POPULATION



**93%**

URBAN

**7%**

RURAL

**2,017,000**

INTERNET USERS



**61%**

INTERNET PENETRATION

**2,000,000**

ACTIVE SOCIAL MEDIA USERS



**60%**

SOCIAL MEDIA PENETRATION

**5,300,000**

ACTIVE MOBILE SUBSCRIPTIONS



**159%**

MOBILE SUBSCRIPTION PENETRATION

**1,340,000**

ACTIVE MOBILE SOCIAL USERS



**40%**

MOBILE SOCIAL PENETRATION

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# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



**2.02M**

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



**61%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



**84%**

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



**16%**

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# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**2.00M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**60%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**1.34M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**40%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**67%**

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2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**5.3M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**67%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**33%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**28%**

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social

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# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**1.48M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**28%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**1.34M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**40%**

we  
are  
social



**VENEZUELA**

**JUN  
2014**

# DIGITAL LANDSCAPE



**28,868,000**

TOTAL POPULATION



**94%**

URBAN

**6%**

RURAL

**14,548,000**

INTERNET USERS



we  
are  
social

**50%**

INTERNET PENETRATION

**11,200,000**

ACTIVE SOCIAL MEDIA USERS



**39%**

SOCIAL MEDIA PENETRATION

**22,500,000**

ACTIVE MOBILE SUBSCRIPTIONS



**78%**

MOBILE SUBSCRIPTION PENETRATION

**7,200,000**

ACTIVE MOBILE SOCIAL USERS



**25%**

MOBILE SOCIAL PENETRATION



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# INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



14.5M

INTERNET USERS AS A  
PERCENTAGE OF  
TOTAL POPULATION



50%

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): DESKTOP  
AND LAPTOP COMPUTERS



87%

SHARE OF WEB TRAFFIC  
(PAGE VIEWS): MOBILE  
PHONES AND TABLETS



13%

we  
are  
social

**JUN  
2014**

# SOCIAL MEDIA USE



TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS (MAU)



**11.2M**

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**39%**

NUMBER OF ACTIVE  
MOBILE SOCIAL  
MEDIA USERS



**7.2M**

MOBILE SOCIAL USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**25%**

PERCENTAGE OF  
TOTAL SOCIAL USERS  
ACCESSING VIA MOBILE



**64%**

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2014**

# MOBILE USE



TOTAL NUMBER OF  
ACTIVE MOBILE  
SUBSCRIPTIONS



**22.5M**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE PRE-PAID



**93%**

PERCENTAGE OF TOTAL  
MOBILE SUBSCRIPTIONS  
THAT ARE POST-PAID



**7%**

PERCENTAGE OF MOBILE  
SUBSCRIPTIONS THAT  
ARE 3G CONNECTIONS



**36%**

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are  
social

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# MOBILE INTERNET INDICATORS



NUMBER OF  
ACTIVE 3G MOBILE  
SUBSCRIPTIONS



**8.1M**

3G SUBSCRIPTIONS AS  
A PERCENTAGE OF ALL  
MOBILE SUBSCRIPTIONS



**36%**

ACTIVE SOCIAL MEDIA  
USERS ACCESSING  
SOCIAL MEDIA ON A  
MOBILE DEVICE



**7.2M**

PENETRATION OF  
MOBILE SOCIAL AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



**25%**

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# DATA SOURCES USED IN THIS REPORT

*Note that social media user numbers may sometimes exceed those of reported internet users. This is because social media users numbers are collected by single, commercial entities who rely on accurate, up-to-date data for advertising purposes, while reports on internet user numbers typically rely on ad-hoc surveys that take longer to administer and analyse.*

## Population data

Latest available data from the United States Census Bureau, correct as at June 2014.  
Urbanisation data from the United Nations World Urbanization Prospects report.

## Internet user data

Latest available data from InternetLiveStats.com or InternetWorldStats.com (selected based on recency), correct as at June 2014; usage behaviour data from GlobalWebIndex Wave 13 (Q1 2014); web traffic share data from StatCounter.com.

## Social media and mobile social media user data

Latest site-reported monthly active user data from Facebook, Google+, Qzone, Sina Weibo, Tencent Weibo Twitter, and VKontakte, correct as at January 2014; usage behaviour data extrapolated from GlobalWebIndex Wave 13 (Q1 2014).

## Mobile phone user data

Latest available data from GSMA Intelligence, correct as at June 2014; usage behaviour data extrapolated from GlobalWebIndex Wave 13 (Q1 2014) and Google's "Our Mobile Planet" Report (May 2013).

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# we are. social

WE ARE SOCIAL IS A GLOBAL CONVERSATION AGENCY.

WE HELP BRANDS TO LISTEN TO, UNDERSTAND,  
AND ENGAGE IN CONVERSATIONS IN SOCIAL MEDIA.

WE'RE ALREADY HELPING MANY OF THE WORLD'S  
TOP BRANDS, INCLUDING ADIDAS, UNILEVER,  
DIAGEO, NESTLÉ, HEINZ, AND LVMH.

IF YOU'D LIKE TO CHAT ABOUT US HELPING YOU  
TOO, CALL US ON +65 6423 1051, OR EMAIL  
US AT [SAYHELLO@WEARESOCIAL.SG](mailto:SAYHELLO@WEARESOCIAL.SG).

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