



DIGITAL 2022

SRI LANKA

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

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are
social

KEPIOS

**we
are.
social**

 **KEPIOS**

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GWI.

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Intelligence

GSMA INTELLIGENCE



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SEMRUSH



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IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: <https://datareportal.com/notes-on-data>.



GLOBAL HEADLINES

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GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES AT A WORLDWIDE LEVEL



TOTAL
POPULATION



7.91
BILLION

YEAR-ON-YEAR CHANGE

+1.0%

URBANISATION

57.0%



MOBILE
CONNECTIONS



8.28
BILLION

YEAR-ON-YEAR CHANGE

+2.9%

TOTAL vs. POPULATION

104.6%



INTERNET
USERS



4.95
BILLION

YEAR-ON-YEAR CHANGE

+4.0%

TOTAL vs. POPULATION

62.5%



ACTIVE SOCIAL
MEDIA USERS



4.62
BILLION

YEAR-ON-YEAR CHANGE

+10.1%

TOTAL vs. POPULATION

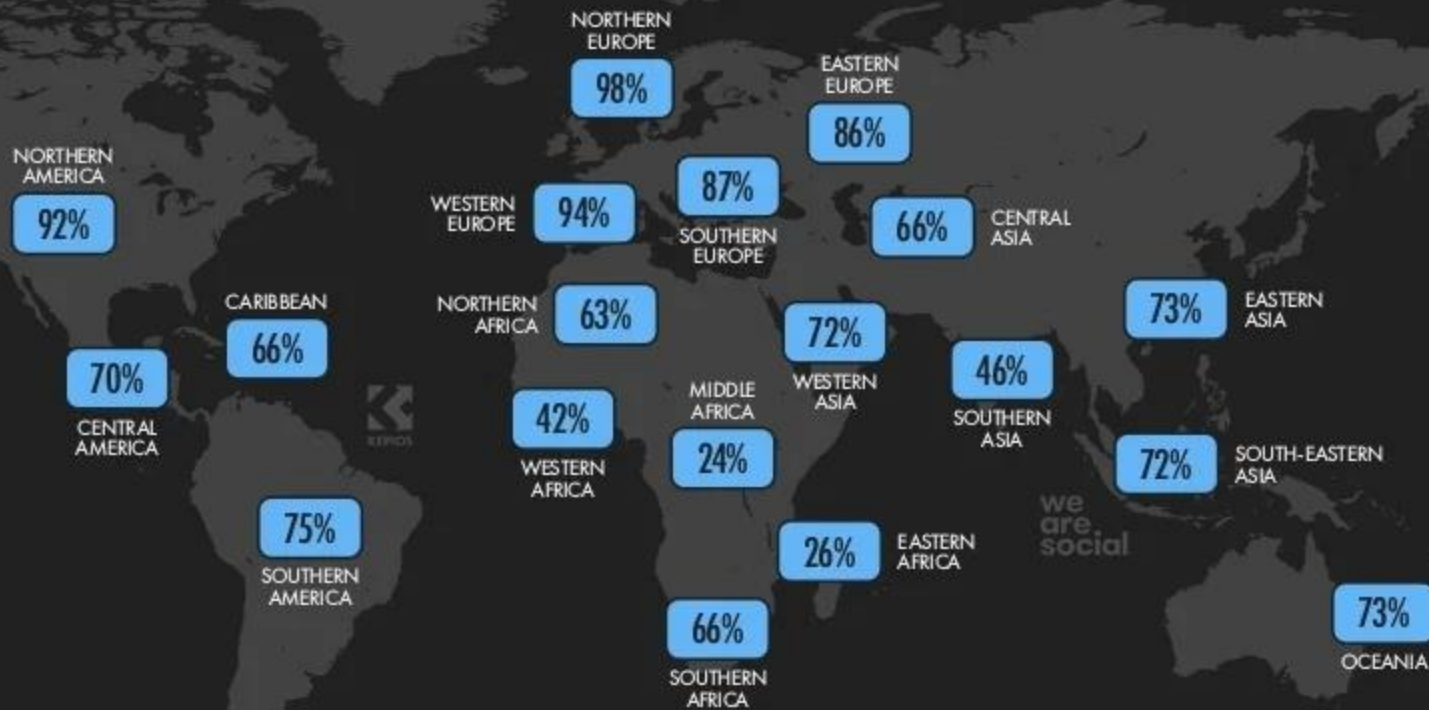
58.4%

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INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL O



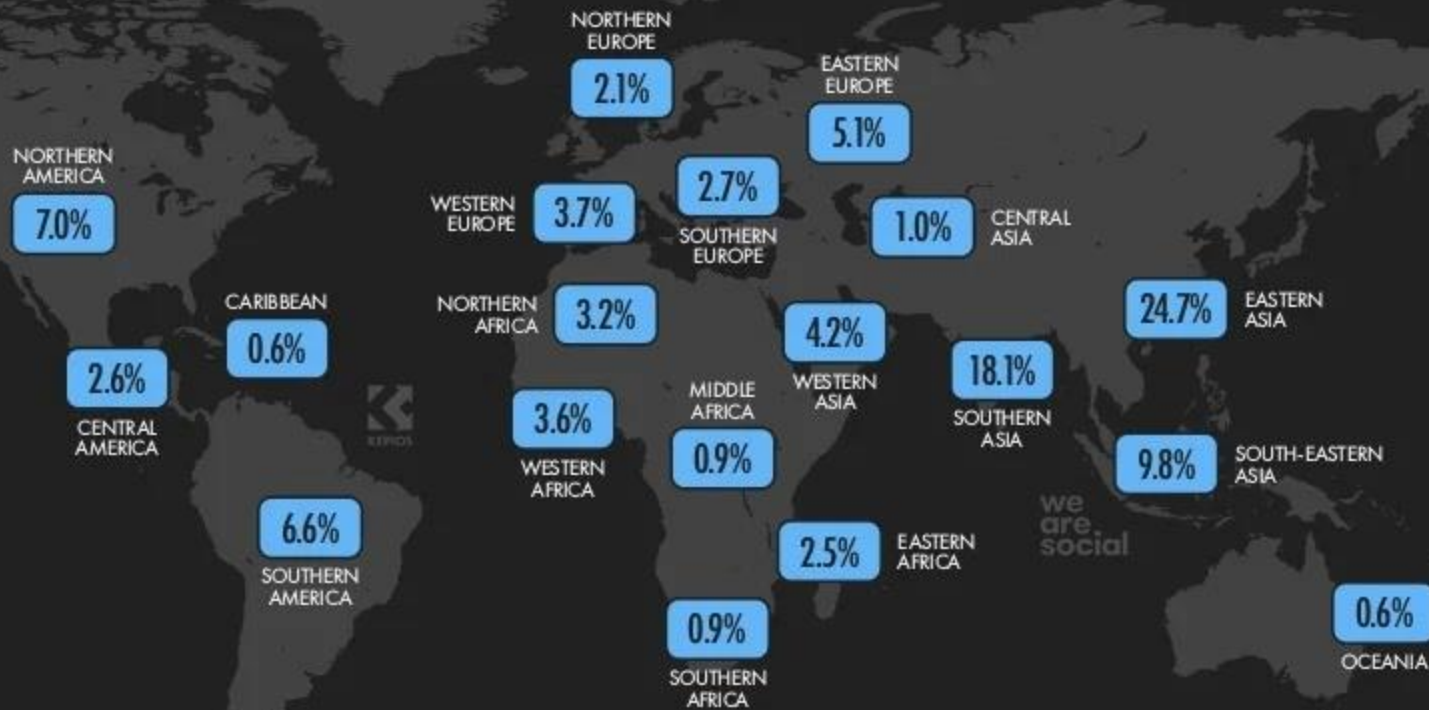
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SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS

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SOCIAL MEDIA USERS vs. TOTAL POPULATION

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

GLOBAL O



SOURCES: KIPROS ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC, TECHRASA, OECDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

NOTES: DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEO SCHEME. COMPARABILITY: SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING

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SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS

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SOURCES: KEPIOS ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OECDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

NOTES: FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. COMPARABILITY: SOURCE BASE

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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL O



SOURCES: GSMA INTELLIGENCE, UNITED NATIONS. NOTE: FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS

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EXPLORE OUR COMPLETE COLLECTION OF DIGITAL 2022 GLOBAL DATA



[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2022 GLOBAL OVERVIEW** REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL



[CLICK HERE](#) TO READ OUR **DIGITAL 2022 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

WE ARE SOCIAL

THINK FORWARD 2022**BRAVE NEW WORLDS**

You've heard about the metaverse, right? Actually, 87% of social media users globally haven't. But does that even matter, when businesses from Facebook to Fortnite are vying to stake their claim in it? What about web3? Or blockchain? Do you know what an NFT is?

As we've renegotiated our relationship with digital in the wake of Covid-19, from the fringes of the internet, a wealth of new terms have become mainstays in the marketing press and mainstream media alike, rushing to alleviate the tensions of our new reality.

We're at a tipping point, and the gold rush is in full swing.

We're stepping into Brave New Worlds.

In the seventh issue of our annual report *Think Forward*, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

The report was informed by ongoing intelligence from our global Cultural Insights team, and supported by a survey of 3,000 people aged 18+ who use social media daily from the US, UK, France, Italy, China and Australia.



**THINK
FORWARD
2022** **BRAVE NEW
WORLDS**

THE TRENDS**1. IN-FEED SYLLABUSES**

SOCIAL IS BEING REPURPOSED AS A SPACE FOR SELF-DIRECTED LEARNING

2. THE VIBE ECONOMY

THE CURATION OF MOODS AND FEELINGS HAS BECOME A COVETED CREATIVE SKILL

3. PRIME TIME PLATFORMS

SOCIAL HAS LEVELLED UP FROM ITS ROLE AS A SECOND SCREEN

4. SOCIAL CYNICISM

CREATORS ARE FIGHTING TO OVERCOME THE TROPES OF SOCIAL

5. NEW MATERIALISTS

PEOPLE ARE INVESTING IN DIGITAL CONTENT AND CREATIVITY



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ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



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TOTAL
POPULATION



21.54
MILLION

URBANISATION

19.1%



CELLULAR MOBILE
CONNECTIONS



32.29
MILLION

vs. POPULATION

149.9%



INTERNET
USERS



11.34
MILLION

vs. POPULATION

52.6%



ACTIVE SOCIAL
MEDIA USERS



8.20
MILLION

vs. POPULATION

38.1%

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



SRI LANKA

TOTAL
POPULATION



+0.4%

YEAR-ON-YEAR CHANGE

+81 THOUSAND



CELLULAR MOBILE
CONNECTIONS



+3.2%

YEAR-ON-YEAR CHANGE

+1.0 MILLION



INTERNET
USERS



+4.9%

YEAR-ON-YEAR CHANGE

+528 THOUSAND



ACTIVE SOCIAL
MEDIA USERS



+3.8%

YEAR-ON-YEAR CHANGE

+300 THOUSAND

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



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TOTAL
POPULATION



21.54
MILLION

FEMALE
POPULATION



52.1%

MALE
POPULATION



47.9%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.4%
+81 THOUSAND

MEDIAN AGE OF
THE POPULATION



34.5

URBAN
POPULATION



19.1%

POPULATION DENSITY
(PEOPLE PER KM²)



343.4

OVERALL LITERACY
(ADULTS AGED 15+)



92.3%

FEMALE LITERACY
(ADULTS AGED 15+)



91.6%

MALE LITERACY
(ADULTS AGED 15+)



93.0%

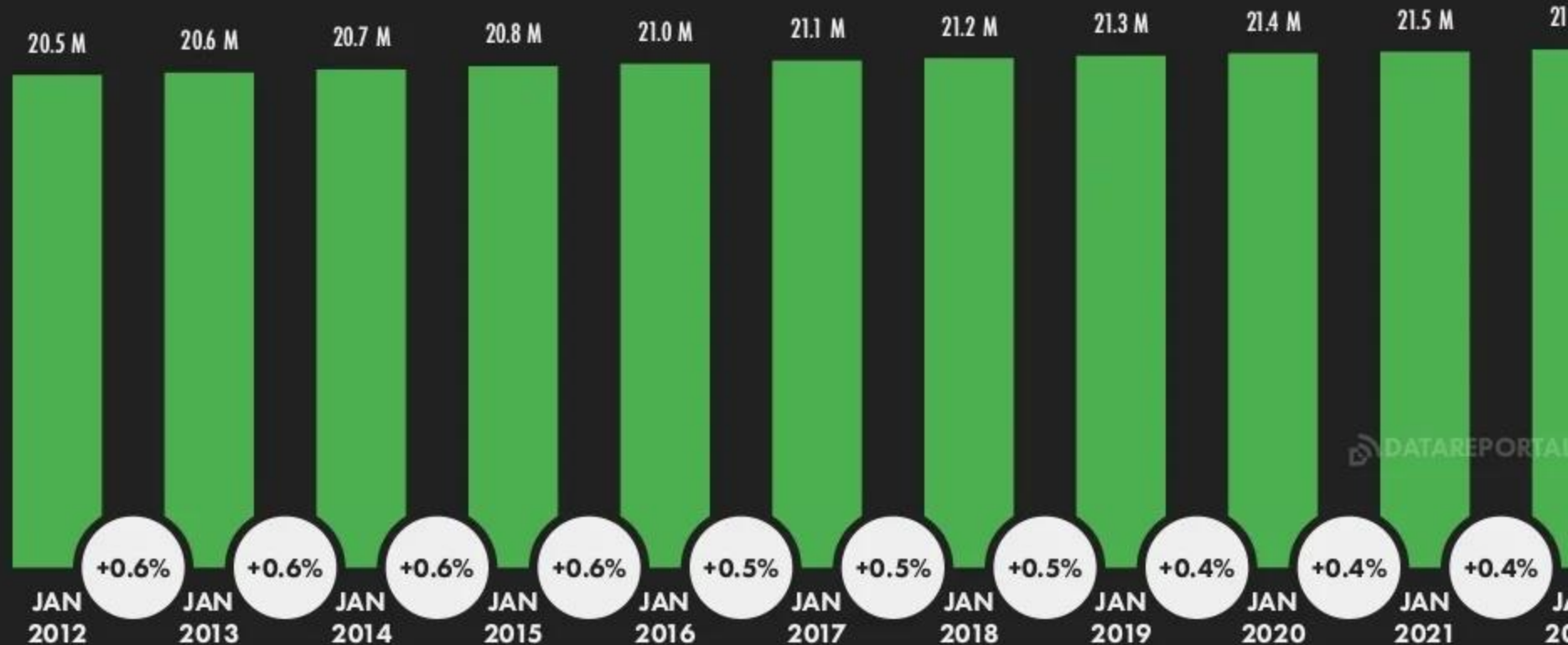
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POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE



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POPULATION BY AGE

SHARE OF THE TOTAL POPULATION BY AGE GROUP



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TOTAL
POPULATION



21.54
MILLION



POPULATION
AGED 0-4



7.5%



POPULATION
AGED 5-12



12.4%



POPULATION
AGED 13-17



7.9%



POPULATION
AGED 18-24



10.1%

POPULATION
AGED 25-34



12.6%



POPULATION
AGED 35-44



13.5%



POPULATION
AGED 45-54



12.7%



POPULATION
AGED 55-64



11.2%



POPULATION
AGED 65+



12.1%



INTERNET

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



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TOTAL
INTERNET
USERS



11.34
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



52.6%

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF
INTERNET USERS



+4.9%
+528 THOUSAND

MOBILE INTERNET PROXY*:
SHARE OF SOCIAL MEDIA USERS
ACCESSING VIA MOBILE DEVICES



98.8%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; ONIC; APJL; LOCAL GOVERNMENT AUTHORITIES; COMPANY ADVERTISING RESOURCES; UNITED NATIONS.

NOTE: (1) STANDARD FIGURES FOR MOBILE INTERNET USE WERE UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, BUT THE PERCENTAGE SHARE OF SOCIAL MEDIA USERS ACCESSING SOCIAL PLATFORMS

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INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE



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DATAREPORTAL

SOURCES: KEYOS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, GWI, CIA WORLD FACTBOOK, ONIC, APJIL, LOCAL GOVERNMENT AUTHORITIES. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



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INTERNET USERS:
ITU



7.54
MILLION

vs. POPULATION

35.0%

INTERNET USERS:
CIA WORLD FACTBOOK



7.54
MILLION

vs. POPULATION

35.0%

INTERNET USERS:
INTERNETWORLDSTATS



7.97
MILLION

vs. POPULATION

37.0%



SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY TO OUR LATEST FIGURES FOR POPULATION TO DERIVE A ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH A ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES TO OUR LATEST

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INTERNET ACCESS IN PERSPECTIVE

ACCESS TO THE INTERNET IN THE CONTEXT OF ACCESS TO OTHER LIFE ESSENTIALS, AS A PERCENTAGE OF TOTAL POPULATION



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USES THE
INTERNET



52.6%

HAS ACCESS
TO ELECTRICITY



100.0%

HAS ACCESS TO BASIC
DRINKING WATER



92.2%

HAS ACCESS TO
BASIC SANITATION



93.7%

EARNES LESS THAN
USD \$3.20 PER DAY



11.0%

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INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) OF MOBILE AND FIXED INTERNET CONNECTIONS



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MEDIAN DOWNLOAD SPEED
OF CELLULAR MOBILE
INTERNET CONNECTIONS



13.00
MBPS

YEAR-ON-YEAR CHANGE
IN MEDIAN CELLULAR MOBILE
INTERNET CONNECTION SPEED



+21.8%
+2.33 MBPS

MEDIAN DOWNLOAD
SPEED OF FIXED
INTERNET CONNECTIONS



18.20
MBPS

YEAR-ON-YEAR CHANGE
IN MEDIAN FIXED INTERNET
CONNECTION SPEED



+21.5%
+3.22 MBPS

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SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



SRI LANKA

MOBILE
PHONES



61.31%

YEAR-ON-YEAR CHANGE
+0.1% (+8 BPS)

LAPTOP AND
DESKTOP COMPUTERS



37.38%

YEAR-ON-YEAR CHANGE
-0.2% (-8 BPS)

TABLET
DEVICES



1.30%

YEAR-ON-YEAR CHANGE
[UNCHANGED]

OTHER
DEVICES



0%

YEAR-ON-YEAR CHANGE
[UNCHANGED]

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SHARE OF WEB TRAFFIC BY BROWSER

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



SRI LANKA

CHROME



73.67%

YEAR-ON-YEAR CHANGE
-0.4% (-29 BPS)

SAFARI



5.37%

YEAR-ON-YEAR CHANGE
-3.8% (-21 BPS)

MICROSOFT EDGE



8.17%

YEAR-ON-YEAR CHANGE
+86.1% (+378 BPS)

FIREFOX



2.21%

YEAR-ON-YEAR CHANGE
-15.6% (-41 BPS)

SAMSUNG INTERNET



4.76%

YEAR-ON-YEAR CHANGE
-13.3% (-73 BPS)

OPERA



3.48%

YEAR-ON-YEAR CHANGE
-16.1% (-67 BPS)

UC BROWSER



2.02%

YEAR-ON-YEAR CHANGE
-33.6% (-102 BPS)

OTHER



0.32%

YEAR-ON-YEAR CHANGE
-58.4% (-45 BPS)

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MOST-VISITED WEBSITES: ALEXA RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC



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#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	GOOGLE.COM	17M 26S	18.49
02	YOUTUBE.COM	19M 22S	10.53
03	FACEBOOK.COM	17M 46S	8.56
04	GOOGLE.LK	06M 09S	7.59
05	DARAZ.LK	07M 38S	6.03
06	ZOOM.US	06M 27S	3.52
07	HIRUFM.LK	06M 51S	3.60
08	IKMAN.LK	10M 07S	8.85
09	HIRUNEWS.LK	12M 05S	4.80
10	ALUEXPRESS.COM	09M 39S	7.99

#	WEBSITE	TIME PER DAY	PAGES PER DAY
11	EBAY.COM	09M 55S	7.81
12	ADADERANA.LK	05M 57S	3.48
13	GOSSIPLANKANEWS.LK	05M 02S	3.40
14	WIKIPEDIA.ORG	03M 39S	3.05
15	YAHOO.COM	05M 16S	4.88
16	SAMPATHVISHWA.COM	07M 15S	1.57
17	AMAZON.COM	11M 18S	10.22
18	CANVA.COM	07M 44S	4.55
19	ESPNCRICINFO.COM	06M 18S	3.77
20	FIVERR.COM	11M 14S	6.77

SOURCE: ALEXA INTERNET, USING FIGURES PUBLISHED IN DECEMBER 2021. NOTES: ALEXA INTERNET IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON ALEXA MOBILE PLATFORMS. "TIME PER DAY" FIGURES REPRESENT THE AVERAGE DAILY AMOUNT OF TIME THAT GLOBAL VISITORS SPEND ON EACH DOMAIN, MEASURED IN MINUTES AND SECONDS. "PAGES PER DAY" FIGURES REPRESENT THE AVERAGE DAILY AMOUNT OF PAGES VIEWED BY VISITORS ON EACH DOMAIN.

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SEARCH ENGINE MARKET SHARE

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



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GOOGLE



97.73%

YEAR-ON-YEAR CHANGE
+0.07% (+7 BPS)



BING



1.64%

YEAR-ON-YEAR CHANGE
+10.1% (+15 BPS)



BAIDU



0%

YEAR-ON-YEAR CHANGE
[UNCHANGED]



YAHOO!



0.47%

YEAR-ON-YEAR CHANGE
-39.0% (-30 BPS)

YANDEX



0.01%

YEAR-ON-YEAR CHANGE
[UNCHANGED]



DUCKDUCKGO



0.05%

YEAR-ON-YEAR CHANGE
[UNCHANGED]



ECOSIA



0.01%

YEAR-ON-YEAR CHANGE
[UNCHANGED]



OTHER



0.09%

YEAR-ON-YEAR CHANGE
+800% (+8 BPS)

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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



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#	SEARCH QUERY	INDEX
01	SRI LANKA	100
02	GOOGLE	37
03	TRANSLATE	35
04	YOUTUBE	27
05	GOOGLE TRANSLATE	22
06	FACEBOOK	21
07	WHATSAPP	19
08	ENGLISH TO SINHALA	18
09	GOSSIP	15
10	GOSSIP LANKA	13

#	SEARCH QUERY	INDEX
11	WHATSAPP WEB	10
12	FB	10
13	IKMAN.LK	9
14	DIALOG	9
15	FUCK	8
16	CAR	8
17	TRANSLATE TO SINHALA	7
18	WALLPAPER	7
19	TRANSLATE ENGLISH TO SINHALA	7
20	WEATHER	6

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN 'AS IS' TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE



SOCIAL MEDIA

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OVERVIEW OF SOCIAL MEDIA USE

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



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NUMBER OF SOCIAL
MEDIA USERS



8.20
MILLION

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



38.1%

SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



47.6%

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



+3.8%
+300 THOUSAND

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



36.6%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



63.4%

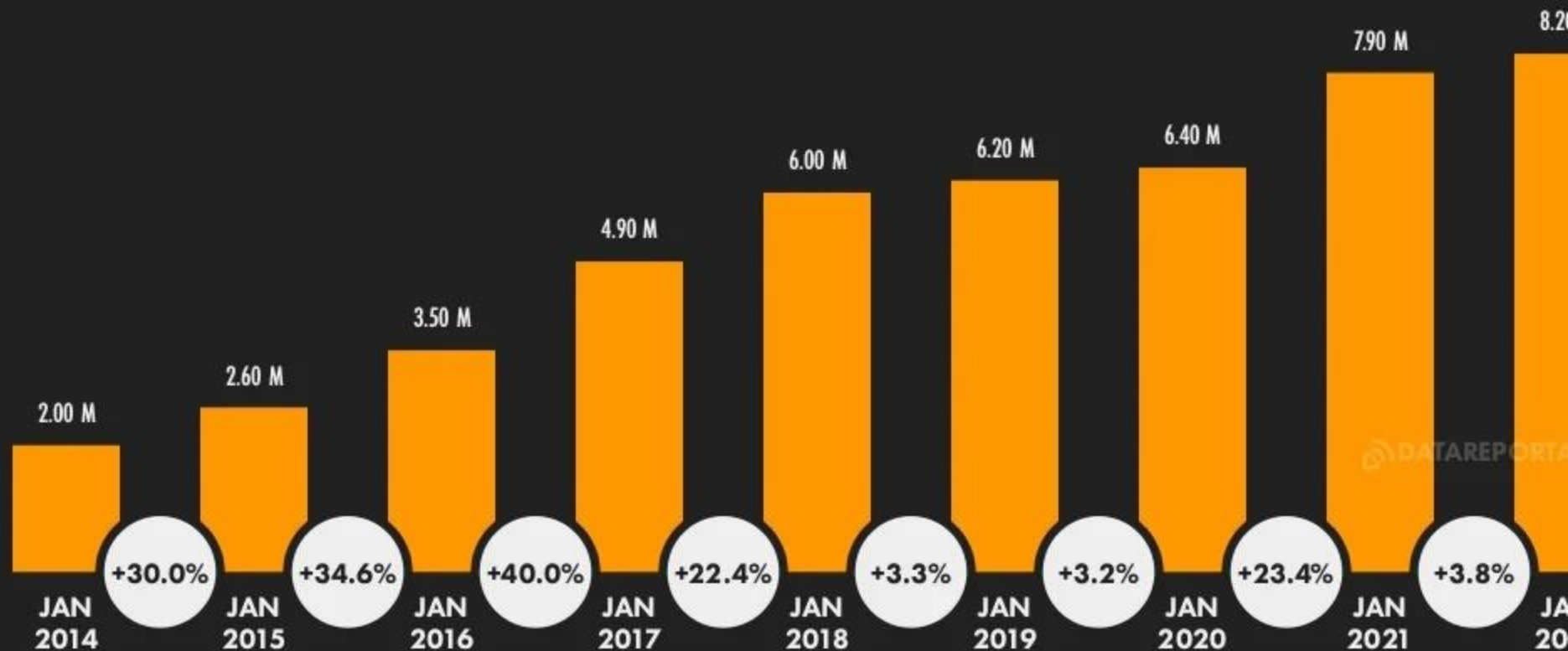
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SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS AND YEAR-ON-YEAR CHANGE



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DATA REPORT

SOURCES: KEPIO'S ANALYSIS, COMPANY ADVERTISING RESOURCES AND EARNINGS ANNOUNCEMENTS. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. 123.4K = 123,000), "M" DENOTES MILLIONS (E.G. 1.23 M = 1,230,000), AND "B" DENOTES BILLIONS (E.G. 1.23 B = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. ADVISORY:

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



SRI LANKA

FACEBOOK



68.65%

YEAR-ON-YEAR CHANGE
+12.0% (+736 BPS)



TWITTER



3.54%

YEAR-ON-YEAR CHANGE
-46.1% (-303 BPS)



PINTEREST



7.80%

YEAR-ON-YEAR CHANGE
-43.3% (-595 BPS)



INSTAGRAM



2.00%

YEAR-ON-YEAR CHANGE
+174% (+127 BPS)



YOUTUBE



16.59%

YEAR-ON-YEAR CHANGE
-2.0% (-34 BPS)

REDDIT



0.59%

YEAR-ON-YEAR CHANGE
+90.3% (+28 BPS)



TUMBLR



0.32%

YEAR-ON-YEAR CHANGE
+146% (+19 BPS)



LINKEDIN



0.45%

YEAR-ON-YEAR CHANGE
+80.0% (+20 BPS)



VKONTAKTE



0.04%

YEAR-ON-YEAR CHANGE
+33.3% (+1 BP)



OTHER



0.03%

YEAR-ON-YEAR CHANGE
+200% (+2 BPS)

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE NUMBER OF WEB PAGE REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL WEB PAGE REFERRALS ORIGINATING FROM THE

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SOCIAL MEDIA PLATFORMS



CHANGES IN META'S DATA REPORTING

In Q4 2021, Meta made some important changes to how its self-service tools report the potential advertising reach of its platforms, including a move to publishing audience figures as a range instead of as an absolute number. Our analysis suggests that Meta also revised its base data, resulting in some important corrections to published audience figures for Facebook and Messenger. As a result, we are currently unable to provide any figures for changes over time in these platforms' audiences, and we advise readers **not to compare** the advertising audience figures for Facebook and Messenger contained within this report with figures published for those platforms in previous reports. For more information, please read our complete notes on data variance, potential mismatches, and curiosities: <https://datareportal.com/notes-on-data>.

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK



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POTENTIAL AUDIENCE
THAT META REPORTS
CAN BE REACHED WITH
ADS ON FACEBOOK



7.15
MILLION

FACEBOOK'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



33.2%

FACEBOOK'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



41.5%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE



36.4%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE



63.6%

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DEVICES USED TO ACCESS FACEBOOK

PERCENTAGE OF FACEBOOK'S ADVERTISING AUDIENCE THAT USES EACH DEVICE TO ACCESS THE PLATFORM, EITHER VIA AN APP OR A WEB BROWSER



SRI LANKA

USE ANY KIND OF
MOBILE PHONE



98.8%



ONLY USE LAPTOP OR
DESKTOP COMPUTER



1.2%



USE BOTH COMPUTERS
AND MOBILE PHONES



11.3%



ONLY USE MOBILE
PHONES (ANY TYPE)



87.4%

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FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A "TYPICAL" USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



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FACEBOOK PAGES
"LIKED" (LIFETIME)



2

FEMALE

2

MALE

2

POSTS "LIKED" IN THE
PREVIOUS 30 DAYS



14

FEMALE

14

MALE

13

COMMENTS MADE IN
THE PREVIOUS 30 DAYS



7

FEMALE

8

MALE

7

POSTS SHARED IN THE
PREVIOUS 30 DAYS



2

FEMALE

2

MALE

2

ADS CLICKED OR TAPPED
IN THE PREVIOUS 30 DAYS



12

FEMALE

13

MALE

11

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YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE



SRI LANKA

POTENTIAL REACH OF
ADS ON YOUTUBE



6.68
MILLION

YOUTUBE AD REACH
vs. TOTAL POPULATION



31.0%

YOUTUBE AD REACH vs.
TOTAL INTERNET USERS



58.9%

YEAR-ON-YEAR CHANGE
IN YOUTUBE AD REACH



[N/A]

YOUTUBE'S ADVERTISING
REACH: USERS AGED 18+



5.42
MILLION

YOUTUBE'S AD REACH AGE 18+
vs. TOTAL POPULATION AGE 18+



34.9%

FEMALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



39.1%

MALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



60.9%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. ADVISORY: AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021



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#	SEARCH QUERY	INDEX
01	SONG	100
02	SONGS	68
03	TAMIL MOVIE	23
04	SONGS SINHALA	17
05	NEW SONG	16
06	TAMIL FULL MOVIE	16
07	TAMIL SONGS	14
08	SINHALA SONG	14
09	CARTOON	13
10	NADAGAM KARAYO	12

#	SEARCH QUERY	INDEX
11	TAMIL SONG	11
12	NADAGAM KARAYO TELEDRAMA	11
13	TAMIL MOVIES	10
14	FILM	10
15	BTS	10
16	DEWENI INIMA	9
17	VINI	9
18	NADAGAMKARAYO	8
19	RAP	8
20	TIK TOK	8

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2021 AND 31 DECEMBER 2021. NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL

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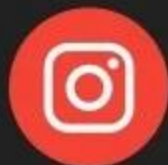
INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM



SRI LANKA

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



1.55
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



7.2%

QUARTER-ON-QUARTER CHANGE
IN INSTAGRAM AD REACH



-3.1%
-50 THOUSAND

YEAR-ON-YEAR CHANGE
IN INSTAGRAM AD REACH



+19.2%
+250 THOUSAND

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



13.7%

INSTAGRAM AD REACH
vs. POPULATION AGED 13+



9.0%

FEMALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



35.6%

MALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



64.4%

SOURCES: META'S ADVERTISING RESOURCES, KEPIOS ANALYSIS. ADVISORY: AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES

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MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER



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POTENTIAL AUDIENCE
THAT META REPORTS
CAN BE REACHED WITH
ADS ON MESSENGER



3.80
MILLION

MESSENGER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



17.6%

MESSENGER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



22.0%

PERCENTAGE OF
ITS AD AUDIENCE
THAT MESSENGER
REPORTS IS FEMALE



35.1%

PERCENTAGE OF
ITS AD AUDIENCE
THAT MESSENGER
REPORTS IS MALE



64.9%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. SOME MESSENGER AD FORMATS ARE CURRENTLY UNAVAILABLE IN AUSTRALIA, CANADA, FRANCE, AND THE UNITED STATES, AND THIS MAY HAVE A SIGNIFICANT IMPACT ON POTENTIAL ADVERTISING REACH.

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN



SRI LANKA

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



1.50
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



7.0%



QUARTER-ON-QUARTER CHANGE
IN LINKEDIN AD REACH



0%

[UNCHANGED]



YEAR-ON-YEAR CHANGE
IN LINKEDIN AD REACH



+15.4%

+200 THOUSAND

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



13.2%



LINKEDIN AD REACH
vs. POPULATION AGED 18+



9.7%



FEMALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



41.9%



MALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



58.1%

SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES, KEPIO'S ANALYSIS. ADVISORY: AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS. DELAYS IN

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TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER



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POTENTIAL AUDIENCE
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADS ON TWITTER



296.7
THOUSAND

TWITTER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



1.4%

TWITTER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



1.7%

TWITTER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL INTERNET USERS



2.6%

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



+1.8%
+5,300

SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIO'S ANALYSIS. ADVISORY: AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH_{POPULATION} AND REACH_{POPULATION AGED 13+} INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES

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MOBILE

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MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



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NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



32.29
MILLION

NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



149.9%

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF CELLULAR
MOBILE CONNECTIONS



+3.2%
+1.0 MILLION

SHARE OF CELLULAR MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G, 4G, 5G)



84.1%

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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE



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SOURCE: GSMA INTELLIGENCE. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000).

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AFFORDABILITY OF MOBILE INTERNET ACCESS

THE COST OF BUYING A SMARTPHONE HANDSET AND 1GB OF CELLULAR MOBILE DATA, AND COMPARISONS WITH AVERAGE MONTHLY INCOME



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PRICE OF THE
CHEAPEST SMARTPHONE
HANDSET (IN USD)



\$53.86

PRICE OF THE CHEAPEST
SMARTPHONE HANDSET
vs. AVERAGE INCOME



18.0%

AVERAGE PRICE OF
1GB OF CELLULAR
MOBILE DATA (IN USD)



\$0.38

AVERAGE PRICE OF 1GB
OF CELLULAR MOBILE DATA
vs. AVERAGE INCOME



0.1%

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM



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SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES



90.65%

YEAR-ON-YEAR CHANGE

-0.3% (-25 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES



9.08%

YEAR-ON-YEAR CHANGE

+4.6% (+40 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES



0.11%

YEAR-ON-YEAR CHANGE

+57.1% (+4 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES



0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES



0.16%

YEAR-ON-YEAR CHANGE

-54.3% (-19 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2021. BPS (BPS FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG, E.G. BADA AND

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ECOMMERCE

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FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



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ACCOUNT WITH A
FINANCIAL INSTITUTION



73.6%

FEMALE 73.4%
MALE 73.8%

CREDIT CARD
OWNERSHIP



5.3%

FEMALE 3.8%
MALE 7.2%

DEBIT CARD
OWNERSHIP



32.3%

FEMALE 30.7%
MALE 34.1%

MOBILE MONEY ACCOUNT
(E.G. MPESA, GCASH)



2.4%

FEMALE 1.0%
MALE 4.2%

MADE OR RECEIVED DIGITAL
PAYMENTS IN THE PAST YEAR



47.2%

FEMALE 44.2%
MALE 50.7%

MADE A PURCHASE ON THE
INTERNET IN THE PAST YEAR



2.7%

FEMALE 2.1%
MALE 3.5%

USED ONLINE BANKING
IN THE PAST YEAR



7.7%

FEMALE 5.9%
MALE 9.8%

USED THE INTERNET TO
PAY BILLS IN THE PAST YEAR



4.7%

FEMALE 2.9%
MALE 7.0%



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The logo for We Are Social is displayed on a solid red rectangular background. The text "we are social" is written in a white, lowercase, sans-serif font. The words are stacked vertically: "we" on the top line, "are" on the second line, and "social" on the third line. The "a" in "are" has a small dot above it, and the "i" in "social" has a small dot above it.

we
are
social

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NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at <https://datareportal.com/notes-on-data>.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

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

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also **change the source(s)** that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the

footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are **not comparable**.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we **no longer include this data** in our internet user figures. This is because the user numbers reported by social media platforms are typically based on **active user accounts**, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups and organisations; places of interest; etc.

As a result, the figures we report for social media users may **exceed** internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

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.

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