

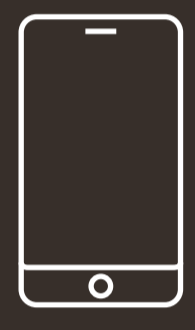
DIGITAL 2020

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

we
are
social

Hootsuite

Unique Mobile Users



5.19 bn

+2.4%
+124 million

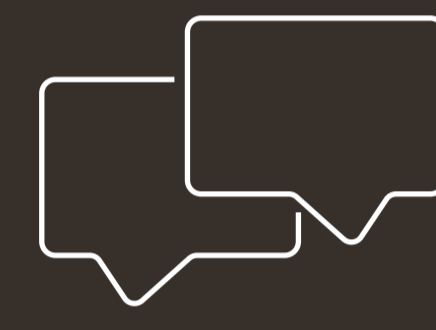
Internet Users



4.54 bn

+7%
+298 million

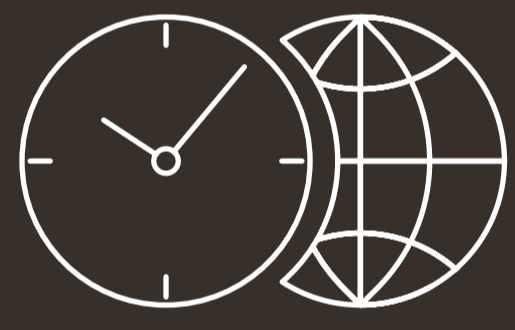
Social Media Users



3.8 bn

+9.2%
+321 million y-o-y

Daily Online Time (Avg)



6h 43m

-3 minutes y-o-y

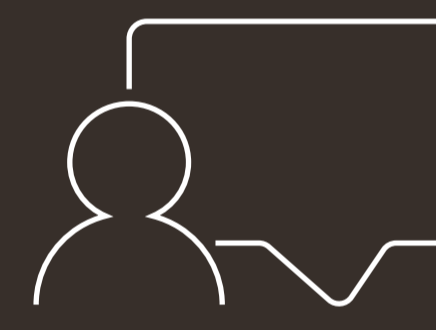
Most Time Spent on Internet



9h 45m

Philippines

Internet Users on Data

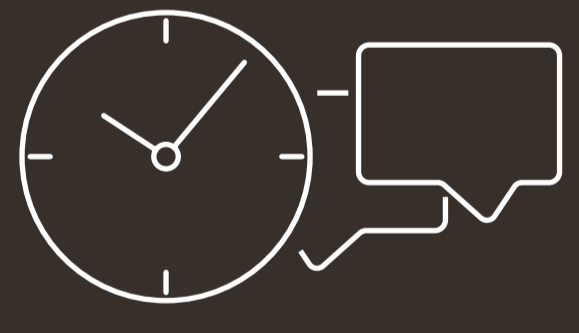


64% concerned about misuse of personal data

56% concerned about fake news

49% use ad blockers

Daily Social Media Use (Avg)



2h 24m

+2 minutes y-o-y

Most Time Spent on Social



3h 53m

Philippines

Top Social Media Platforms



1. Facebook
2. YouTube
3. WhatsApp

Online Shopping

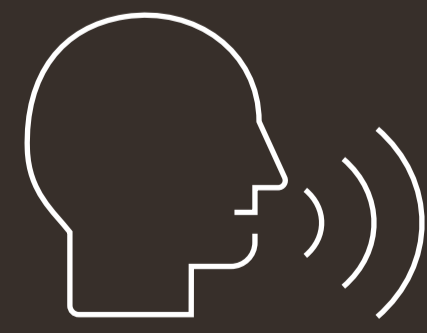


74%

purchased online

internet users, past month

Voice Commands



43%

use voice interfaces

internet users, every month

Smartphone Gamers



69%

of internet users