



**DIGITAL 2019**

**INDIA**

JAN  
2019

# DIGITAL AROUND THE WORLD IN 2019

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

TOTAL  
POPULATION



**7.676**

**BILLION**

URBANISATION:

**56%**

UNIQUE  
MOBILE USERS



**5.112**

**BILLION**

PENETRATION:

**67%**

INTERNET  
USERS



**4.388**

**BILLION**

PENETRATION:

**57%**

ACTIVE SOCIAL  
MEDIA USERS



**3.484**

**BILLION**

PENETRATION:

**45%**

MOBILE SOCIAL  
MEDIA USERS



**3.256**

**BILLION**

PENETRATION:

**42%**



we  
are  
social



we  
are  
social



Hootsuite

we  
are  
social

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# INDIA

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



TOTAL  
POPULATION



**1.361**  
BILLION

URBANISATION:

**34%**

MOBILE  
SUBSCRIPTIONS



**1.190**  
BILLION

vs. POPULATION:

**87%**

INTERNET  
USERS



**560.0**  
MILLION

PENETRATION:

**41%**

ACTIVE SOCIAL  
MEDIA USERS



**310.0**  
MILLION

PENETRATION:

**23%**

MOBILE SOCIAL  
MEDIA USERS



**290.0**  
MILLION

PENETRATION:

**21%**

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# SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**310.0**  
MILLION

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**23%**

TOTAL NUMBER OF ACTIVE  
SOCIAL USERS ACCESSING  
VIA MOBILE DEVICES



**290.0**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**21%**

we  
are  
social

we  
are  
social

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# FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)



EVERY  
DAY



61%

AT LEAST ONCE  
PER WEEK



26%

AT LEAST ONCE  
PER MONTH



11%

LESS THAN ONCE  
PER MONTH



2%

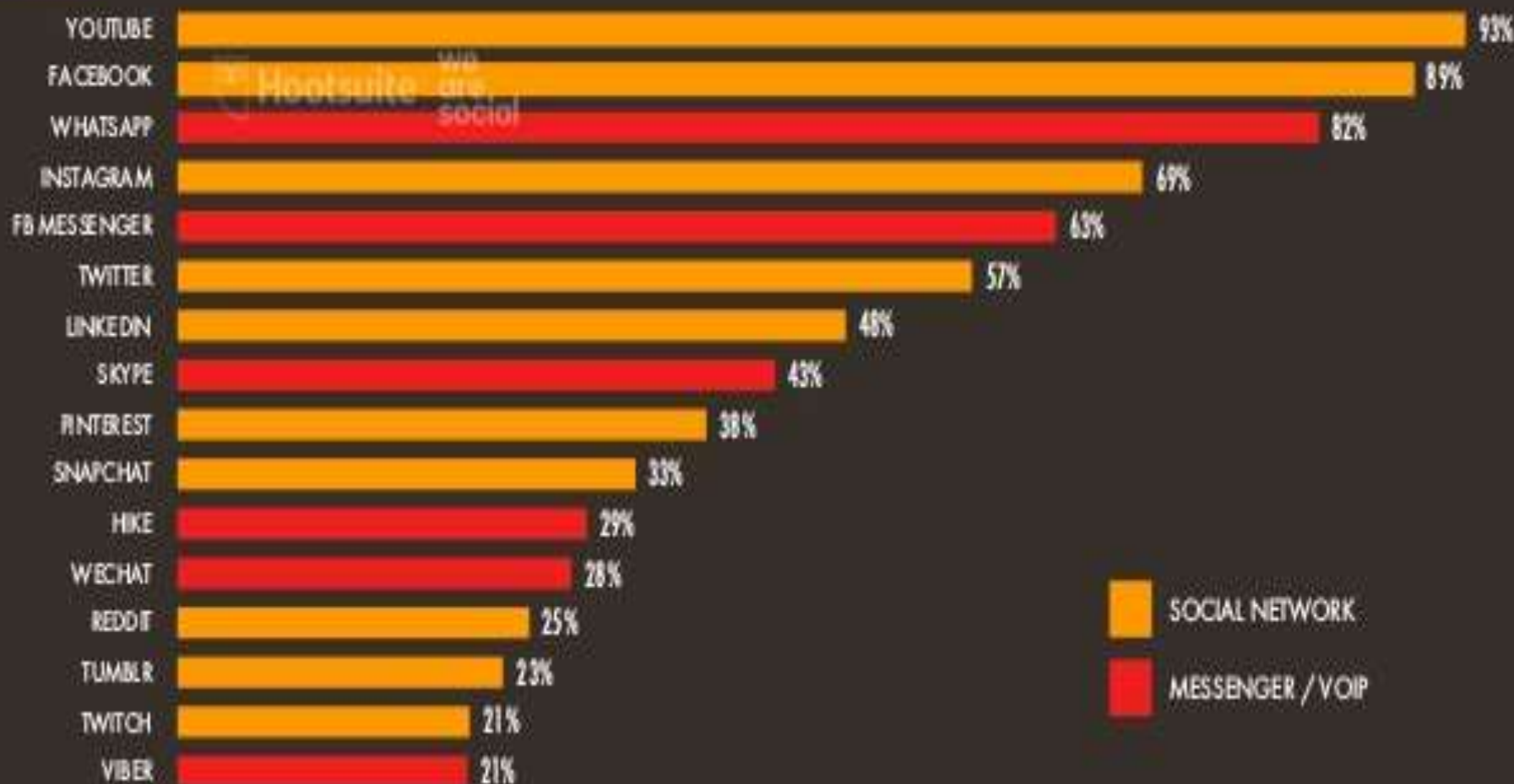
we  
are  
social



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# MOST ACTIVE SOCIAL MEDIA PLATFORMS

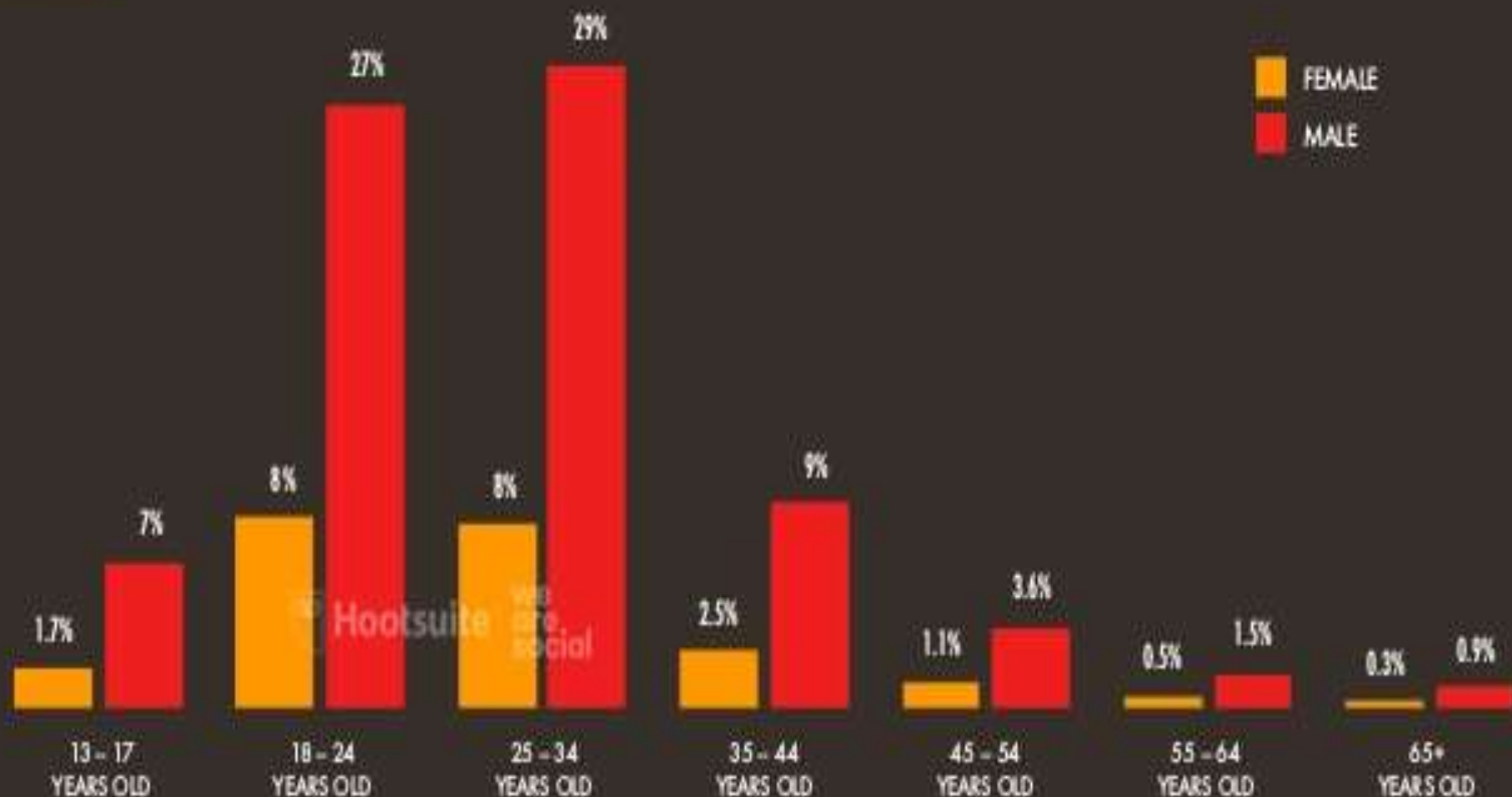
PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



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# SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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# SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA (SURVEY BASED)



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



100%

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



86%

AVERAGE AMOUNT OF TIME PER DAY SPENT USING SOCIAL MEDIA



2H 32M

AVERAGE NUMBER OF SOCIAL MEDIA ACCOUNTS PER INTERNET USER\*



12.0

PERCENTAGE OF INTERNET USERS WHO USE SOCIAL MEDIA FOR WORK PURPOSES



32%

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# TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA (SURVEY BASED)



AVERAGE DAILY TIME  
SPENT USING THE  
INTERNET VIA ANY DEVICE



we  
are  
social

7H 47M

AVERAGE DAILY TIME  
SPENT USING SOCIAL  
MEDIA VIA ANY DEVICE



we  
are  
social

2H 32M

AVERAGE DAILY TV VIEWING TIME  
(BROADCAST, STREAMING  
AND VIDEO ON DEMAND)



we  
are  
social

2H 51M

AVERAGE DAILY TIME  
SPENT LISTENING TO  
STREAMING MUSIC



1H 29M

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# INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

**560.0**  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



we  
are  
social

**41%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

**515.2**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE  
OF TOTAL POPULATION



**38%**

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# CONTENT STREAMING ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO STREAM EACH KIND OF CONTENT EACH MONTH (SURVEY BASED)



WATCH VIDEOS  
ONLINE



97%

STREAM TV CONTENT  
VIA THE INTERNET



62%

PLAY GAMES STREAMED  
LIVE VIA THE INTERNET



31%

WATCH LIVE STREAMS OF  
OTHERS PLAYING GAMES



30%

WATCH E-SPORTS  
TOURNAMENTS



19%

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# ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



TOTAL  
POPULATION



**+1.1%**

JAN 2018 – JAN 2019

**+15 MILLION**

MOBILE  
SUBSCRIPTIONS



**+2.8%**

JAN 2018 – JAN 2019

**+32 MILLION**

INTERNET  
USERS



**+21%**

JAN 2018 – JAN 2019

**+98 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+24%**

JAN 2018 – JAN 2019

**+60 MILLION**

MOBILE SOCIAL  
MEDIA USERS



**+26%**

JAN 2018 – JAN 2019

**+60 MILLION**

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## DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION\* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]



MOBILE PHONE  
(ANY TYPE)



88%

we  
are  
social

SMART  
PHONE



40%

we  
are  
social

LAPTOP OR DESKTOP  
COMPUTER



15%

we  
are  
social

TABLET  
DEVICE



5%

TELEVISION  
(ANY KIND)



79%

we  
are  
social

DEVICE FOR STREAMING  
INTERNET CONTENT TO TV



4%

we  
are  
social

E-READER  
DEVICE



2%

we  
are  
social

WEARABLE  
TECH DEVICE



4%

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# INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

**560.0**  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



we  
are  
social

**41%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

**515.2**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE  
OF TOTAL POPULATION



**38%**

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# E-COMMERCE DETAIL: CONSUMER GOODS

OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN U.S. DOLLARS



TOTAL NUMBER OF PEOPLE  
PURCHASING CONSUMER  
GOODS VIA E-COMMERCE



**360.1**  
MILLION

YEAR-ON-YEAR CHANGE

**+11%**

PENETRATION OF CONSUMER  
GOODS E-COMMERCE  
(TOTAL POPULATION)



**26%**

VALUE OF THE CONSUMER  
GOODS E-COMMERCE MARKET  
(TOTAL ANNUAL SALES REVENUE)



**\$22.14**  
BILLION

YEAR-ON-YEAR CHANGE

**+23%**

AVERAGE ANNUAL REVENUE  
PER USER OF CONSUMER  
GOODS E-COMMERCE (ARPU)



**\$61**

YEAR-ON-YEAR CHANGE

**+10%**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE INDUSTRY (ACCESSED JANUARY 2019). NOTE: FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018. BILLION IN U.S. DOLLARS. **ADVISION:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL 2.0 RESEARCH.

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# MOBILE ACTIVITIES

PERCENTAGE OF INTERNET USERS PERFORMING EACH ACTIVITY ON A MOBILE PHONE EACH MONTH (SURVEY BASED)



PERCENTAGE OF  
INTERNET USERS USING  
MOBILE MESSENGERS



we  
are  
social

89%

PERCENTAGE OF  
INTERNET USERS WATCHING  
VIDEOS ON MOBILE



we  
are  
social

91%

PERCENTAGE OF  
INTERNET USERS PLAYING  
GAMES ON MOBILE



we  
are  
social

75%

PERCENTAGE OF  
INTERNET USERS USING  
MOBILE BANKING



we  
are  
social

57%

PERCENTAGE OF  
INTERNET USERS USING  
MOBILE MAP SERVICES



82%

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# MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



**1.190**  
BILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**87%**

we  
are  
social

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



**92%**

we  
are  
social

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



**8%**

we  
are  
social

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G & 4G)

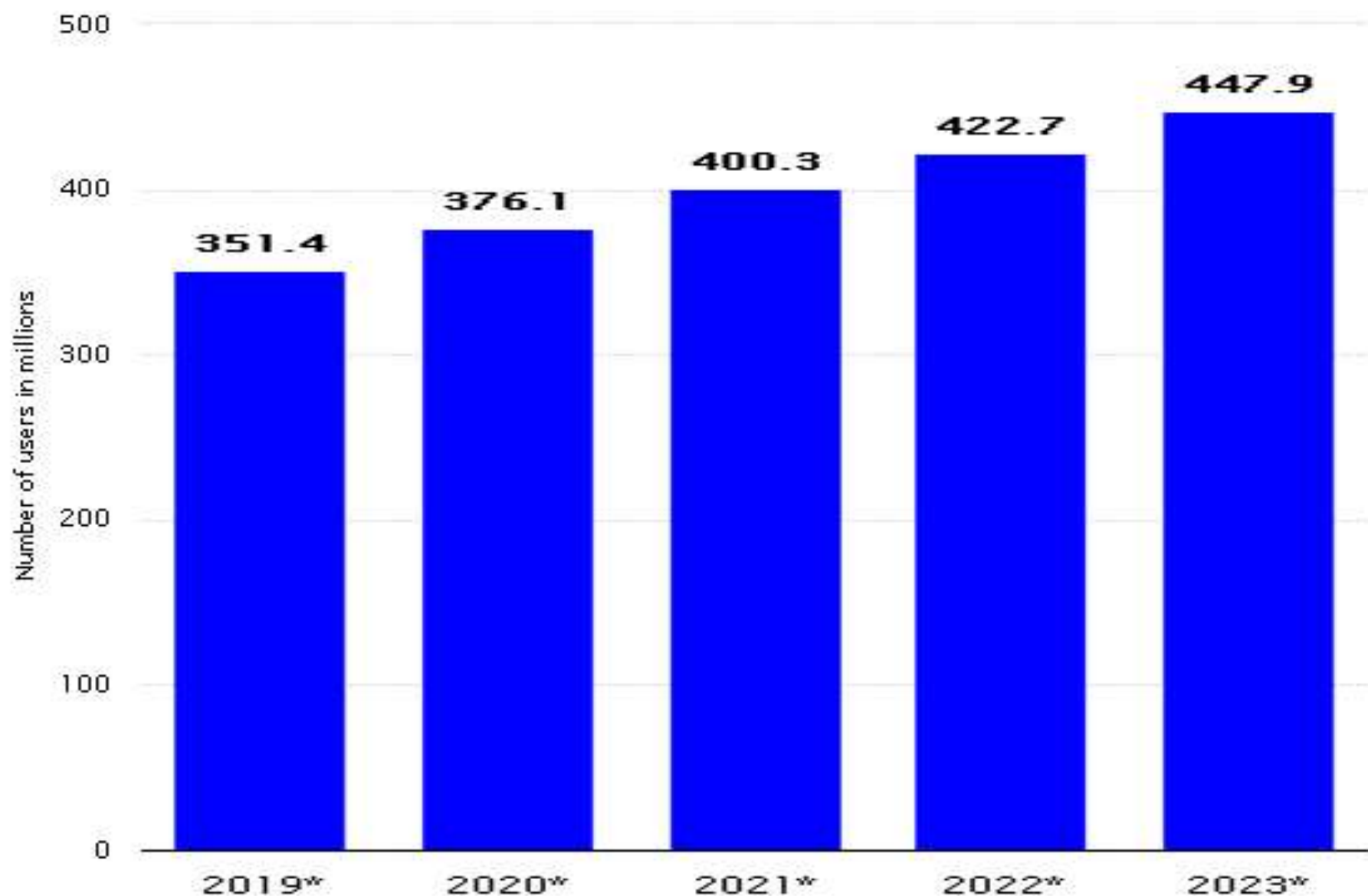


**54%**

SOURCE: GSMA INTELLIGENCE (Q4 2018 AND JANUARY 2019). ADVISORY: GSMA INTELLIGENCE HAVE REVISED SOME HISTORICAL FIGURES IN THE PAST YEAR, DO THE FIGURES SHOWN HERE  
MAY NOT BE DIRECTLY COMPARABLE TO THE DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.

# Number of social network users in India

**From 2019 - 2023 (Prediction, in millions. Adapted from Statista.com)**



A hand is shown on the left side of the image, holding a white computer keyboard. The background is a purple gradient with a pattern of binary code (0s and 1s) and a perspective effect that creates a tunnel-like shape. The word "Thanks" is written in the center in a bold, yellow, sans-serif font.

**Thanks**