Global Internet Usage Stats

• There are ~2.5 billion internet users.

• There will be 3.6 billion global Internet users by 2017.

• Over 40% of global internet users are now based in Asia Pacific

• There are over 634 million websites worldwide

• There are 2.2 billion email users worldwide
Global Internet Usage

- Asia: 44.8%
- Europe: 21.5%
- North America: 11.4%
- Latin America: 10.4%
- Africa: 7.0%
- Middle East: 3.7%
- Australia: 1.0%

*Source: Minwatts Marketing Group 6/2012
Languages on the Web

TOP 5 LANGUAGES ON THE INTERNET (in millions of users)

ENGLISH 536.6
Chinese 444.9
ESPAÑOLAS [Spanish] 153.3
Japanese 99.1
PORTUGUÊS [Portuguese] 82.5

The top 10 languages on the internet are utilized by 82.2% of all internet users.

*Source: Hostgator 5/16/2013
Global Web Desktop Browsers

- Chrome: 36.4%
- IE: 30.8%
- Firefox: 21.9%
- Safari: 7.9%
- Opera: 1.7%
- Other: 1.3%
Global Search Engines

- Google: 88.8%
- Bing: 3.5%
- Baidu: 2.4%
- Yahoo: 0.6%
- Ask.com: 0.5%
- Other: 4.2%

*Source: KarmaSnack 7/2013
Mobile Usage Stats

- By the end of 2013, there will be more mobile devices on Earth than people.

- The planet now has 5.2 Billion mobile phones in use.

- In Q2 2103 worldwide smartphones sales rose 46.5% year-over-year.

- Mobile phones set to overtake PCs as the most common web access device worldwide by end of 2013.

- Smartphone penetration in Q1 of 2013:
  - Australia: 65%
  - Germany: 40%
  - China: 47%
  - Argentina: 31%
Smartphone Adoption in Q1 2013

*Source: Mashable 8/27/2013*
## Mobile Technologies

### Worldwide Smartphone Sales to End Users by Vendor in 2Q13 (Thousands of Units)

<table>
<thead>
<tr>
<th>Company</th>
<th>2Q13 Units</th>
<th>2Q13 Market Share (%)</th>
<th>2Q12 Units</th>
<th>2Q12 Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung</td>
<td>71,380.9</td>
<td>31.7</td>
<td>45,603.8</td>
<td>29.7</td>
</tr>
<tr>
<td>Apple</td>
<td>31,899.7</td>
<td>14.2</td>
<td>28,935.0</td>
<td>18.8</td>
</tr>
<tr>
<td>LG Electronics</td>
<td>11,473.0</td>
<td>5.1</td>
<td>5,827.8</td>
<td>3.8</td>
</tr>
<tr>
<td>Lenovo</td>
<td>10,671.4</td>
<td>4.7</td>
<td>4,370.9</td>
<td>2.8</td>
</tr>
<tr>
<td>ZTE</td>
<td>9,687.6</td>
<td>4.3</td>
<td>6,331.4</td>
<td>4.1</td>
</tr>
<tr>
<td>Others</td>
<td>90,213.6</td>
<td>40.0</td>
<td>62,704.0</td>
<td>40.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>225,326.2</strong></td>
<td><strong>100.0</strong></td>
<td><strong>153,772.9</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

### Worldwide Smartphone Sales to End Users by Operating System in 2Q13 (Thousands of Units)

<table>
<thead>
<tr>
<th>Operating System</th>
<th>2Q13 Units</th>
<th>2Q13 Market Share (%)</th>
<th>2Q12 Units</th>
<th>2Q12 Market Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Android</td>
<td>177,898.2</td>
<td>79.0</td>
<td>98,664.0</td>
<td>64.2</td>
</tr>
<tr>
<td>iOS</td>
<td>31,899.7</td>
<td>14.2</td>
<td>28,935.0</td>
<td>18.8</td>
</tr>
<tr>
<td>Microsoft</td>
<td>7,407.6</td>
<td>3.3</td>
<td>4,039.1</td>
<td>2.6</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>6,180.0</td>
<td>2.7</td>
<td>7,991.2</td>
<td>5.2</td>
</tr>
<tr>
<td>Bada</td>
<td>838.2</td>
<td>0.4</td>
<td>4,208.8</td>
<td>2.7</td>
</tr>
<tr>
<td>Symbian</td>
<td>630.8</td>
<td>0.3</td>
<td>9,071.5</td>
<td>5.9</td>
</tr>
<tr>
<td>Others</td>
<td>471.7</td>
<td>0.2</td>
<td>863.3</td>
<td>0.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>225,326.2</strong></td>
<td><strong>100.0</strong></td>
<td><strong>153,772.9</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Gartner (August 2013)
Mobile vs. Desktop

Device Share of Website Traffic

- Traditional
- Tablet
- Smartphone

Q1 2012:
- Traditional: 88.62%
- Tablet: 5.95%
- Smartphone: 5.42%

Q1 2013:
- Traditional: 78.99%
- Tablet: 10.58%
- Smartphone: 10.44%

*Source: SmartInsights 6/10/2013*
Global Social Media Statistics

• Nearly 1 in 4 people worldwide will use social networks in 2013

• Facebook has over 60% penetration of all internet users globally with YouTube at around 44%, Google+ (43%) and Twitter at 35%.

• Facebook will account for 13% of worldwide mobile ad revenue in 2013

• YouTube is the second largest search engine in the U.S.

• Twitter is the fastest growing social network globally

• Asia-Pacific will have the largest social network population worldwide through 2017
Global Social Media Usage

- Facebook: 72.4%
- StumbleUpon: 7.9%
- YouTube: 9.8%
- Twitter: 4.0%
- Reddit: 2.5%
- Pinterest: 2.2%
- LinkedIn: 1.0%
- Other: 0.3%

*Source: KarmaSnack 7/2013
Social Media Users Worldwide

SOCIAL NETWORKING USERS WORLDWIDE
BY REGION, 2011 - 2017 (In Millions)

*Source: DazeInfo 6/2013
Social Media Networks

- Facebook
- YouTube (Since GWI.8)
- Google+
- Twitter
- Sina Weibo
- Qzone (China Only)
- Tencent Weibo
- Tencent (China Only; Since GWI.8)
- Youku (China Only; Since GWI.8)
- LinkedIn
- RenRen (China Only)
- Tudou (China Only; Since GWI.8)
- Myspace (Since GWI.8)
- Kaixin (China Only)
- Orkut (Since GWI.8)
- None of the Above
- Pinterest
- 51.com (China Only)
- Badoo
- Tumblr
- vkontakte (Russia Only)
- Viadeo
- Odnoklassniki (Russia Only)
- Reddit (Since GWI.9)
- Bebo (Since GWI.8)
- Quora (Since GWI.8)
- Yammer (Since GWI.8)
- Mixi (Japan Only)