

# WORLDWIDE INTERNET AND MOBILE USERS

**eMarketer's Updated Estimates  
for 2015**

**AUGUST 2015**

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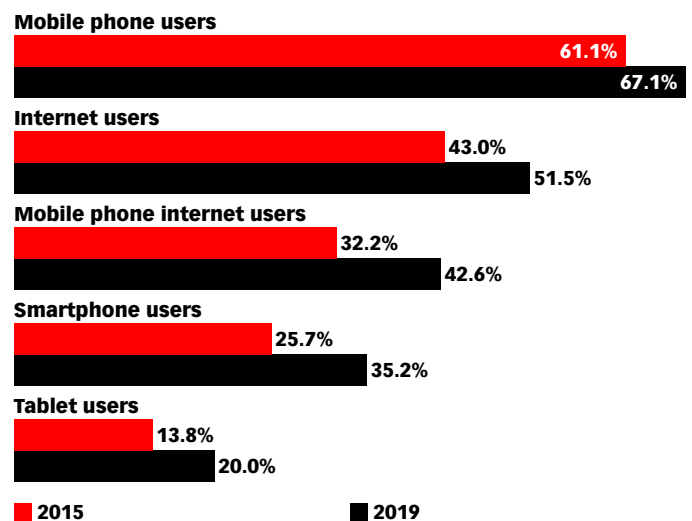
# WORLDWIDE INTERNET AND MOBILE USERS: EMARKETER'S UPDATED ESTIMATES FOR 2015

By the end of 2015, 43% of people worldwide will use the internet regularly through either a desktop/laptop or a mobile device. eMarketer forecasts that between 2015 and 2019, nearly 777 million people will be first-time internet users. By 2019, one out of every two people across the globe will be a regular internet user.

- The number of internet users worldwide will grow nearly 7% in 2015 to 3.12 billion. Uptake will be propelled by internet adoption in digitally still-developing countries in Asia-Pacific, Central and Eastern Europe, and Latin America.
- The world's mobile phone user base will near 4.43 billion by year's end, with about 61% of the world's population expected to use a mobile handset of some sort at least monthly in 2015. More than half of those users will be in the Asia-Pacific region.
- The global smartphone user base will rise 16.7% in 2015 to 1.86 billion. Overall, 42% of the world's mobile phone users will use advanced handsets this year.
- Nearly 53% of the world's mobile phone users will be mobile internet users in 2015, the first year in which that metric surpasses the 50% mark.
- The world's tablet user base will top 1 billion in 2015. Nearly 14% of internet users worldwide will turn to a tablet at least once a month this year.

**WHAT'S IN THIS REPORT?** This report includes eMarketer's updates to the 2015 forecast for worldwide internet users, mobile phone users, smartphone users, mobile phone internet users and tablet users. The projections, which run through 2019, include breakouts by region and country.

## Select Digital Usage Metrics Worldwide, 2015 & 2019 % of population



Source: eMarketer, July 2015  
194038

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**KEY STAT:** In 2015, more than 61% of people worldwide will own and use a mobile phone. Faster mobile uptake will drive total internet use. Nearly one in three people will access the internet on a mobile phone this year.

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## EMARKETER'S LATEST ESTIMATES

**eMarketer estimates that more than two out of every five people worldwide will use the internet regularly by the end of 2015, a 6.7% jump from 2014. The global internet audience is projected to rise an additional 5.9% in 2016. By 2019, the number of internet users will total 3.89 billion and account for more than half (51.5%) of the people around the world.**

While internet usage in North America and Western Europe has reached maturity over the past few years, many consumers in developing countries in Asia-Pacific, Latin America, Central and Eastern Europe and the Middle East and Africa are going online for the first time with the help of mobile broadband and connected mobile devices. Close to three in four (74.9%) people worldwide who access the internet will be doing so from a mobile phone this year, up 13.1% from 2014—growing nearly double the rate of total internet user growth.

Smartphone adoption will continue its double-digit growth in 2015 to reach 1.86 billion people, or more than a quarter (25.7%) of the global population. The availability of inexpensive, low-end smartphones will help drive adoption over the next few years, especially in developing markets such as India, Indonesia, the Philippines, South Africa, Poland, Turkey, Brazil, Peru, Mexico and Vietnam.

Although the number of worldwide tablet users continues to expand at a rate of 19.1% this year, the rate of growth has slowed significantly over the past two years, peaking at 79.5% in 2013. Tablet adoption will not meet the levels of smartphone adoption, especially in countries where expendable income is less common. eMarketer expects that about 14% of people worldwide will use a tablet by the end of 2015, and growth will continue to slow as smartphones and phablets eat into sales.

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Slight revisions have been made to the March 2015 eMarketer worldwide internet and mobile user forecast. For complete analysis and trends by region and country, please see eMarketer's ["Worldwide Internet and Mobile Users: Q1 2015 Complete Forecast."](#)

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## WHAT HAS CHANGED SINCE OUR Q1 2015 FORECAST?

- We have increased our forecast for worldwide internet users from 2017 to 2019 due to small increases in internet users in the UK.
- The projections for mobile phone users will remain the same. For complete analysis and trends, see eMarketer's ["Worldwide Internet and Mobile Users: Q1 2015 Complete Forecast."](#)
- We have raised our numbers for worldwide smartphone users for each year of the forecast period. For 2015, we have increased our estimate by 16.7 million from our last forecast, primarily due to new data pointing to larger-than-expected audiences in Bangladesh, Pakistan, Uzbekistan and other countries included in the Asia-Pacific "other" category. Additional increases are seen in Australia, South Korea and Brazil.
- We have also revised our forecast for worldwide mobile phone internet users upward by nearly 81.2 million from our previous estimate. Faster growth is expected in the Middle East and Africa as mobile broadband allows people to leapfrog over costly fixed-line services. We have also raised estimates in Asia-Pacific on new information pointing to larger internet uptake on mobile phones in Bangladesh, Malaysia, Pakistan, Thailand, Vietnam and other large nations included in Asia-Pacific's "other" category.
- Finally, we have slightly reduced our estimates for tablet users worldwide. Minor downward adjustments have been made in Australia, where tablet sales have been slowing faster than previously anticipated.

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### Behind the Numbers

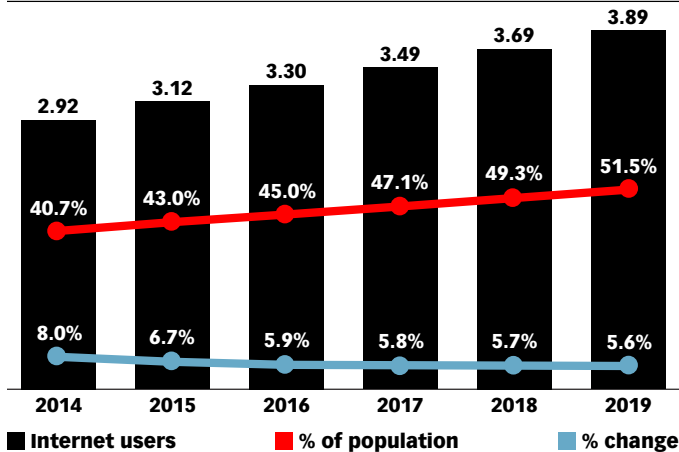
eMarketer's forecasts and estimates are based on an analysis of quantitative and qualitative data from research firms, government agencies, media firms and public companies, plus interviews with top executives at publishers, ad buyers and agencies. Data is weighted based on methodology and soundness. Each eMarketer forecast fits within the larger matrix of all its forecasts, with the same assumptions and general framework used to project figures in a wide variety of areas. Regular reevaluation of available data means the forecasts reflect the latest business developments, technology trends and economic changes.

# COMPLETE FORECAST

The following is eMarketer's complete set of charts associated with our 2015 updated forecast of worldwide internet and mobile users.

## INTERNET USERS

**Internet Users and Penetration Worldwide, 2014-2019**  
billions, % of population and % change



Note: individuals of any age who use the internet from any location via any device at least once per month  
Source: eMarketer, July 2015

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## Internet User Metrics Worldwide, by Region, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Internet users (millions)</b>						
Asia-Pacific	1,420.6	1,537.0	1,643.6	1,760.6	1,887.6	2,024.9
Middle East & Africa	385.3	416.9	451.9	490.9	532.6	574.8
Latin America	305.2	327.8	347.1	362.0	375.1	387.2
Western Europe	302.1	307.5	312.7	316.5	319.4	322.1
North America	281.4	288.7	294.9	300.5	304.9	307.6
Central & Eastern Europe	224.9	238.0	249.1	259.1	267.8	276.1
<b>Worldwide</b>	<b>2,919.5</b>	<b>3,115.8</b>	<b>3,299.2</b>	<b>3,489.6</b>	<b>3,687.5</b>	<b>3,892.7</b>

<b>Internet user penetration (% of population)</b>						
North America	79.4%	80.8%	81.9%	82.7%	83.3%	83.3%
Western Europe	72.6%	73.6%	74.6%	75.2%	75.6%	76.0%
Central & Eastern Europe	52.2%	55.2%	57.7%	60.0%	61.9%	63.8%
Latin America	50.3%	53.5%	56.1%	58.0%	59.5%	60.9%
Asia-Pacific	35.7%	38.3%	40.6%	43.1%	45.8%	48.8%
Middle East & Africa	27.8%	29.5%	31.3%	33.2%	35.3%	37.3%
<b>Worldwide</b>	<b>40.7%</b>	<b>43.0%</b>	<b>45.0%</b>	<b>47.1%</b>	<b>49.3%</b>	<b>51.5%</b>

<b>Internet user growth (% change)</b>						
Asia-Pacific	9.7%	8.2%	6.9%	7.1%	7.2%	7.3%
Middle East & Africa	9.5%	8.2%	8.4%	8.6%	8.5%	7.9%
Latin America	9.7%	7.4%	5.9%	4.3%	3.6%	3.2%
Central & Eastern Europe	7.0%	5.8%	4.7%	4.0%	3.4%	3.1%
North America	2.8%	2.6%	2.2%	1.9%	1.5%	0.9%
Western Europe	2.5%	1.8%	1.7%	1.2%	0.9%	0.8%
<b>Worldwide</b>	<b>8.0%</b>	<b>6.7%</b>	<b>5.9%</b>	<b>5.8%</b>	<b>5.7%</b>	<b>5.6%</b>

<b>Internet user share (% of total)</b>						
Asia-Pacific	48.7%	49.3%	49.8%	50.5%	51.2%	52.0%
Middle East & Africa	13.2%	13.4%	13.7%	14.1%	14.4%	14.8%
Latin America	10.5%	10.5%	10.5%	10.4%	10.2%	9.9%
Western Europe	10.3%	9.9%	9.5%	9.1%	8.7%	8.3%
North America	9.6%	9.3%	8.9%	8.6%	8.3%	7.9%
Central & Eastern Europe	7.7%	7.6%	7.5%	7.4%	7.3%	7.1%

Note: individuals of any age who use the internet from any location via any device at least once per month  
Source: eMarketer, July 2015

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## Internet Users and Penetration in Asia-Pacific, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Internet users (millions)</b>						
China*	647.7	674.3	700.1	736.2	778.2	827.2
India	226.3	277.4	321.8	365.1	411.1	459.0
Japan	102.1	103.6	104.5	105.0	105.4	105.7
Indonesia	83.7	93.4	102.8	112.6	123.0	133.5
Philippines	48.0	53.7	59.1	64.5	69.3	74.0
Vietnam	40.5	44.4	48.2	52.1	55.8	59.6
South Korea	41.8	42.3	42.8	43.2	43.6	43.9
Thailand	24.3	26.0	27.6	29.1	30.6	32.0
Australia	17.1	17.3	17.6	17.8	18.0	18.2
Malaysia	13.7	14.4	15.2	16.2	17.3	18.4
Hong Kong	5.3	5.4	5.5	5.6	5.7	5.7
Singapore	4.1	4.3	4.4	4.5	4.7	4.8
Other	166.0	180.5	193.9	208.7	225.1	242.8
<b>Asia-Pacific</b>	<b>1,420.6</b>	<b>1,537.0</b>	<b>1,643.6</b>	<b>1,760.6</b>	<b>1,887.6</b>	<b>2,024.9</b>

### Internet user growth (% change)

India	35.3%	22.6%	16.0%	13.5%	12.6%	11.7%
Philippines	13.6%	11.9%	10.1%	9.0%	7.4%	6.8%
Indonesia	14.9%	11.6%	10.0%	9.5%	9.3%	8.6%
Vietnam	10.7%	9.6%	8.7%	7.9%	7.3%	6.8%
Thailand	7.3%	6.8%	6.4%	5.5%	5.0%	4.5%
Malaysia	4.9%	5.3%	5.8%	6.4%	6.8%	6.1%
China*	4.9%	4.1%	3.8%	5.2%	5.7%	6.3%
Singapore	3.4%	3.3%	3.2%	3.2%	3.1%	3.0%
Hong Kong	2.1%	1.9%	1.7%	1.5%	1.3%	1.2%
Japan	2.0%	1.5%	0.9%	0.4%	0.4%	0.3%
Australia	1.7%	1.4%	1.4%	1.2%	1.1%	1.1%
South Korea	4.3%	1.2%	1.1%	1.0%	0.9%	0.6%
Other	6.0%	8.7%	7.4%	7.6%	7.9%	7.9%
<b>Asia-Pacific</b>	<b>9.7%</b>	<b>8.2%</b>	<b>6.9%</b>	<b>7.1%</b>	<b>7.2%</b>	<b>7.3%</b>

### Internet user penetration (% of population in each group)

South Korea	85.3%	86.2%	87.0%	87.8%	88.5%	89.0%
Japan	80.3%	81.6%	82.5%	83.0%	83.5%	84.0%
Australia	76.0%	76.2%	76.4%	76.5%	76.6%	76.7%
Hong Kong	74.9%	76.0%	77.0%	77.9%	78.7%	79.4%
Singapore	74.0%	75.0%	76.0%	77.0%	78.0%	78.9%
China*	47.8%	49.5%	51.2%	53.7%	56.5%	59.9%
Philippines	44.6%	49.0%	53.0%	56.8%	60.0%	63.0%
Malaysia	45.5%	47.2%	49.2%	51.7%	54.4%	57.0%
Vietnam	43.3%	47.0%	50.6%	54.1%	57.5%	60.9%
Thailand	35.9%	38.2%	40.5%	42.6%	44.6%	46.5%
Indonesia	33.0%	36.5%	39.8%	43.2%	46.8%	50.4%
India	18.3%	22.2%	25.4%	28.5%	31.7%	35.0%
Other	26.7%	28.6%	30.3%	32.2%	34.3%	36.5%
<b>Asia-Pacific</b>	<b>35.7%</b>	<b>38.3%</b>	<b>40.6%</b>	<b>43.1%</b>	<b>45.8%</b>	<b>48.8%</b>

Note: individuals of any age who use the internet from any location via any device at least once per month; numbers may not add up to total due to rounding; \*excludes Hong Kong  
Source: eMarketer, July 2015

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## Internet Users and Penetration in Central & Eastern Europe, by Country, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Internet users (millions)</b>							
Russia	77.5	82.9	87.3	91.4	94.3	96.6	98.8
Turkey	36.6	41.0	44.7	47.7	50.7	53.5	56.0
Poland	22.6	22.9	23.3	23.7	24.0	24.3	24.6
Czech Republic	7.2	7.4	7.8	8.0	8.1	8.1	8.2
Other	66.3	70.6	74.8	78.4	82.0	85.3	88.4
<b>Central &amp; Eastern Europe</b>	<b>210.2</b>	<b>224.9</b>	<b>238.0</b>	<b>249.1</b>	<b>259.1</b>	<b>267.8</b>	<b>276.1</b>
<b>Internet user growth (% change)</b>							
Turkey	4.7%	12.1%	9.2%	6.7%	6.3%	5.4%	4.8%
Russia	8.8%	7.0%	5.3%	4.7%	3.2%	2.5%	2.2%
Czech Republic	4.8%	3.1%	5.2%	1.8%	1.1%	1.1%	1.1%
Poland	0.8%	1.6%	1.6%	1.5%	1.5%	1.4%	1.3%
Other	7.5%	6.5%	5.9%	4.8%	4.6%	4.0%	3.7%
<b>Central &amp; Eastern Europe</b>	<b>6.6%</b>	<b>7.0%</b>	<b>5.8%</b>	<b>4.7%</b>	<b>4.0%</b>	<b>3.4%</b>	<b>3.1%</b>

### Internet user penetration (% of population in each group)

Czech Republic	68.0%	70.0%	73.5%	74.7%	75.5%	76.2%	77.0%
Russia	54.4%	58.2%	61.3%	64.2%	66.3%	68.0%	69.6%
Poland	58.8%	59.8%	60.8%	61.8%	62.8%	63.8%	64.8%
Turkey	45.3%	50.2%	54.2%	57.2%	60.2%	62.8%	65.2%
Other	42.0%	44.8%	47.5%	49.9%	52.3%	54.5%	56.7%
<b>Central &amp; Eastern Europe</b>	<b>48.9%</b>	<b>52.2%</b>	<b>55.2%</b>	<b>57.7%</b>	<b>60.0%</b>	<b>61.9%</b>	<b>63.8%</b>

Note: individuals of any age who use the internet from any location via any device at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Internet Users and Penetration in Latin America, by Country, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Internet users (millions)</b>							
Brazil	99.2	107.7	113.7	119.8	123.3	125.9	128.5
Mexico	53.1	59.4	65.1	70.7	75.7	80.4	84.9
Argentina	25.0	27.1	29.0	29.8	30.5	31.1	31.7
Colombia	24.2	26.5	28.6	29.4	30.5	31.3	32.0
Peru	13.0	14.5	16.0	17.6	19.0	20.1	21.3
Chile	10.7	11.6	12.3	12.7	12.9	13.2	13.4
Other	52.8	58.4	63.1	67.2	70.2	72.9	75.3
<b>Latin America</b>	<b>278.1</b>	<b>305.2</b>	<b>327.8</b>	<b>347.1</b>	<b>362.0</b>	<b>375.1</b>	<b>387.2</b>
<b>Internet user growth (% change)</b>							
Peru	14.7%	11.7%	10.4%	9.6%	8.0%	6.2%	5.6%
Mexico	14.6%	11.9%	9.4%	8.6%	7.0%	6.3%	5.6%
Colombia	10.3%	9.3%	7.8%	3.0%	3.8%	2.6%	2.2%
Argentina	9.2%	8.4%	7.0%	2.7%	2.4%	2.1%	1.9%
Chile	8.5%	7.8%	6.6%	2.5%	2.2%	1.9%	1.7%
Brazil	10.9%	8.6%	5.6%	5.3%	2.9%	2.2%	2.0%
Other	8.9%	10.5%	8.1%	6.5%	4.4%	4.0%	3.3%
<b>Latin America</b>	<b>11.1%</b>	<b>9.7%</b>	<b>7.4%</b>	<b>5.9%</b>	<b>4.3%</b>	<b>3.6%</b>	<b>3.2%</b>
<b>Internet user penetration (% of population in each group)</b>							
Chile	62.4%	66.7%	70.5%	71.7%	72.7%	73.5%	74.2%
Argentina	58.7%	63.0%	66.8%	68.0%	69.0%	69.8%	70.5%
Colombia	53.0%	57.3%	61.1%	62.3%	64.0%	65.0%	65.8%
Brazil	49.3%	53.1%	55.7%	58.2%	59.5%	60.3%	61.1%
Mexico	44.9%	49.7%	53.8%	57.8%	61.2%	64.5%	67.4%
Peru	43.5%	48.1%	52.6%	57.1%	61.1%	64.3%	67.3%
Other	36.1%	39.5%	42.2%	44.4%	45.8%	47.1%	48.1%
<b>Latin America</b>	<b>46.3%</b>	<b>50.3%</b>	<b>53.5%</b>	<b>56.1%</b>	<b>58.0%</b>	<b>59.5%</b>	<b>60.9%</b>

Note: individuals of any age who use the internet from any location via any device at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Internet Users and Penetration in the Middle East & Africa, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Internet users (millions)</b>							
Nigeria	51.8	57.7	63.2	69.1	76.2	84.3	93.0
Egypt	34.1	36.0	38.3	40.9	43.9	47.4	50.7
South Africa	20.1	22.7	25.0	27.2	29.2	30.9	32.5
Saudi Arabia	14.8	16.1	17.5	18.9	20.0	21.2	22.3
United Arab Emirates	3.9	4.2	4.4	4.6	4.8	4.9	5.1
Other	227.0	248.6	268.5	291.3	316.8	343.9	371.2
<b>Middle East &amp; Africa</b>	<b>351.8</b>	<b>385.3</b>	<b>416.9</b>	<b>451.9</b>	<b>490.9</b>	<b>532.6</b>	<b>574.8</b>
<b>Internet user growth (% change)</b>							
South Africa	18.2%	12.8%	10.5%	8.8%	7.2%	5.9%	5.1%
Nigeria	21.0%	11.3%	9.5%	9.3%	10.3%	10.6%	10.4%
Saudi Arabia	13.7%	8.9%	8.4%	7.9%	6.0%	5.8%	5.3%
Egypt	13.2%	5.6%	6.3%	6.8%	7.4%	7.8%	7.0%
United Arab Emirates	9.1%	7.1%	5.4%	3.9%	3.8%	3.7%	3.0%
Other	17.5%	9.5%	8.0%	8.5%	8.8%	8.5%	7.9%
<b>Middle East &amp; Africa</b>	<b>17.3%</b>	<b>9.5%</b>	<b>8.2%</b>	<b>8.4%</b>	<b>8.6%</b>	<b>8.5%</b>	<b>7.9%</b>
<b>Internet user penetration (% of population in each group)</b>							
United Arab Emirates	71.6%	74.6%	76.6%	77.6%	78.6%	79.6%	80.2%
Saudi Arabia	55.0%	59.0%	63.0%	67.0%	70.0%	73.0%	75.8%
South Africa	41.3%	46.8%	51.8%	56.3%	60.3%	63.8%	67.0%
Egypt	40.0%	41.5%	43.3%	45.4%	48.0%	50.8%	53.5%
Nigeria	30.0%	32.6%	34.8%	37.1%	40.0%	43.1%	46.5%
Other	22.4%	23.9%	25.3%	26.8%	28.5%	30.2%	31.9%
<b>Middle East &amp; Africa</b>	<b>26.0%</b>	<b>27.8%</b>	<b>29.5%</b>	<b>31.3%</b>	<b>33.2%</b>	<b>35.3%</b>	<b>37.3%</b>

Note: individuals of any age who use the internet from any location via any device at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Internet Users and Penetration in North America, by Country, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Internet users (millions)</b>							
US*	246.0	253.1	259.7	265.6	270.6	274.5	276.9
Canada	27.7	28.3	28.9	29.3	30.0	30.4	30.8
<b>North America</b>	<b>273.7</b>	<b>281.4</b>	<b>288.7</b>	<b>294.9</b>	<b>300.5</b>	<b>304.9</b>	<b>307.6</b>
<b>Internet user growth (% change)</b>							
US*	3.5%	2.9%	2.6%	2.2%	1.9%	1.5%	0.9%
Canada	2.1%	2.2%	2.2%	1.3%	2.2%	1.4%	1.2%
<b>North America</b>	<b>3.3%</b>	<b>2.8%</b>	<b>2.6%</b>	<b>2.2%</b>	<b>1.9%</b>	<b>1.5%</b>	<b>0.9%</b>
<b>Internet user penetration (% of population in each group)</b>							
US*	77.7%	79.4%	80.8%	82.0%	82.8%	83.4%	83.4%
Canada	78.7%	79.7%	80.6%	81.0%	81.9%	82.4%	82.4%
<b>North America</b>	<b>77.8%</b>	<b>79.4%</b>	<b>80.8%</b>	<b>81.9%</b>	<b>82.7%</b>	<b>83.3%</b>	<b>83.3%</b>

Note: individuals of any age who use the internet from any location via any device at least once per month; numbers may not add up to total due to rounding; \*forecast from Feb 2015

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Internet Users and Penetration in Western Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Internet users (millions)</b>						
Germany	62.2	63.0	63.6	64.1	64.3	64.7
UK	50.1	51.3	52.5	53.7	54.5	55.3
France	47.8	48.7	49.5	50.2	50.7	51.2
Italy	35.8	36.2	37.2	37.5	37.7	37.8
Spain	31.6	32.3	33.0	33.5	33.9	34.2
Netherlands	14.3	14.6	14.6	14.7	14.8	14.8
Sweden	8.1	8.1	8.2	8.3	8.3	8.4
Switzerland	6.7	6.9	7.0	7.1	7.3	7.4
Denmark	4.7	4.8	4.9	4.9	4.9	4.9
Norway	4.5	4.5	4.6	4.6	4.7	4.7
Finland	4.4	4.4	4.5	4.5	4.6	4.6
Ireland	3.7	3.8	3.9	4.0	4.1	4.2
Other	28.3	28.7	29.2	29.5	29.7	29.9
<b>Western Europe</b>	<b>302.1</b>	<b>307.5</b>	<b>312.7</b>	<b>316.5</b>	<b>319.4</b>	<b>322.1</b>

### Internet user growth (% change)

Ireland	3.9%	2.5%	2.5%	2.3%	2.3%	2.2%
UK	2.8%	2.5%	2.3%	2.1%	1.6%	1.4%
Spain	3.8%	2.3%	2.1%	1.4%	1.2%	1.1%
Switzerland	2.0%	2.0%	1.9%	1.9%	1.7%	1.6%
France	2.4%	1.9%	1.6%	1.4%	1.1%	0.9%
Netherlands	1.6%	1.6%	0.4%	0.4%	0.4%	0.4%
Germany	1.7%	1.4%	1.0%	0.7%	0.4%	0.5%
Denmark	1.4%	1.4%	1.4%	0.2%	0.2%	0.2%
Italy	3.7%	1.3%	2.6%	0.7%	0.5%	0.5%
Norway	2.4%	1.2%	1.1%	1.0%	1.0%	0.9%
Finland	1.3%	1.2%	1.1%	1.0%	0.9%	0.8%
Sweden	2.0%	0.8%	0.8%	0.8%	0.8%	0.8%
Other	1.9%	1.6%	1.6%	1.1%	0.7%	0.6%

**Western Europe 2.5% 1.8% 1.7% 1.2% 0.9% 0.8%**

### Internet user penetration (% of population in each group)

Norway	87.0%	87.0%	87.0%	87.0%	87.0%	87.0%
Denmark	85.0%	86.0%	87.0%	87.0%	87.0%	87.0%
Netherlands	85.0%	86.0%	86.0%	86.0%	86.0%	86.0%
Switzerland	83.7%	84.7%	85.7%	86.7%	87.6%	88.4%
Finland	82.9%	83.9%	84.8%	85.6%	86.4%	87.1%
Sweden	83.1%	83.1%	83.1%	83.1%	83.1%	83.1%
UK	77.4%	78.8%	80.0%	81.0%	81.7%	82.2%
Ireland	77.0%	78.0%	79.0%	79.9%	80.8%	81.7%
Germany	76.8%	77.9%	78.8%	79.5%	79.9%	80.3%
France	75.3%	76.4%	77.3%	78.1%	78.6%	79.1%
Spain	66.2%	67.1%	67.9%	68.3%	68.6%	68.9%
Italy	58.0%	58.6%	60.0%	60.3%	60.5%	60.7%
Other	67.2%	68.2%	69.3%	70.0%	70.5%	71.0%

**Western Europe 72.6% 73.6% 74.6% 75.2% 75.6% 76.0%**

Note: individuals of any age who use the internet from any location via any device at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, July 2015

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## Internet User Metrics in China, by Age, 2013-2019

millions, % penetration and % share

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>6.6</b>	<b>7.4</b>	<b>7.7</b>	<b>8.0</b>	<b>8.2</b>	<b>8.4</b>	<b>8.7</b>
—% of population	3.6%	4.0%	4.2%	4.3%	4.4%	4.5%	4.6%
—% share	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.0%
<b>12-17</b>	<b>65.3</b>	<b>68.8</b>	<b>71.4</b>	<b>73.2</b>	<b>75.4</b>	<b>78.0</b>	<b>80.0</b>
—% of population	63.8%	70.0%	75.1%	79.0%	83.0%	87.0%	90.0%
—% share	10.6%	10.6%	10.6%	10.5%	10.2%	10.0%	9.7%
<b>18-24</b>	<b>118.6</b>	<b>118.6</b>	<b>118.6</b>	<b>118.6</b>	<b>118.6</b>	<b>118.6</b>	<b>118.6</b>
—% of population	77.0%	80.2%	85.0%	88.0%	91.0%	94.2%	98.0%
—% share	19.2%	18.3%	17.6%	16.9%	16.1%	15.2%	14.3%
<b>25-34</b>	<b>176.3</b>	<b>185.9</b>	<b>194.3</b>	<b>201.1</b>	<b>207.2</b>	<b>212.3</b>	<b>216.7</b>
—% of population	84.0%	86.2%	87.2%	88.8%	92.8%	95.2%	97.0%
—% share	28.5%	28.7%	28.8%	28.7%	28.1%	27.3%	26.2%
<b>35-44</b>	<b>140.9</b>	<b>147.0</b>	<b>152.6</b>	<b>157.0</b>	<b>162.9</b>	<b>169.4</b>	<b>176.6</b>
—% of population	62.8%	68.0%	73.0%	78.0%	81.1%	86.0%	91.2%
—% share	22.8%	22.7%	22.6%	22.4%	22.1%	21.8%	21.4%
<b>45-54</b>	<b>77.6</b>	<b>84.5</b>	<b>91.0</b>	<b>99.3</b>	<b>113.4</b>	<b>131.0</b>	<b>153.5</b>
—% of population	39.6%	40.6%	41.5%	42.6%	47.1%	55.0%	65.0%
—% share	12.6%	13.1%	13.5%	14.2%	15.4%	16.8%	18.6%
<b>55-64</b>	<b>26.1</b>	<b>27.8</b>	<b>29.1</b>	<b>31.3</b>	<b>36.7</b>	<b>44.0</b>	<b>54.0</b>
—% of population	17.1%	18.1%	19.1%	21.0%	24.8%	28.0%	33.0%
—% share	4.2%	4.3%	4.3%	4.5%	5.0%	5.7%	6.5%
<b>65+</b>	<b>6.2</b>	<b>7.7</b>	<b>9.6</b>	<b>11.7</b>	<b>13.9</b>	<b>16.4</b>	<b>19.2</b>
—% of population	4.9%	5.9%	7.0%	8.2%	9.3%	10.5%	11.7%
—% share	1.0%	1.2%	1.4%	1.7%	1.9%	2.1%	2.3%
<b>Total</b>	<b>617.6</b>	<b>647.7</b>	<b>674.3</b>	<b>700.1</b>	<b>736.2</b>	<b>778.2</b>	<b>827.2</b>
—% of population	45.8%	47.8%	49.5%	51.2%	53.7%	56.5%	59.9%

Note: individuals who use the internet from any location via any device at least once per month; excludes Hong Kong

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Internet User Metrics in China, by Gender, 2013-2019

millions, % of population in each group and % of total

	2013	2014	2015	2016	2017	2018	2019
<b>Male</b>	<b>347.4</b>	<b>365.6</b>	<b>380.9</b>	<b>394.7</b>	<b>412.5</b>	<b>433.3</b>	<b>459.0</b>
—% of population	50.0%	52.4%	54.4%	56.2%	58.5%	61.3%	64.8%
—% of total	56.3%	56.4%	56.5%	56.4%	56.0%	55.7%	55.5%
<b>Female</b>	<b>270.2</b>	<b>282.2</b>	<b>293.4</b>	<b>305.4</b>	<b>323.8</b>	<b>344.8</b>	<b>368.3</b>
—% of population	41.3%	42.9%	44.4%	46.0%	48.5%	51.5%	54.8%
—% of total	43.7%	43.6%	43.5%	43.6%	44.0%	44.3%	44.5%
<b>Total</b>	<b>617.6</b>	<b>647.7</b>	<b>674.3</b>	<b>700.1</b>	<b>736.2</b>	<b>778.2</b>	<b>827.2</b>
—% of population	45.8%	47.8%	49.5%	51.2%	53.7%	56.5%	59.9%

Note: individuals of any age who use the internet from any location via any device at least once per month; excludes Hong Kong; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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www.eMarketer.com



## Internet User Metrics in Canada, by Age, 2013-2019

millions, % penetration and % share

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>2.1</b>	<b>2.3</b>	<b>2.4</b>	<b>2.4</b>	<b>2.6</b>	<b>2.6</b>	<b>2.7</b>
—% of population	47.5%	49.1%	50.6%	52.1%	53.5%	54.9%	55.1%
—% share	7.7%	8.0%	8.2%	8.3%	8.6%	8.7%	8.8%
<b>12-17</b>	<b>2.3</b>	<b>2.2</b>	<b>2.2</b>	<b>2.2</b>	<b>2.2</b>	<b>2.2</b>	<b>2.3</b>
—% of population	94.2%	96.2%	97.3%	97.6%	97.7%	97.8%	97.9%
—% share	8.2%	7.8%	7.7%	7.7%	7.5%	7.4%	7.6%
<b>18-24</b>	<b>3.3</b>	<b>3.3</b>	<b>3.3</b>	<b>3.2</b>	<b>3.3</b>	<b>3.2</b>	<b>3.2</b>
—% of population	95.7%	96.5%	97.4%	98.0%	98.9%	99.7%	99.7%
—% share	11.7%	11.6%	11.4%	11.0%	10.9%	10.5%	10.4%
<b>25-34</b>	<b>4.6</b>	<b>4.7</b>	<b>4.8</b>	<b>4.9</b>	<b>4.9</b>	<b>5.0</b>	<b>5.0</b>
—% of population	95.6%	96.3%	96.7%	97.3%	97.6%	98.0%	98.3%
—% share	16.6%	16.7%	16.7%	16.6%	16.3%	16.4%	16.3%
<b>35-44</b>	<b>4.4</b>	<b>4.4</b>	<b>4.5</b>	<b>4.6</b>	<b>4.7</b>	<b>4.8</b>	<b>4.9</b>
—% of population	94.4%	94.5%	94.6%	95.3%	96.7%	98.0%	98.2%
—% share	16.0%	15.7%	15.7%	15.6%	15.8%	15.8%	16.0%
<b>45-54</b>	<b>4.6</b>	<b>4.7</b>	<b>4.7</b>	<b>4.7</b>	<b>4.7</b>	<b>4.7</b>	<b>4.6</b>
—% of population	87.6%	88.8%	90.0%	91.2%	92.7%	94.5%	94.8%
—% share	16.8%	16.6%	16.2%	15.9%	15.8%	15.5%	15.1%
<b>55-64</b>	<b>3.7</b>	<b>3.9</b>	<b>4.0</b>	<b>4.2</b>	<b>4.3</b>	<b>4.4</b>	<b>4.4</b>
—% of population	81.0%	82.5%	83.0%	83.5%	84.0%	84.5%	85.0%
—% share	13.5%	13.7%	13.8%	14.2%	14.3%	14.5%	14.4%
<b>65+</b>	<b>2.6</b>	<b>2.8</b>	<b>3.0</b>	<b>3.1</b>	<b>3.3</b>	<b>3.4</b>	<b>3.5</b>
—% of population	49.0%	50.0%	51.0%	52.0%	52.5%	53.0%	53.4%
—% share	9.6%	9.9%	10.2%	10.6%	10.9%	11.2%	11.5%
<b>Total</b>	<b>27.7</b>	<b>28.3</b>	<b>28.9</b>	<b>29.3</b>	<b>30.0</b>	<b>30.4</b>	<b>30.8</b>
—% of population	78.7%	79.7%	80.6%	81.0%	81.9%	82.4%	82.4%

Note: individuals who use the internet from any location via any device at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Internet User Metrics in France, by Age, 2013-2019

millions, % penetration and % share

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>4.0</b>	<b>4.1</b>	<b>4.2</b>	<b>4.4</b>	<b>4.5</b>	<b>4.6</b>	<b>4.7</b>
—% of population	43.4%	45.0%	46.4%	47.8%	49.2%	50.8%	52.1%
—% share	8.5%	8.6%	8.7%	8.8%	8.9%	9.1%	9.2%
<b>12-17</b>	<b>4.2</b>	<b>4.3</b>	<b>4.4</b>	<b>4.5</b>	<b>4.5</b>	<b>4.6</b>	<b>4.6</b>
—% of population	91.9%	94.1%	94.5%	94.9%	95.3%	95.7%	96.1%
—% share	9.0%	9.1%	9.0%	9.0%	9.0%	9.0%	8.9%
<b>18-24</b>	<b>5.1</b>	<b>5.1</b>	<b>5.1</b>	<b>5.0</b>	<b>5.0</b>	<b>5.0</b>	<b>5.1</b>
—% of population	95.2%	95.6%	96.0%	96.1%	96.2%	96.2%	96.2%
—% share	10.9%	10.6%	10.4%	10.2%	10.0%	10.0%	10.0%
<b>25-34</b>	<b>7.3</b>	<b>7.4</b>	<b>7.5</b>	<b>7.5</b>	<b>7.5</b>	<b>7.5</b>	<b>7.5</b>
—% of population	91.2%	91.9%	93.0%	93.9%	94.1%	94.7%	94.9%
—% share	15.6%	15.5%	15.4%	15.2%	15.0%	14.8%	14.7%
<b>35-44</b>	<b>7.5</b>	<b>7.5</b>	<b>7.5</b>	<b>7.6</b>	<b>7.7</b>	<b>7.7</b>	<b>7.6</b>
—% of population	88.7%	89.5%	90.5%	91.9%	93.3%	93.7%	93.9%
—% share	16.0%	15.6%	15.4%	15.4%	15.3%	15.2%	14.9%
<b>45-54</b>	<b>7.2</b>	<b>7.4</b>	<b>7.5</b>	<b>7.6</b>	<b>7.7</b>	<b>7.8</b>	<b>7.8</b>
—% of population	84.7%	86.5%	88.0%	88.9%	89.3%	89.7%	90.2%
—% share	15.5%	15.5%	15.5%	15.4%	15.3%	15.3%	15.2%
<b>55-64</b>	<b>6.2</b>	<b>6.4</b>	<b>6.5</b>	<b>6.5</b>	<b>6.6</b>	<b>6.7</b>	<b>6.7</b>
—% of population	77.2%	79.4%	80.7%	81.4%	82.3%	82.7%	83.0%
—% share	13.3%	13.3%	13.3%	13.2%	13.2%	13.1%	13.1%
<b>65+</b>	<b>5.2</b>	<b>5.6</b>	<b>6.0</b>	<b>6.3</b>	<b>6.6</b>	<b>6.9</b>	<b>7.1</b>
—% of population	46.7%	49.1%	51.0%	52.4%	53.8%	54.7%	55.6%
—% share	11.1%	11.7%	12.3%	12.7%	13.2%	13.6%	13.9%
<b>Total</b>	<b>46.6</b>	<b>47.8</b>	<b>48.7</b>	<b>49.5</b>	<b>50.2</b>	<b>50.7</b>	<b>51.2</b>
—% of population	73.8%	75.3%	76.4%	77.3%	78.1%	78.6%	79.1%

Note: individuals who use the internet from any location via any device at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Internet User Metrics in Canada, by Gender, 2014-2019

millions, % of population in each group and % of total

	2014	2015	2016	2017	2018	2019
<b>Male</b>	<b>14.3</b>	<b>14.6</b>	<b>14.8</b>	<b>15.1</b>	<b>15.3</b>	<b>15.5</b>
—% of population	81.3%	82.0%	82.1%	83.4%	83.6%	83.7%
—% of total	50.6%	50.5%	50.4%	50.4%	50.3%	50.4%
<b>Female</b>	<b>14.0</b>	<b>14.3</b>	<b>14.5</b>	<b>14.9</b>	<b>15.1</b>	<b>15.3</b>
—% of population	78.1%	79.2%	79.4%	80.8%	81.1%	81.2%
—% of total	49.4%	49.5%	49.6%	49.6%	49.7%	49.6%
<b>Total</b>	<b>28.3</b>	<b>28.9</b>	<b>29.3</b>	<b>30.0</b>	<b>30.4</b>	<b>30.8</b>
—% of population	79.7%	80.6%	81.0%	81.9%	82.4%	82.4%

Note: individuals of any age who use the internet from any location via any device at least once per month

Source: eMarketer, July 2015

193531

www.eMarketer.com

## Internet User Metrics in France, by Gender, 2013-2019

millions, % of population in each group and % of total

	2013	2014	2015	2016	2017	2018	2019
<b>Female</b>	<b>23.5</b>	<b>24.3</b>	<b>24.9</b>	<b>25.4</b>	<b>25.7</b>	<b>26.0</b>	<b>26.3</b>
—% of population	72.6%	74.5%	76.1%	77.3%	78.1%	78.7%	79.2%
—% of total	50.5%	50.8%	51.1%	51.3%	51.3%	51.4%	51.4%
<b>Male</b>	<b>23.1</b>	<b>23.5</b>	<b>23.8</b>	<b>24.1</b>	<b>24.4</b>	<b>24.7</b>	<b>24.9</b>
—% of population	75.2%	76.1%	76.8%	77.3%	78.0%	78.5%	78.9%
—% of total	49.5%	49.2%	48.9%	48.7%	48.7%	48.6%	48.6%
<b>Total</b>	<b>46.6</b>	<b>47.8</b>	<b>48.7</b>	<b>49.5</b>	<b>50.2</b>	<b>50.7</b>	<b>51.2</b>
—% of population	73.8%	75.3%	76.4%	77.3%	78.1%	78.6%	79.1%

Note: individuals of any age who use the internet from any location via any device at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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**Internet User Metrics in Germany, by Age, 2013-2019**  
*millions, % penetration and % share*

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>3.3</b>	<b>3.4</b>	<b>3.5</b>	<b>3.6</b>	<b>3.7</b>	<b>3.8</b>	<b>3.9</b>
—% of population	44.8%	46.4%	47.8%	49.2%	50.6%	52.2%	53.5%
—% share	5.5%	5.5%	5.6%	5.7%	5.8%	6.0%	6.1%
<b>12-17</b>	<b>4.4</b>	<b>4.3</b>	<b>4.3</b>	<b>4.2</b>	<b>4.1</b>	<b>4.1</b>	<b>4.1</b>
—% of population	94.6%	95.5%	95.9%	96.3%	96.7%	97.1%	97.5%
—% share	7.2%	6.9%	6.8%	6.6%	6.4%	6.4%	6.3%
<b>18-24</b>	<b>5.8</b>	<b>5.7</b>	<b>5.7</b>	<b>5.6</b>	<b>5.6</b>	<b>5.5</b>	<b>5.5</b>
—% of population	96.6%	97.0%	97.4%	97.5%	97.6%	97.6%	97.6%
—% share	9.5%	9.2%	9.0%	8.8%	8.7%	8.6%	8.5%
<b>25-34</b>	<b>9.3</b>	<b>9.4</b>	<b>9.4</b>	<b>9.4</b>	<b>9.4</b>	<b>9.4</b>	<b>9.3</b>
—% of population	92.6%	93.3%	94.4%	95.3%	95.5%	96.1%	96.3%
—% share	15.2%	15.1%	15.0%	14.8%	14.7%	14.6%	14.4%
<b>35-44</b>	<b>9.0</b>	<b>8.9</b>	<b>8.9</b>	<b>9.0</b>	<b>9.2</b>	<b>9.2</b>	<b>9.4</b>
—% of population	90.1%	90.9%	91.9%	93.3%	94.7%	95.1%	95.3%
—% share	14.6%	14.3%	14.1%	14.2%	14.3%	14.3%	14.6%
<b>45-54</b>	<b>11.9</b>	<b>12.0</b>	<b>11.9</b>	<b>11.7</b>	<b>11.3</b>	<b>10.9</b>	<b>10.5</b>
—% of population	86.1%	87.9%	89.4%	90.3%	90.7%	91.1%	91.6%
—% share	19.4%	19.2%	19.0%	18.4%	17.7%	17.0%	16.3%
<b>55-64</b>	<b>8.8</b>	<b>9.2</b>	<b>9.6</b>	<b>9.9</b>	<b>10.3</b>	<b>10.6</b>	<b>10.8</b>
—% of population	78.6%	80.8%	82.1%	82.8%	83.7%	84.1%	84.4%
—% share	14.4%	14.9%	15.3%	15.6%	16.1%	16.5%	16.8%
<b>65+</b>	<b>8.7</b>	<b>9.3</b>	<b>9.7</b>	<b>10.1</b>	<b>10.5</b>	<b>10.8</b>	<b>11.1</b>
—% of population	48.1%	50.5%	52.4%	53.8%	55.2%	56.1%	57.0%
—% share	14.2%	14.9%	15.4%	15.9%	16.4%	16.8%	17.2%
<b>Total</b>	<b>61.1</b>	<b>62.2</b>	<b>63.0</b>	<b>63.6</b>	<b>64.1</b>	<b>64.3</b>	<b>64.7</b>
—% of population	75.4%	76.8%	77.9%	78.8%	79.5%	79.9%	80.3%

Note: individuals who use the internet from any location via any device at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

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**Internet User Metrics in Germany, by Gender, 2013-2019**

*millions, % of population in each group and % of total*

	2013	2014	2015	2016	2017	2018	2019
<b>Female</b>	<b>30.5</b>	<b>31.2</b>	<b>31.8</b>	<b>32.3</b>	<b>32.5</b>	<b>32.6</b>	<b>32.8</b>
—% of population	73.9%	75.8%	77.4%	78.5%	79.3%	79.7%	80.1%
—% of total	49.9%	50.2%	50.5%	50.7%	50.7%	50.7%	50.7%
<b>Male</b>	<b>30.6</b>	<b>30.9</b>	<b>31.2</b>	<b>31.4</b>	<b>31.6</b>	<b>31.7</b>	<b>31.9</b>
—% of population	76.9%	77.8%	78.5%	79.0%	79.7%	80.2%	80.6%
—% of total	50.1%	49.8%	49.5%	49.3%	49.3%	49.3%	49.3%
<b>Total</b>	<b>61.1</b>	<b>62.2</b>	<b>63.0</b>	<b>63.6</b>	<b>64.1</b>	<b>64.3</b>	<b>64.7</b>
—% of population	75.4%	76.8%	77.9%	78.8%	79.5%	79.9%	80.3%

Note: individuals of any age who use the internet from any location via any device at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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**Internet User Metrics in Mexico, by Age, 2013-2019**  
*millions, % penetration and % share*

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>5.9</b>	<b>7.4</b>	<b>8.9</b>	<b>10.4</b>	<b>11.9</b>	<b>13.4</b>	<b>15.0</b>
—% of population	22.0%	27.8%	33.3%	39.0%	44.6%	50.5%	56.5%
—% share	11.1%	12.5%	13.7%	14.7%	15.7%	16.7%	17.6%
<b>12-17</b>	<b>10.9</b>	<b>11.3</b>	<b>11.6</b>	<b>11.8</b>	<b>11.9</b>	<b>12.0</b>	<b>12.1</b>
—% of population	81.0%	84.0%	86.0%	88.0%	89.0%	90.0%	91.0%
—% share	20.6%	19.1%	17.8%	16.7%	15.7%	14.9%	14.3%
<b>18-24</b>	<b>11.5</b>	<b>12.0</b>	<b>12.5</b>	<b>12.9</b>	<b>13.2</b>	<b>13.4</b>	<b>13.5</b>
—% of population	77.0%	80.0%	82.6%	85.1%	87.0%	88.0%	89.0%
—% share	21.6%	20.2%	19.2%	18.3%	17.5%	16.7%	15.9%
<b>25-34</b>	<b>10.0</b>	<b>11.8</b>	<b>13.2</b>	<b>14.9</b>	<b>16.0</b>	<b>16.9</b>	<b>17.7</b>
—% of population	54.0%	62.8%	70.0%	78.0%	83.0%	87.0%	90.0%
—% share	18.9%	19.8%	20.3%	21.0%	21.1%	21.0%	20.8%
<b>35-44</b>	<b>7.7</b>	<b>9.0</b>	<b>10.1</b>	<b>11.0</b>	<b>12.1</b>	<b>13.3</b>	<b>14.5</b>
—% of population	47.0%	54.0%	60.0%	65.0%	71.0%	77.5%	83.6%
—% share	14.5%	15.1%	15.5%	15.6%	16.0%	16.6%	17.0%
<b>45-54</b>	<b>4.4</b>	<b>4.9</b>	<b>5.3</b>	<b>5.7</b>	<b>6.1</b>	<b>6.5</b>	<b>6.9</b>
—% of population	36.0%	38.3%	40.5%	42.5%	44.4%	46.1%	47.5%
—% share	8.4%	8.2%	8.1%	8.1%	8.1%	8.1%	8.1%
<b>55-64</b>	<b>2.0</b>	<b>2.3</b>	<b>2.7</b>	<b>3.0</b>	<b>3.3</b>	<b>3.6</b>	<b>3.9</b>
—% of population	24.9%	27.8%	30.5%	33.0%	35.3%	37.4%	39.3%
—% share	3.8%	3.9%	4.1%	4.2%	4.4%	4.5%	4.6%
<b>65+</b>	<b>0.6</b>	<b>0.7</b>	<b>0.9</b>	<b>1.0</b>	<b>1.1</b>	<b>1.2</b>	<b>1.4</b>
—% of population	7.7%	9.1%	10.4%	11.5%	12.5%	13.4%	14.3%
—% share	1.1%	1.2%	1.3%	1.4%	1.5%	1.5%	1.6%
<b>Total</b>	<b>53.1</b>	<b>59.4</b>	<b>65.1</b>	<b>70.7</b>	<b>75.7</b>	<b>80.4</b>	<b>84.9</b>
—% of population	44.9%	49.7%	53.8%	57.8%	61.2%	64.5%	67.4%

Note: individuals who use the internet from any location via any device at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

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**Internet User Metrics in Mexico, by Gender, 2013-2019**

*millions, % of population in each group and % of total*

	2013	2014	2015	2016	2017	2018	2019
<b>Male</b>	<b>28.0</b>	<b>31.0</b>	<b>33.7</b>	<b>36.4</b>	<b>38.7</b>	<b>41.0</b>	<b>43.1</b>
—% of population	48.4%	53.1%	57.1%	61.0%	64.3%	67.4%	70.3%
—% of total	52.7%	52.2%	51.8%	51.5%	51.2%	50.9%	50.8%
<b>Female</b>	<b>25.1</b>	<b>28.4</b>	<b>31.3</b>	<b>34.3</b>	<b>36.9</b>	<b>39.5</b>	<b>41.8</b>
—% of population	41.5%	46.4%	50.6%	54.7%	58.3%	61.7%	64.7%
—% of total	47.3%	47.8%	48.2%	48.5%	48.8%	49.1%	49.2%
<b>Total</b>	<b>53.1</b>	<b>59.4</b>	<b>65.1</b>	<b>70.7</b>	<b>75.7</b>	<b>80.4</b>	<b>84.9</b>
—% of population	44.9%	49.7%	53.8%	57.8%	61.2%	64.5%	67.4%

Note: individuals of any age who use the internet from any location via any device at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

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# MOBILE CONNECTIONS

## Mobile Connections Worldwide, by Country, 2013-2019 millions

	2013	2014	2015	2016	2017	2018	2019
China*	1,229.0	1,286.0	1,340.7	1,386.2	1,421.6	1,447.0	1,467.9
India	886.3	944.0	986.4	1,019.3	1,046.5	1,070.9	1,092.3
US**	336.0	346.1	351.3	356.2	360.8	365.1	369.5
Indonesia	314.0	327.2	337.9	348.7	359.6	369.2	376.2
Brazil	271.1	281.7	291.6	300.3	306.3	309.4	311.9
Russia	241.8	250.4	257.5	264.6	270.1	275.0	276.8
Japan	136.0	144.0	147.6	150.6	153.1	155.4	155.4
Germany	113.7	114.3	114.7	115.1	115.3	115.6	115.8
Mexico	103.6	106.2	108.3	110.4	111.7	113.0	114.3
Italy	91.8	91.9	92.4	92.8	93.1	93.4	93.6
UK**	83.1	83.8	84.5	85.1	85.7	86.1	86.5
France	71.6	73.7	74.9	76.0	76.9	77.7	78.5
Argentina	60.6	62.5	63.8	64.7	65.4	66.0	66.4
South Korea	54.7	55.8	56.3	56.9	57.3	57.8	58.2
Spain	52.0	50.6	49.8	49.3	49.0	48.9	48.9
Australia	31.1	32.0	32.8	33.6	34.3	35.0	35.7
Canada	28.4	29.5	30.5	31.3	32.0	32.7	33.4
Netherlands	21.9	21.8	22.0	22.2	22.5	22.8	23.1
Sweden	14.2	14.3	14.4	14.5	14.6	14.6	14.7
Finland	9.3	9.4	9.5	9.6	9.6	9.7	9.7
Denmark	8.3	8.2	8.3	8.3	8.3	8.3	8.3
Norway	5.9	5.9	6.0	6.0	6.1	6.1	6.2

Note: includes the total number of mobile connections, for mobile phones as well as for nonvoice devices, such as ereaders, internet access devices (e.g., mobile Wi-Fi hotspots, netbooks and wireless modem cards), tablets and telematics systems; \*excludes Hong Kong; \*\*forecast from Feb 2015 Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Mobile Connection Penetration Worldwide, by Country, 2013-2019

% of population

	2013	2014	2015	2016	2017	2018	2019
Russia	169.7%	175.8%	180.8%	185.9%	189.9%	193.5%	195.0%
Finland	176.8%	178.4%	179.8%	181.2%	182.5%	183.5%	184.3%
Italy	149.3%	149.0%	149.5%	149.7%	149.8%	150.0%	150.1%
Denmark	148.5%	147.9%	147.8%	148.1%	148.2%	148.2%	148.0%
Sweden	147.2%	147.4%	147.4%	147.0%	146.6%	145.8%	144.9%
Argentina	142.2%	145.4%	146.9%	147.6%	147.9%	147.9%	147.7%
Australia	139.7%	142.1%	144.2%	146.1%	147.8%	149.2%	150.4%
Brazil	134.9%	139.0%	142.7%	145.9%	147.7%	148.1%	148.3%
Germany	140.2%	141.1%	141.9%	142.5%	143.0%	143.6%	143.8%
Indonesia	125.0%	129.0%	132.0%	135.0%	138.0%	140.5%	142.0%
UK*	129.5%	129.6%	129.6%	129.5%	129.3%	128.9%	128.5%
Netherlands	130.3%	129.3%	129.5%	130.3%	131.5%	132.9%	134.1%
France	113.3%	116.2%	117.5%	118.7%	119.7%	120.5%	121.3%
Japan	106.9%	113.3%	116.3%	118.8%	121.1%	123.2%	123.5%
Norway	115.3%	115.1%	114.9%	114.7%	114.3%	114.0%	113.6%
South Korea	111.7%	113.7%	114.7%	115.7%	116.5%	117.3%	117.9%
US*	106.2%	108.6%	109.3%	109.9%	110.5%	110.9%	111.3%
Spain	109.8%	106.0%	103.4%	101.5%	100.1%	99.2%	98.4%
China**	91.1%	94.9%	98.5%	101.4%	103.6%	105.1%	106.3%
Mexico	87.5%	88.7%	89.5%	90.3%	90.4%	90.6%	90.8%
Canada	80.7%	83.1%	85.0%	86.5%	87.5%	88.6%	89.5%
India	72.6%	76.4%	78.8%	80.5%	81.6%	82.6%	83.3%

Note: includes the total number of mobile connections, for mobile phones as well as for nonvoice devices, such as ereaders, internet access devices (e.g., mobile Wi-Fi hotspots, netbooks and wireless modem cards), tablets and telematics systems; \*forecast from Feb 2015; \*\*excludes Hong Kong Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Mobile Connection Growth Worldwide, by Country, 2013-2019

% change

	2013	2014	2015	2016	2017	2018	2019
India	2.5%	6.5%	4.5%	3.3%	2.7%	2.3%	2.0%
China*	10.5%	4.6%	4.3%	3.4%	2.6%	1.8%	1.4%
Brazil	3.5%	3.9%	3.5%	3.0%	2.0%	1.0%	0.8%
Canada	4.0%	3.9%	3.4%	2.6%	2.2%	2.2%	2.1%
Indonesia	5.2%	4.2%	3.3%	3.2%	3.1%	2.7%	1.9%
Russia	5.4%	3.5%	2.8%	2.7%	2.1%	1.8%	0.6%
Australia	3.0%	2.8%	2.6%	2.4%	2.2%	2.0%	1.8%
Japan	6.1%	5.9%	2.5%	2.0%	1.7%	1.5%	0.0%
Argentina	3.4%	3.2%	2.0%	1.4%	1.1%	0.9%	0.7%
Mexico	3.0%	2.5%	2.0%	1.9%	1.2%	1.2%	1.1%
France	5.0%	3.0%	1.5%	1.5%	1.2%	1.1%	1.0%
US**	3.1%	3.0%	1.5%	1.4%	1.3%	1.2%	1.2%
South Korea	2.0%	2.0%	1.0%	1.0%	0.8%	0.8%	0.6%
Norway	1.1%	1.1%	1.0%	0.9%	0.7%	0.7%	0.6%
Sweden	1.8%	0.9%	0.8%	0.5%	0.5%	0.3%	0.2%
Finland	0.1%	1.0%	0.8%	0.8%	0.7%	0.6%	0.4%
UK**	-0.4%	0.9%	0.8%	0.7%	0.6%	0.5%	0.4%
Italy	-0.7%	0.1%	0.6%	0.4%	0.3%	0.3%	0.2%
Netherlands	-2.5%	-0.4%	0.6%	1.0%	1.3%	1.5%	1.3%
Germany	0.5%	0.5%	0.4%	0.3%	0.2%	0.2%	0.2%
Denmark	-0.7%	-0.2%	0.2%	0.4%	0.3%	0.2%	0.1%
Spain	-1.5%	-2.7%	-1.6%	-1.0%	-0.6%	-0.2%	0.0%

Note: includes the total number of mobile connections, for mobile phones as well as for nonvoice devices, such as ereaders, internet access devices (e.g., mobile Wi-Fi hotspots, netbooks and wireless modem cards), tablets and telematics systems; \*excludes Hong Kong; \*\*forecast from Feb 2015  
Source: eMarketer, April 2015; confirmed and republished, July 2015

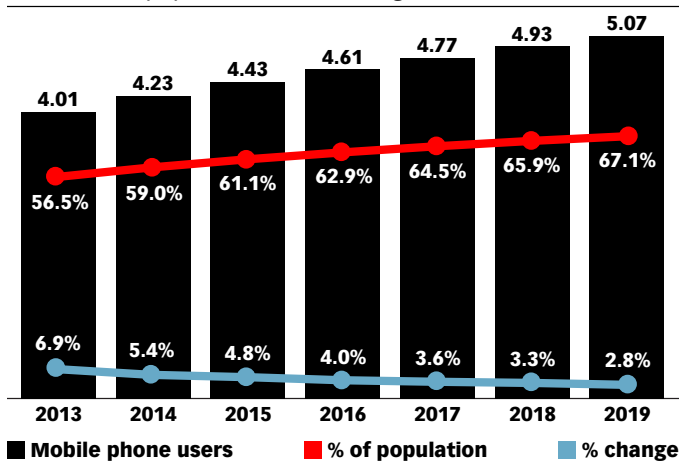
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## MOBILE PHONE USERS

### Mobile Phone Users and Penetration Worldwide, 2013-2019

billions, % of population and % change



Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month  
Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Mobile Phone User Metrics Worldwide, by Region, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone users (millions)</b>							
Asia-Pacific	2,236.2	2,379.2	2,507.4	2,614.3	2,713.3	2,803.8	2,882.1
Middle East & Africa	520.9	562.9	606.2	653.2	699.7	745.1	789.2
Latin America	370.5	385.1	396.6	406.2	415.2	423.3	430.7
Western Europe	324.9	330.0	334.5	338.5	341.9	344.8	347.4
Central & Eastern Europe	283.5	290.7	297.9	303.4	308.0	311.5	314.2
North America	274.0	280.5	286.7	291.4	295.7	300.5	304.4
<b>Worldwide</b>	<b>4,010.0</b>	<b>4,228.3</b>	<b>4,429.3</b>	<b>4,607.1</b>	<b>4,773.7</b>	<b>4,929.0</b>	<b>5,067.9</b>
<b>Mobile phone user penetration (% of population)</b>							
North America	77.9%	79.2%	80.2%	80.9%	81.4%	82.1%	82.4%
Western Europe	78.4%	79.3%	80.1%	80.7%	81.2%	81.7%	82.0%
Central & Eastern Europe	65.9%	67.5%	69.1%	70.3%	71.3%	72.0%	72.6%
Latin America	61.7%	63.4%	64.7%	65.6%	66.5%	67.1%	67.7%
Asia-Pacific	56.7%	59.8%	62.5%	64.6%	66.4%	68.1%	69.4%
Middle East & Africa	38.5%	40.7%	42.8%	45.2%	47.4%	49.4%	51.2%
<b>Worldwide</b>	<b>56.5%</b>	<b>59.0%</b>	<b>61.1%</b>	<b>62.9%</b>	<b>64.5%</b>	<b>65.9%</b>	<b>67.1%</b>
<b>Mobile phone user growth (% change)</b>							
Middle East & Africa	8.9%	8.1%	7.7%	7.8%	7.1%	6.5%	5.9%
Asia-Pacific	8.4%	6.4%	5.4%	4.3%	3.8%	3.3%	2.8%
Latin America	6.0%	3.9%	3.0%	2.4%	2.2%	2.0%	1.7%
Central & Eastern Europe	3.1%	2.5%	2.5%	1.8%	1.5%	1.1%	0.9%
North America	2.2%	2.4%	2.2%	1.7%	1.5%	1.6%	1.3%
Western Europe	1.8%	1.6%	1.4%	1.2%	1.0%	0.9%	0.8%
<b>Worldwide</b>	<b>6.9%</b>	<b>5.4%</b>	<b>4.8%</b>	<b>4.0%</b>	<b>3.6%</b>	<b>3.3%</b>	<b>2.8%</b>
<b>Mobile phone user share (% of total)</b>							
Asia-Pacific	55.8%	56.3%	56.6%	56.7%	56.8%	56.9%	56.9%
Middle East & Africa	13.0%	13.3%	13.7%	14.2%	14.7%	15.1%	15.6%
Latin America	9.2%	9.1%	9.0%	8.8%	8.7%	8.6%	8.5%
Western Europe	8.1%	7.8%	7.6%	7.3%	7.2%	7.0%	6.9%
Central & Eastern Europe	7.1%	6.9%	6.7%	6.6%	6.5%	6.3%	6.2%
North America	6.8%	6.6%	6.5%	6.3%	6.2%	6.1%	6.0%

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

187813

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## Mobile Phone Users and Penetration in Asia-Pacific, by Country, 2013-2019

millions and % of population

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone users (millions)</b>							
China*	959.3	1,003.2	1,033.6	1,056.1	1,070.7	1,080.5	1,086.8
India	524.9	581.1	638.4	684.1	730.7	775.5	813.2
Indonesia	124.3	136.9	149.2	161.4	173.3	184.0	193.4
Japan	103.8	104.9	106.0	106.4	106.8	107.1	107.2
Philippines	63.4	68.1	71.6	74.7	77.2	79.2	81.0
Vietnam	51.6	54.7	57.1	59.2	61.0	62.9	64.5
Thailand	42.4	44.1	45.6	46.7	47.8	48.7	49.5
South Korea	40.2	40.5	40.8	41.1	41.4	41.6	41.9
Malaysia	19.4	20.8	21.7	22.4	23.0	23.5	23.9
Australia	17.5	18.2	18.6	19.0	19.4	19.7	20.0
Hong Kong	5.7	5.8	5.9	6.0	6.0	6.1	6.1
Singapore	4.4	4.6	4.7	4.8	4.9	5.0	5.2
Other	279.3	296.4	314.3	332.4	351.1	370.1	389.4

**Asia-Pacific 2,236.3 2,379.2 2,507.4 2,614.3 2,713.3 2,803.8 2,882.1**

### Mobile phone user penetration (% of population)

Japan	81.6%	82.6%	83.5%	84.0%	84.5%	84.9%	85.2%
South Korea	82.1%	82.6%	83.0%	83.5%	84.0%	84.5%	84.9%
Singapore	80.4%	81.8%	82.8%	83.2%	83.7%	84.1%	84.4%
Hong Kong	80.2%	81.6%	82.6%	83.0%	83.5%	84.0%	84.4%
Australia	78.5%	80.6%	81.9%	82.7%	83.4%	83.9%	84.3%
China*	71.1%	74.0%	75.9%	77.3%	78.0%	78.5%	78.7%
Malaysia	65.4%	69.1%	71.0%	72.3%	73.3%	73.7%	74.0%
Thailand	62.9%	65.0%	67.0%	68.5%	69.8%	71.0%	72.0%
Philippines	60.0%	63.2%	65.3%	66.9%	68.0%	68.6%	69.0%
Vietnam	55.8%	58.5%	60.5%	62.1%	63.5%	64.8%	65.9%
Indonesia	49.5%	54.0%	58.3%	62.5%	66.5%	70.0%	73.0%
India	43.0%	47.0%	51.0%	54.0%	57.0%	59.8%	62.0%
Other	45.5%	47.6%	49.8%	52.0%	54.2%	56.4%	58.6%

**Asia-Pacific 56.7% 59.8% 62.5% 64.6% 66.4% 68.1% 69.4%**

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; numbers may not add up to total due to rounding; \*excludes Hong Kong

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Mobile Phone Users and Penetration in Central & Eastern Europe, by Country, 2013-2019

millions and % of population

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone users (millions)</b>							
Russia	98.4	100.3	101.8	102.7	103.3	103.6	103.8
Turkey	55.9	57.8	60.0	61.8	63.2	64.3	65.1
Poland	25.8	26.7	27.7	28.2	28.5	28.8	28.9
Czech Republic	7.4	7.5	7.6	7.7	7.8	7.8	7.8
Other	96.0	98.4	100.9	103.0	105.3	107.1	108.5
<b>Central &amp; Eastern Europe</b>	<b>283.5</b>	<b>290.7</b>	<b>297.9</b>	<b>303.4</b>	<b>308.0</b>	<b>311.5</b>	<b>314.2</b>
<b>Mobile phone user penetration (% of population)</b>							
Turkey	69.2%	70.8%	72.7%	74.1%	75.0%	75.5%	75.7%
Poland	67.2%	69.5%	72.3%	73.7%	74.6%	75.5%	76.1%
Czech Republic	70.2%	71.0%	71.7%	72.3%	72.7%	72.9%	72.9%
Russia	69.1%	70.4%	71.5%	72.2%	72.6%	72.9%	73.1%
Other	60.7%	62.4%	64.1%	65.6%	67.2%	68.5%	69.6%

**Central & Eastern Europe 65.9% 67.5% 69.1% 70.3% 71.3% 72.0% 72.6%**

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Mobile Phone Users and Penetration in Latin America, by Country, 2013-2019

millions and % of population

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone users (millions)</b>							
Brazil	121.6	126.6	130.3	133.5	136.5	139.2	141.6
Mexico	74.4	78.2	81.3	83.5	85.6	87.4	89.2
Colombia	30.8	31.7	32.4	33.0	33.7	34.3	34.9
Argentina	29.4	30.0	30.7	31.3	31.9	32.4	32.9
Peru	16.6	17.7	18.5	19.0	19.6	20.0	20.4
Chile	12.4	12.6	12.8	13.0	13.2	13.4	13.5
Other	85.4	88.3	90.6	92.8	94.7	96.6	98.3
<b>Latin America</b>	<b>370.5</b>	<b>385.1</b>	<b>396.6</b>	<b>406.2</b>	<b>415.2</b>	<b>423.3</b>	<b>430.7</b>
<b>Mobile phone user penetration (% of population)</b>							
Chile	72.2%	72.8%	73.3%	73.9%	74.3%	74.6%	74.9%
Argentina	68.9%	69.7%	70.6%	71.4%	72.0%	72.5%	73.0%
Colombia	67.3%	68.6%	69.3%	70.0%	70.6%	71.2%	71.7%
Mexico	62.8%	65.3%	67.2%	68.3%	69.3%	70.1%	70.8%
Brazil	60.5%	62.5%	63.8%	64.9%	65.8%	66.7%	67.3%
Peru	55.7%	58.6%	60.7%	61.9%	63.0%	63.8%	64.4%
Other	58.5%	59.7%	60.6%	61.3%	61.9%	62.4%	62.8%

**Latin America 61.7% 63.4% 64.7% 65.6% 66.5% 67.1% 67.7%**

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Mobile Phone Users and Penetration in the Middle East & Africa, by Country, 2013-2019

millions and % of population

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone users (millions)</b>							
Nigeria	62.0	66.2	70.5	74.6	78.0	81.4	84.5
Egypt	58.1	59.7	61.2	62.7	64.0	65.3	66.6
South Africa	33.0	34.0	34.9	35.5	35.9	36.3	36.7
Saudi Arabia	18.4	19.3	20.2	21.1	21.9	22.7	23.3
United Arab Emirates	4.2	4.5	4.7	4.8	5.0	5.1	5.3
Other	345.0	379.1	414.6	454.5	494.9	534.4	572.9

**Middle East & Africa 520.9 562.9 606.2 653.2 699.7 745.1 789.2**

### Mobile phone user penetration (% of population)

United Arab Emirates	77.5%	79.1%	80.6%	81.6%	82.1%	82.5%	82.8%
Saudi Arabia	68.4%	70.8%	72.9%	74.9%	76.7%	78.3%	79.2%
South Africa	67.9%	70.3%	72.3%	73.3%	74.2%	75.0%	75.6%
Egypt	68.2%	68.7%	69.2%	69.6%	69.9%	70.1%	70.3%
Nigeria	35.9%	37.4%	38.8%	40.1%	40.9%	41.7%	42.2%
Other	34.0%	36.5%	39.0%	41.8%	44.5%	47.0%	49.3%

**Middle East & Africa 38.5% 40.7% 42.8% 45.2% 47.4% 49.4% 51.2%**

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

187830

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## Mobile Phone Users and Penetration in North America, by Country, 2013-2019

millions and % of population

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone users (millions)</b>							
US	247.2	252.8	258.0	262.2	265.9	270.4	273.8
Canada	26.8	27.7	28.7	29.2	29.8	30.1	30.6

**North America 274.0 280.5 286.7 291.4 295.7 300.5 304.4**

### Mobile phone user penetration (% of population)

US	78.1%	79.3%	80.3%	80.9%	81.4%	82.1%	82.5%
Canada	76.3%	77.9%	79.6%	80.7%	81.2%	81.7%	81.9%

**North America 77.9% 79.2% 80.2% 80.9% 81.4% 82.1% 82.4%**

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

187827

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## Mobile Phone Users and Penetration in Western Europe, by Country, 2013-2019

millions and % of population

	2013	2014	2015	2016	2017	2018	2019
<b>Mobile phone users (millions)</b>							
Germany	64.1	64.9	65.6	66.1	66.4	66.6	66.7
UK	50.4	51.2	52.0	52.8	53.5	54.2	54.9
Italy	47.9	48.7	49.4	50.1	50.7	51.3	51.7
France	47.3	48.3	49.2	50.1	50.6	51.0	51.4
Spain	38.7	39.1	39.6	40.0	40.4	40.8	41.2
Netherlands	13.3	13.5	13.7	13.9	14.0	14.2	14.3
Sweden	7.6	7.8	7.9	8.1	8.2	8.3	8.4
Switzerland	6.4	6.5	6.6	6.7	6.8	6.9	7.0
Denmark	4.6	4.7	4.7	4.8	4.8	4.8	4.9
Finland	4.5	4.5	4.5	4.6	4.6	4.6	4.6
Norway	4.4	4.5	4.5	4.6	4.6	4.7	4.7
Ireland	3.8	3.9	4.0	4.1	4.1	4.2	4.2
Other	31.9	32.3	32.6	32.9	33.1	33.3	33.4

**Western Europe 324.9 330.0 334.5 338.5 341.9 344.8 347.4**

### Mobile phone user penetration (% of population)

Norway	86.9%	87.0%	87.1%	87.2%	87.2%	87.2%	87.3%
Finland	85.9%	86.0%	86.2%	86.4%	86.5%	86.7%	86.9%
Denmark	82.6%	83.5%	84.3%	85.0%	85.7%	86.3%	86.8%
Spain	81.6%	82.0%	82.2%	82.4%	82.6%	82.8%	83.0%
Ireland	80.5%	81.1%	81.5%	81.9%	82.2%	82.4%	82.6%
Switzerland	79.5%	80.5%	81.3%	82.0%	82.5%	83.0%	83.5%
Germany	79.0%	80.2%	81.1%	81.8%	82.3%	82.7%	82.9%
Netherlands	79.0%	80.1%	80.9%	81.6%	82.2%	82.6%	83.0%
Sweden	79.0%	80.1%	80.9%	81.6%	82.1%	82.4%	82.6%
Italy	77.9%	78.9%	79.9%	80.7%	81.6%	82.4%	82.9%
UK	78.6%	79.2%	79.8%	80.4%	80.8%	81.2%	81.5%
France	74.9%	76.1%	77.3%	78.2%	78.7%	79.1%	79.4%
Other	75.9%	76.8%	77.5%	78.0%	78.6%	79.0%	79.3%

**Western Europe 78.4% 79.3% 80.1% 80.7% 81.2% 81.7% 82.0%**

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

187828

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### Mobile Phone User Metrics in China, by Age, 2013-2019

millions, % penetration and % share

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>31.3</b>	<b>36.2</b>	<b>40.3</b>	<b>43.8</b>	<b>47.0</b>	<b>49.7</b>	<b>50.1</b>
— of population	17.0%	19.6%	21.6%	23.4%	24.9%	26.2%	26.3%
— share	3.3%	3.6%	3.9%	4.2%	4.4%	4.6%	4.6%
<b>12-17</b>	<b>74.4</b>	<b>74.5</b>	<b>74.8</b>	<b>74.7</b>	<b>74.8</b>	<b>74.8</b>	<b>74.8</b>
— of population	72.8%	75.9%	78.6%	80.7%	82.3%	83.5%	84.1%
— share	7.8%	7.4%	7.2%	7.1%	7.0%	6.9%	6.9%
<b>18-24</b>	<b>135.5</b>	<b>133.1</b>	<b>126.3</b>	<b>122.6</b>	<b>119.1</b>	<b>115.6</b>	<b>111.2</b>
— of population	88.0%	90.0%	90.5%	91.0%	91.4%	91.8%	91.9%
— share	14.1%	13.3%	12.2%	11.6%	11.1%	10.7%	10.2%
<b>25-34</b>	<b>178.4</b>	<b>188.6</b>	<b>198.4</b>	<b>203.2</b>	<b>201.9</b>	<b>202.8</b>	<b>203.3</b>
— of population	85.0%	87.4%	89.0%	89.7%	90.4%	90.9%	91.0%
— share	18.6%	18.8%	19.2%	19.2%	18.9%	18.8%	18.7%
<b>35-44</b>	<b>185.9</b>	<b>184.6</b>	<b>182.8</b>	<b>178.9</b>	<b>180.8</b>	<b>177.7</b>	<b>175.0</b>
— of population	82.8%	85.3%	87.4%	88.9%	90.0%	90.2%	90.3%
— share	19.4%	18.4%	17.7%	16.9%	16.9%	16.4%	16.1%
<b>45-54</b>	<b>153.6</b>	<b>172.4</b>	<b>187.3</b>	<b>202.7</b>	<b>210.0</b>	<b>208.1</b>	<b>206.7</b>
— of population	78.4%	82.8%	85.4%	87.0%	87.2%	87.4%	87.5%
— share	16.0%	17.2%	18.1%	19.2%	19.6%	19.3%	19.0%
<b>55-64</b>	<b>113.8</b>	<b>120.2</b>	<b>121.8</b>	<b>121.3</b>	<b>121.4</b>	<b>129.1</b>	<b>136.4</b>
— of population	74.6%	78.3%	79.9%	81.3%	81.9%	82.1%	83.4%
— share	11.9%	12.0%	11.8%	11.5%	11.3%	11.9%	12.5%
<b>65+</b>	<b>86.4</b>	<b>93.6</b>	<b>101.8</b>	<b>108.9</b>	<b>115.8</b>	<b>122.7</b>	<b>129.3</b>
— of population	68.4%	71.6%	74.4%	76.6%	77.7%	78.6%	79.0%
— share	9.0%	9.3%	9.8%	10.3%	10.8%	11.4%	11.9%
<b>Total</b>	<b>959.3</b>	<b>1,003.2</b>	<b>1,033.6</b>	<b>1,056.1</b>	<b>1,070.7</b>	<b>1,080.5</b>	<b>1,086.8</b>
— of population	71.1%	74.0%	75.9%	77.3%	78.0%	78.5%	78.7%

Note: individuals who own at least one mobile phone and use the phone(s) at least once per month; excludes Hong Kong  
Source: eMarketer, April 2015; confirmed and republished, July 2015

187834

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### Mobile Phone User Metrics in China, by Gender, 2013-2019

millions, % penetration and % share

	2013	2014	2015	2016	2017	2018	2019
<b>Male</b>	<b>508.4</b>	<b>527.7</b>	<b>540.6</b>	<b>552.3</b>	<b>558.9</b>	<b>561.9</b>	<b>563.0</b>
— of population	73.2%	75.6%	77.2%	78.6%	79.3%	79.5%	79.5%
— share	53.0%	52.6%	52.3%	52.3%	52.2%	52.0%	51.8%
<b>Female</b>	<b>450.9</b>	<b>475.5</b>	<b>493.0</b>	<b>503.8</b>	<b>511.8</b>	<b>518.6</b>	<b>523.8</b>
— of population	68.9%	72.3%	74.6%	75.8%	76.7%	77.4%	77.9%
— share	47.0%	47.4%	47.7%	47.7%	47.8%	48.0%	48.2%
<b>Total</b>	<b>959.3</b>	<b>1,003.2</b>	<b>1,033.6</b>	<b>1,056.1</b>	<b>1,070.7</b>	<b>1,080.5</b>	<b>1,086.8</b>
— of population	71.1%	74.0%	75.9%	77.3%	78.0%	78.5%	78.7%

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; excludes Hong Kong  
Source: eMarketer, April 2015; confirmed and republished, July 2015

187835

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### Mobile Phone User Metrics in Canada, by Age, 2013-2019

millions, % penetration and % share

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>0.6</b>	<b>0.7</b>	<b>0.8</b>	<b>0.9</b>	<b>0.9</b>	<b>1.0</b>	<b>1.0</b>
— of population	13.2%	15.4%	16.9%	18.5%	19.4%	20.4%	20.8%
— share	2.2%	2.6%	2.8%	3.0%	3.1%	3.2%	3.3%
<b>12-17</b>	<b>2.1</b>	<b>2.1</b>	<b>2.1</b>	<b>2.1</b>	<b>2.2</b>	<b>2.2</b>	<b>2.3</b>
— of population	87.3%	89.3%	92.1%	93.4%	93.9%	94.3%	94.6%
— share	7.8%	7.4%	7.4%	7.4%	7.3%	7.2%	7.4%
<b>18-24</b>	<b>3.2</b>	<b>3.3</b>	<b>3.3</b>	<b>3.3</b>	<b>3.3</b>	<b>3.2</b>	<b>3.2</b>
— of population	95.2%	96.1%	97.5%	98.5%	98.9%	99.1%	99.3%
— share	12.1%	11.8%	11.6%	11.1%	11.0%	10.5%	10.4%
<b>25-34</b>	<b>4.6</b>	<b>4.7</b>	<b>4.9</b>	<b>4.9</b>	<b>4.9</b>	<b>5.0</b>	<b>5.1</b>
— of population	95.0%	95.7%	97.0%	98.0%	98.6%	98.9%	99.1%
— share	17.0%	16.9%	16.9%	16.8%	16.6%	16.7%	16.5%
<b>35-44</b>	<b>4.2</b>	<b>4.3</b>	<b>4.4</b>	<b>4.5</b>	<b>4.6</b>	<b>4.6</b>	<b>4.7</b>
— of population	89.5%	91.0%	92.1%	93.0%	93.5%	93.8%	94.0%
— share	15.7%	15.5%	15.4%	15.3%	15.4%	15.3%	15.4%
<b>45-54</b>	<b>4.6</b>	<b>4.7</b>	<b>4.7</b>	<b>4.7</b>	<b>4.7</b>	<b>4.7</b>	<b>4.7</b>
— of population	87.3%	89.3%	91.3%	92.5%	93.0%	94.0%	95.0%
— share	17.3%	17.1%	16.6%	16.2%	15.9%	15.6%	15.2%
<b>55-64</b>	<b>3.8</b>	<b>4.0</b>	<b>4.2</b>	<b>4.5</b>	<b>4.6</b>	<b>4.7</b>	<b>4.8</b>
— of population	83.6%	86.0%	88.2%	89.1%	89.9%	90.9%	91.7%
— share	14.4%	14.6%	14.8%	15.3%	15.4%	15.7%	15.6%
<b>65+</b>	<b>3.6</b>	<b>3.9</b>	<b>4.2</b>	<b>4.4</b>	<b>4.6</b>	<b>4.8</b>	<b>4.9</b>
— of population	67.2%	69.6%	72.1%	73.3%	74.0%	74.3%	74.5%
— share	13.5%	14.1%	14.6%	15.1%	15.4%	15.8%	16.1%
<b>Total</b>	<b>26.8</b>	<b>27.7</b>	<b>28.7</b>	<b>29.2</b>	<b>29.8</b>	<b>30.1</b>	<b>30.6</b>
— of population	76.3%	77.9%	79.6%	80.7%	81.2%	81.7%	81.9%

Note: individuals who own at least one mobile phone and use the phone(s) at least once per month  
Source: eMarketer, April 2015; confirmed and republished, July 2015

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### Mobile Phone User Metrics in Canada, by Gender, 2013-2019

millions, % penetration and % share

	2013	2014	2015	2016	2017	2018	2019
<b>Female</b>	<b>13.5</b>	<b>13.9</b>	<b>14.4</b>	<b>14.7</b>	<b>15.0</b>	<b>15.2</b>	<b>15.4</b>
— of population	76.0%	77.6%	79.8%	80.6%	81.7%	81.8%	82.1%
— share	50.2%	50.2%	50.4%	50.5%	50.5%	50.5%	50.5%
<b>Male</b>	<b>13.3</b>	<b>13.8</b>	<b>14.2</b>	<b>14.5</b>	<b>14.7</b>	<b>14.9</b>	<b>15.1</b>
— of population	76.7%	78.3%	79.8%	80.3%	81.5%	81.5%	81.8%
— share	49.8%	49.8%	49.6%	49.5%	49.5%	49.5%	49.5%
<b>Total</b>	<b>26.8</b>	<b>27.7</b>	<b>28.7</b>	<b>29.2</b>	<b>29.8</b>	<b>30.1</b>	<b>30.6</b>
— of population	76.3%	77.9%	79.6%	80.7%	81.2%	81.7%	81.9%

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; numbers may not add up to total due to rounding  
Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Mobile Phone User Metrics in Mexico, by Age, 2013-2019

millions, % penetration and % share

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>1.8</b>	<b>1.9</b>	<b>2.1</b>	<b>2.1</b>	<b>2.2</b>	<b>2.2</b>	<b>2.3</b>
—% of population	6.7%	7.2%	7.7%	7.9%	8.2%	8.4%	8.8%
—% share	2.4%	2.5%	2.5%	2.5%	2.5%	2.6%	2.6%
<b>12-17</b>	<b>10.5</b>	<b>10.8</b>	<b>11.1</b>	<b>11.4</b>	<b>11.6</b>	<b>11.8</b>	<b>11.9</b>
—% of population	77.3%	80.4%	82.9%	84.8%	86.5%	88.1%	89.1%
—% share	14.1%	13.9%	13.7%	13.6%	13.5%	13.4%	13.3%
<b>18-24</b>	<b>13.8</b>	<b>14.3</b>	<b>14.6</b>	<b>14.8</b>	<b>14.9</b>	<b>15.0</b>	<b>15.0</b>
—% of population	92.9%	94.9%	96.4%	97.2%	97.8%	98.5%	98.7%
—% share	18.6%	18.2%	17.9%	17.7%	17.4%	17.2%	16.8%
<b>25-34</b>	<b>16.9</b>	<b>17.4</b>	<b>17.8</b>	<b>18.0</b>	<b>18.3</b>	<b>18.5</b>	<b>18.8</b>
—% of population	90.8%	92.9%	94.4%	94.7%	95.2%	95.3%	95.7%
—% share	22.7%	22.3%	21.9%	21.6%	21.4%	21.2%	21.1%
<b>35-44</b>	<b>14.4</b>	<b>15.2</b>	<b>15.8</b>	<b>16.1</b>	<b>16.4</b>	<b>16.7</b>	<b>17.1</b>
—% of population	88.3%	91.7%	94.1%	95.1%	96.3%	97.4%	98.9%
—% share	19.4%	19.5%	19.4%	19.3%	19.2%	19.2%	19.2%
<b>45-54</b>	<b>10.2</b>	<b>11.0</b>	<b>11.6</b>	<b>12.3</b>	<b>12.7</b>	<b>13.2</b>	<b>13.6</b>
—% of population	82.9%	86.4%	89.0%	91.1%	92.2%	93.3%	93.8%
—% share	13.8%	14.1%	14.3%	14.7%	14.9%	15.1%	15.3%
<b>55-64</b>	<b>4.6</b>	<b>5.1</b>	<b>5.7</b>	<b>6.1</b>	<b>6.5</b>	<b>6.9</b>	<b>7.2</b>
—% of population	56.3%	61.1%	64.9%	67.0%	69.4%	71.3%	72.3%
—% share	6.1%	6.6%	7.0%	7.2%	7.6%	7.9%	8.1%
<b>65+</b>	<b>2.2</b>	<b>2.4</b>	<b>2.6</b>	<b>2.8</b>	<b>3.0</b>	<b>3.1</b>	<b>3.2</b>
—% of population	27.8%	29.9%	31.8%	32.9%	33.8%	33.5%	33.9%
—% share	2.9%	3.1%	3.2%	3.4%	3.5%	3.5%	3.6%
<b>Total</b>	<b>74.4</b>	<b>78.2</b>	<b>81.3</b>	<b>83.5</b>	<b>85.6</b>	<b>87.4</b>	<b>89.2</b>
—% of population	62.8%	65.3%	67.2%	68.3%	69.3%	70.1%	70.8%

Note: individuals who own at least one mobile phone and use the phone(s) at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Mobile Phone User Metrics in Mexico, by Gender, 2013-2019

millions, % penetration and % share

	2013	2014	2015	2016	2017	2018	2019
<b>Male</b>	<b>39.0</b>	<b>41.0</b>	<b>42.4</b>	<b>43.2</b>	<b>43.9</b>	<b>44.6</b>	<b>45.3</b>
—% of population	67.4%	70.2%	71.7%	72.4%	72.9%	73.3%	73.8%
—% share	52.4%	52.5%	52.1%	51.7%	51.3%	51.0%	50.8%
<b>Female</b>	<b>35.4</b>	<b>37.1</b>	<b>39.0</b>	<b>40.3</b>	<b>41.7</b>	<b>42.8</b>	<b>43.9</b>
—% of population	58.4%	60.6%	62.9%	64.4%	65.9%	67.0%	67.9%
—% share	47.6%	47.5%	47.9%	48.3%	48.7%	49.0%	49.2%
<b>Total</b>	<b>74.4</b>	<b>78.2</b>	<b>81.3</b>	<b>83.5</b>	<b>85.6</b>	<b>87.4</b>	<b>89.2</b>
—% of population	62.8%	65.3%	67.2%	68.3%	69.3%	70.1%	70.8%

Note: individuals of any age who own at least one mobile phone and use the phone(s) at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

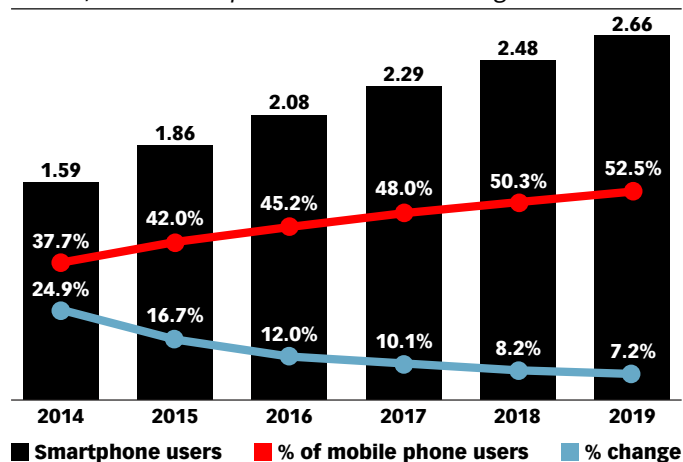
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## SMARTPHONE USERS

### Smartphone Users and Penetration Worldwide, 2014-2019

billions, % of mobile phone users and % change



Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, July 2015

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## Smartphone User Metrics Worldwide, by Region, 2014-2019

millions, % of mobile phone users, % change and % share

	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>						
Asia-Pacific	888.0	1,023.9	1,139.8	1,254.7	1,366.3	1,483.4
Western Europe	189.5	218.0	240.3	258.1	271.2	279.6
North America	189.0	210.8	229.3	243.5	253.9	262.2
Latin America	127.6	155.9	182.4	206.3	228.0	245.6
Central & Eastern Europe	113.7	144.3	167.2	188.9	203.3	214.8
Middle East & Africa	85.7	106.4	123.7	140.9	157.7	173.8
<b>Worldwide</b>	<b>1,593.3</b>	<b>1,859.3</b>	<b>2,082.7</b>	<b>2,292.5</b>	<b>2,480.4</b>	<b>2,659.4</b>
<b>% of mobile phone users</b>						
North America	67.4%	73.6%	78.7%	82.4%	84.5%	86.1%
Western Europe	57.4%	65.2%	71.0%	75.5%	78.6%	80.5%
Central & Eastern Europe	39.1%	48.4%	55.1%	61.3%	65.3%	68.4%
Asia-Pacific	37.3%	40.8%	43.6%	46.2%	48.7%	51.5%
Latin America	33.1%	39.3%	44.9%	49.7%	53.9%	57.0%
Middle East & Africa	15.2%	17.6%	18.9%	20.1%	21.2%	22.0%
<b>Worldwide</b>	<b>37.7%</b>	<b>42.0%</b>	<b>45.2%</b>	<b>48.0%</b>	<b>50.3%</b>	<b>52.5%</b>
<b>% change</b>						
Central & Eastern Europe	36.9%	26.9%	15.8%	13.0%	7.6%	5.6%
Middle East & Africa	30.3%	24.2%	16.2%	13.9%	11.9%	10.2%
Latin America	33.7%	22.2%	17.0%	13.1%	10.5%	7.7%
Asia-Pacific	24.4%	15.3%	11.3%	10.1%	8.9%	8.6%
Western Europe	21.1%	15.0%	10.3%	7.4%	5.1%	3.1%
North America	16.8%	11.6%	8.8%	6.2%	4.3%	3.3%
<b>Worldwide</b>	<b>24.9%</b>	<b>16.7%</b>	<b>12.0%</b>	<b>10.1%</b>	<b>8.2%</b>	<b>7.2%</b>
<b>% share</b>						
Asia-Pacific	55.7%	55.1%	54.7%	54.7%	55.1%	55.8%
Western Europe	11.9%	11.7%	11.5%	11.3%	10.9%	10.5%
North America	11.9%	11.3%	11.0%	10.6%	10.2%	9.9%
Latin America	8.0%	8.4%	8.8%	9.0%	9.2%	9.2%
Central & Eastern Europe	7.1%	7.8%	8.0%	8.2%	8.2%	8.1%
Middle East & Africa	5.4%	5.7%	5.9%	6.1%	6.4%	6.5%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month  
Source: eMarketer, July 2015

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## Smartphone Users and Penetration in Asia-Pacific, by Country, 2014-2019

millions and % of mobile phone users

	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>						
China*	482.7	525.8	563.3	599.3	640.5	687.7
India	123.3	167.9	204.1	243.8	279.2	317.1
Indonesia	44.7	55.4	65.2	74.9	83.5	92.0
Japan	46.2	51.8	55.8	58.9	60.9	62.6
South Korea	32.2	33.6	34.6	35.6	36.5	37.0
Philippines	21.8	26.2	29.9	33.3	36.5	39.2
Vietnam	16.6	20.7	24.6	28.6	32.0	35.2
Thailand	15.4	17.9	20.0	21.9	23.4	24.8
Australia	13.5	14.6	15.4	16.0	16.5	16.8
Malaysia	8.9	10.1	11.0	11.8	12.7	13.7
Hong Kong	4.4	4.8	5.0	5.2	5.3	5.4
Singapore	3.8	4.0	4.2	4.3	4.4	4.6
Other	74.5	91.1	106.7	121.3	134.7	147.2
<b>Asia-Pacific</b>	<b>888.0</b>	<b>1,023.9</b>	<b>1,139.8</b>	<b>1,254.7</b>	<b>1,366.3</b>	<b>1,483.4</b>
<b>Smartphone user penetration (% of mobile phone users)</b>						
Singapore	83.1%	85.2%	86.3%	87.2%	88.0%	88.9%
South Korea	79.5%	82.3%	84.3%	86.0%	87.6%	88.4%
Hong Kong	76.6%	80.7%	84.0%	85.9%	87.2%	88.3%
Australia	74.3%	78.4%	81.0%	82.6%	83.6%	84.3%
China*	48.1%	50.9%	53.3%	56.0%	59.3%	63.3%
Japan	44.0%	48.9%	52.4%	55.1%	56.9%	58.4%
Malaysia	42.6%	46.6%	49.2%	51.3%	54.3%	57.3%
Thailand	34.9%	39.2%	42.8%	45.8%	48.1%	50.0%
Indonesia	32.6%	37.1%	40.4%	43.2%	45.4%	47.6%
Philippines	32.0%	36.6%	40.0%	43.1%	46.1%	48.4%
Vietnam	30.4%	36.2%	41.5%	46.8%	50.9%	54.6%
India	21.2%	26.3%	29.8%	33.4%	36.0%	39.0%
Other	25.1%	29.0%	32.1%	34.5%	36.4%	37.8%
<b>Asia-Pacific</b>	<b>37.3%</b>	<b>40.8%</b>	<b>43.6%</b>	<b>46.2%</b>	<b>48.7%</b>	<b>51.5%</b>

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month; \*excludes Hong Kong  
Source: eMarketer, July 2015

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### Smartphone Users and Penetration in Central & Eastern Europe, by Country, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>							
Russia	34.4	45.3	53.8	60.2	66.5	70.6	73.3
Turkey	16.0	22.1	29.6	35.2	40.8	44.6	48.0
Poland	8.7	11.7	14.5	16.6	18.6	20.0	20.9
Czech Republic	2.9	3.9	4.8	5.3	5.8	6.0	6.2
Other	21.1	30.7	41.8	49.9	57.3	62.1	66.3
<b>Central &amp; Eastern Europe</b>	<b>83.1</b>	<b>113.7</b>	<b>144.3</b>	<b>167.2</b>	<b>188.9</b>	<b>203.3</b>	<b>214.8</b>
<b>Smartphone user penetration (% of mobile phone users)</b>							
Czech Republic	38.7%	52.1%	62.3%	68.9%	74.2%	77.5%	80.0%
Russia	35.0%	45.1%	52.8%	58.6%	64.3%	68.2%	70.6%
Poland	33.6%	43.9%	52.3%	58.8%	65.3%	69.4%	72.3%
Turkey	28.6%	38.3%	49.3%	56.9%	64.5%	69.4%	73.8%
Other	22.0%	31.2%	41.4%	48.5%	54.4%	58.0%	61.1%
<b>Central &amp; Eastern Europe</b>	<b>29.3%</b>	<b>39.1%</b>	<b>48.4%</b>	<b>55.1%</b>	<b>61.3%</b>	<b>65.3%</b>	<b>68.4%</b>

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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### Smartphone Users and Penetration in the Middle East & Africa, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>						
Egypt	15.5	18.2	21.0	23.6	25.8	27.9
Saudi Arabia	12.8	14.7	15.9	17.0	18.1	19.1
Nigeria	11.0	13.2	15.5	18.0	20.5	23.3
South Africa	9.7	11.9	14.1	16.2	17.8	19.2
United Arab Emirates	3.1	3.5	3.7	3.9	4.1	4.3
Other	33.6	44.9	53.3	62.2	71.3	80.0
<b>Middle East &amp; Africa</b>	<b>85.7</b>	<b>106.4</b>	<b>123.7</b>	<b>140.9</b>	<b>157.7</b>	<b>173.8</b>
<b>Smartphone user penetration (% of mobile phone users)</b>						
United Arab Emirates	70.1%	75.6%	77.4%	79.2%	80.0%	80.8%
Saudi Arabia	66.2%	72.7%	75.5%	77.5%	79.6%	82.1%
South Africa	28.4%	34.0%	39.9%	45.0%	49.1%	52.2%
Egypt	25.9%	29.8%	33.5%	36.9%	39.6%	42.0%
Nigeria	16.6%	18.7%	20.8%	23.1%	25.3%	27.6%
Other	8.9%	10.8%	11.7%	12.6%	13.3%	14.0%
<b>Middle East &amp; Africa</b>	<b>15.2%</b>	<b>17.6%</b>	<b>18.9%</b>	<b>20.1%</b>	<b>21.2%</b>	<b>22.0%</b>

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, July 2015

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### Smartphone Users and Penetration in Latin America, by Country, 2014-2019

millions and % of mobile phone users

	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>						
Brazil	39.7	49.1	57.8	65.8	72.5	77.6
Mexico	31.3	38.5	45.2	51.7	57.9	62.4
Colombia	14.4	16.7	19.0	20.9	22.6	24.3
Argentina	11.0	13.3	15.5	16.9	18.3	19.8
Chile	6.3	7.1	7.9	8.7	9.3	9.8
Peru	5.1	6.2	7.3	8.3	9.3	10.1
Other	19.8	25.0	29.7	34.0	38.1	41.5
<b>Latin America</b>	<b>127.6</b>	<b>155.9</b>	<b>182.4</b>	<b>206.3</b>	<b>228.0</b>	<b>245.6</b>
<b>Smartphone user penetration (% of mobile phone users)</b>						
Chile	49.7%	55.5%	60.9%	65.7%	69.7%	72.8%
Colombia	45.3%	51.4%	57.4%	62.1%	66.0%	69.7%
Mexico	40.1%	47.4%	54.1%	60.4%	66.2%	70.0%
Argentina	36.7%	43.5%	49.3%	53.0%	56.7%	60.2%
Brazil	31.3%	37.6%	43.3%	48.2%	52.0%	54.8%
Peru	28.7%	33.5%	38.2%	42.5%	46.5%	49.7%
Other	22.4%	27.6%	32.0%	35.9%	39.5%	42.3%
<b>Latin America</b>	<b>33.1%</b>	<b>39.3%</b>	<b>44.9%</b>	<b>49.7%</b>	<b>53.9%</b>	<b>57.0%</b>

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, July 2015

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### Smartphone Users and Penetration in North America, by Country, 2014-2019

millions and % of mobile phone users

	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>						
US	171.0	190.5	207.2	219.8	229.2	236.8
Canada	18.0	20.3	22.1	23.7	24.7	25.4
<b>North America</b>	<b>189.0</b>	<b>210.8</b>	<b>229.3</b>	<b>243.5</b>	<b>253.9</b>	<b>262.2</b>
<b>Smartphone user penetration (% of mobile phone users)</b>						
US	67.6%	73.8%	79.0%	82.7%	84.8%	86.5%
Canada	64.9%	70.9%	75.8%	79.5%	81.9%	83.1%
<b>North America</b>	<b>67.4%</b>	<b>73.6%</b>	<b>78.7%</b>	<b>82.4%</b>	<b>84.5%</b>	<b>86.1%</b>

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, July 2015

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## Smartphone Users and Penetration in Western Europe, by Country, 2014-2019

millions and % of mobile phone users

	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>						
Germany	36.4	42.3	47.4	51.3	54.1	55.5
UK	35.1	38.3	41.4	44.0	45.7	46.8
France	25.4	29.8	33.5	36.8	39.1	41.0
Italy	23.8	28.1	30.9	32.9	34.8	35.4
Spain	22.0	25.0	26.9	28.4	29.5	30.5
Netherlands	8.8	10.4	11.7	12.4	13.1	13.6
Sweden	5.4	6.0	6.6	7.2	7.6	7.9
Switzerland	4.3	4.8	5.3	5.8	6.2	6.4
Denmark	3.2	3.7	4.1	4.4	4.5	4.7
Norway	3.1	3.5	3.9	4.1	4.3	4.4
Ireland	2.7	3.0	3.2	3.4	3.5	3.6
Finland	2.5	2.9	3.1	3.4	3.6	3.8
Other	16.8	20.1	22.3	24.0	25.1	26.0
<b>Western Europe</b>	<b>189.5</b>	<b>218.0</b>	<b>240.3</b>	<b>258.1</b>	<b>271.2</b>	<b>279.6</b>

### Smartphone user penetration (% of mobile phone users)

Denmark	69.8%	79.6%	85.8%	90.9%	93.7%	95.4%
Norway	68.4%	76.5%	84.8%	89.4%	91.3%	92.8%
Sweden	69.0%	76.0%	82.0%	87.7%	92.2%	95.0%
Netherlands	64.8%	75.9%	84.5%	88.5%	92.5%	95.0%
Ireland	69.5%	74.2%	78.8%	82.4%	84.3%	85.6%
UK	68.6%	73.6%	78.3%	82.2%	84.3%	85.4%
Switzerland	65.8%	73.2%	79.5%	86.1%	90.0%	92.5%
Germany	56.0%	64.4%	71.7%	77.3%	81.3%	83.1%
Spain	56.3%	63.2%	67.2%	70.2%	72.3%	74.0%
Finland	55.0%	62.9%	69.0%	74.5%	79.4%	82.2%
France	52.5%	60.6%	66.9%	72.7%	76.6%	79.8%
Italy	48.9%	57.0%	61.8%	64.9%	67.9%	68.5%
Other	52.0%	61.7%	67.9%	72.5%	75.5%	77.7%
<b>Western Europe</b>	<b>57.4%</b>	<b>65.2%</b>	<b>71.0%</b>	<b>75.5%</b>	<b>78.6%</b>	<b>80.5%</b>

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, July 2015

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www.eMarketer.com

## Smartphone User Metrics in China, by Age, 2013-2019

millions, % of mobile phone users and % share

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>6.9</b>	<b>8.6</b>	<b>10.8</b>	<b>11.7</b>	<b>13.5</b>	<b>15.6</b>	<b>17.4</b>
—% of mobile phone users	21.9%	23.8%	26.7%	26.7%	28.8%	31.3%	34.6%
—% share	1.7%	1.8%	2.0%	2.1%	2.3%	2.4%	2.5%
<b>12-17</b>	<b>38.7</b>	<b>45.6</b>	<b>49.7</b>	<b>55.5</b>	<b>58.5</b>	<b>62.4</b>	<b>65.9</b>
—% of mobile phone users	52.1%	61.2%	66.5%	74.3%	78.2%	83.3%	88.2%
—% share	9.4%	9.5%	9.5%	9.9%	9.8%	9.7%	9.6%
<b>18-24</b>	<b>97.7</b>	<b>104.2</b>	<b>104.1</b>	<b>101.7</b>	<b>101.4</b>	<b>102.0</b>	<b>102.1</b>
—% of mobile phone users	72.0%	78.3%	82.4%	83.0%	85.2%	88.3%	91.9%
—% share	23.7%	21.6%	19.8%	18.1%	16.9%	15.9%	14.9%
<b>25-34</b>	<b>124.7</b>	<b>146.4</b>	<b>156.9</b>	<b>163.9</b>	<b>169.3</b>	<b>175.5</b>	<b>184.6</b>
—% of mobile phone users	69.9%	77.6%	79.1%	80.7%	83.8%	86.6%	90.8%
—% share	30.3%	30.3%	29.8%	29.1%	28.2%	27.4%	26.8%
<b>35-44</b>	<b>82.1</b>	<b>96.7</b>	<b>107.2</b>	<b>117.2</b>	<b>128.8</b>	<b>140.3</b>	<b>153.4</b>
—% of mobile phone users	44.1%	52.4%	58.7%	65.5%	71.2%	78.9%	87.6%
—% share	19.9%	20.0%	20.4%	20.8%	21.5%	21.9%	22.3%
<b>45-54</b>	<b>39.1</b>	<b>51.7</b>	<b>62.5</b>	<b>73.3</b>	<b>83.6</b>	<b>95.2</b>	<b>108.6</b>
—% of mobile phone users	25.5%	30.0%	33.4%	36.2%	39.8%	45.8%	52.5%
—% share	9.5%	10.7%	11.9%	13.0%	13.9%	14.9%	15.8%
<b>55-64</b>	<b>17.1</b>	<b>21.7</b>	<b>25.0</b>	<b>28.7</b>	<b>31.3</b>	<b>35.1</b>	<b>39.5</b>
—% of mobile phone users	15.0%	18.1%	20.5%	23.7%	25.8%	27.2%	29.0%
—% share	4.1%	4.5%	4.8%	5.1%	5.2%	5.5%	5.7%
<b>65+</b>	<b>5.9</b>	<b>7.8</b>	<b>9.5</b>	<b>11.2</b>	<b>12.8</b>	<b>14.4</b>	<b>16.3</b>
—% of mobile phone users	6.8%	8.3%	9.4%	10.3%	11.1%	11.8%	12.6%
—% share	1.4%	1.6%	1.8%	2.0%	2.1%	2.3%	2.4%
<b>Total</b>	<b>412.1</b>	<b>482.7</b>	<b>525.8</b>	<b>563.3</b>	<b>599.3</b>	<b>640.5</b>	<b>687.7</b>
—% of mobile phone users	43.0%	48.1%	50.9%	53.3%	56.0%	59.3%	63.3%

Note: individuals who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Smartphone User Metrics in China, by Gender, 2013-2019

millions, % of mobile phone users and % share

	2013	2014	2015	2016	2017	2018	2019
<b>Male</b>	<b>230.8</b>	<b>260.7</b>	<b>276.1</b>	<b>290.7</b>	<b>305.6</b>	<b>323.5</b>	<b>344.5</b>
—% of mobile phone users	45.4%	49.4%	51.1%	52.6%	54.7%	57.6%	61.2%
—% share	56.0%	54.0%	52.5%	51.6%	51.0%	50.5%	50.1%
<b>Female</b>	<b>181.3</b>	<b>222.1</b>	<b>249.8</b>	<b>272.7</b>	<b>293.7</b>	<b>317.1</b>	<b>343.2</b>
—% of mobile phone users	40.2%	46.7%	50.7%	54.1%	57.4%	61.1%	65.5%
—% share	44.0%	46.0%	47.5%	48.4%	49.0%	49.5%	49.9%
<b>Total</b>	<b>412.1</b>	<b>482.7</b>	<b>525.8</b>	<b>563.3</b>	<b>599.3</b>	<b>640.5</b>	<b>687.7</b>
—% of mobile phone users	43.0%	48.1%	50.9%	53.3%	56.0%	59.3%	63.3%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month; numbers may not add up to total due to rounding

Source: eMarketer, April 2015; confirmed and republished, July 2015

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www.eMarketer.com

## Smartphone User Metrics in Canada, by Age, 2013-2019

millions, % of mobile phone users and % share

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>0.1</b>	<b>0.2</b>	<b>0.2</b>	<b>0.3</b>	<b>0.4</b>	<b>0.5</b>	<b>0.5</b>
—% of mobile phone users	19.5%	23.7%	30.1%	38.1%	43.3%	47.0%	48.5%
—% share	0.8%	0.9%	1.2%	1.5%	1.7%	1.9%	1.9%
<b>12-17</b>	<b>1.2</b>	<b>1.3</b>	<b>1.5</b>	<b>1.7</b>	<b>1.8</b>	<b>1.9</b>	<b>2.0</b>
—% of mobile phone users	57.0%	65.5%	72.5%	77.5%	82.4%	85.5%	86.3%
—% share	7.8%	7.5%	7.6%	7.5%	7.5%	7.5%	7.7%
<b>18-24</b>	<b>2.5</b>	<b>2.7</b>	<b>3.0</b>	<b>3.1</b>	<b>3.2</b>	<b>3.1</b>	<b>3.1</b>
—% of mobile phone users	77.0%	84.0%	90.0%	95.0%	97.0%	98.6%	98.9%
—% share	16.3%	15.3%	14.7%	13.9%	13.4%	12.7%	12.4%
<b>25-34</b>	<b>3.4</b>	<b>4.0</b>	<b>4.4</b>	<b>4.7</b>	<b>4.8</b>	<b>5.0</b>	<b>5.0</b>
—% of mobile phone users	74.1%	84.5%	90.0%	95.3%	97.5%	98.5%	99.0%
—% share	22.1%	22.1%	21.5%	21.1%	20.3%	20.1%	19.7%
<b>35-44</b>	<b>2.9</b>	<b>3.4</b>	<b>3.8</b>	<b>4.1</b>	<b>4.4</b>	<b>4.4</b>	<b>4.6</b>
—% of mobile phone users	70.0%	79.0%	86.0%	91.5%	95.4%	96.7%	97.6%
—% share	19.3%	18.8%	18.7%	18.5%	18.5%	18.0%	18.1%
<b>45-54</b>	<b>2.6</b>	<b>3.1</b>	<b>3.5</b>	<b>3.8</b>	<b>4.1</b>	<b>4.3</b>	<b>4.3</b>
—% of mobile phone users	56.1%	65.5%	73.9%	80.0%	86.0%	90.8%	93.3%
—% share	17.0%	17.3%	17.3%	17.0%	17.2%	17.3%	17.1%
<b>55-64</b>	<b>1.7</b>	<b>2.1</b>	<b>2.5</b>	<b>2.8</b>	<b>3.1</b>	<b>3.3</b>	<b>3.5</b>
—% of mobile phone users	44.0%	53.0%	58.5%	63.8%	67.8%	70.4%	72.4%
—% share	11.1%	11.9%	12.2%	12.8%	13.1%	13.5%	13.6%
<b>65+</b>	<b>0.9</b>	<b>1.1</b>	<b>1.4</b>	<b>1.7</b>	<b>2.0</b>	<b>2.2</b>	<b>2.4</b>
—% of mobile phone users	24.1%	28.8%	33.7%	38.3%	42.9%	47.2%	49.0%
—% share	5.7%	6.2%	6.9%	7.6%	8.3%	9.1%	9.5%
<b>Total</b>	<b>15.3</b>	<b>18.0</b>	<b>20.3</b>	<b>22.1</b>	<b>23.7</b>	<b>24.7</b>	<b>25.4</b>
—% of mobile phone users	57.0%	64.9%	70.9%	75.8%	79.5%	81.9%	83.1%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

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## Smartphone User Metrics in Canada, by Gender, 2013-2019

millions, % of mobile phone users and % share

	2013	2014	2015	2016	2017	2018	2019
<b>Male</b>	<b>7.9</b>	<b>9.3</b>	<b>10.3</b>	<b>11.1</b>	<b>11.8</b>	<b>12.3</b>	<b>12.7</b>
—% of mobile phone users	59.6%	67.1%	72.2%	76.7%	80.3%	82.8%	83.9%
—% share	52.0%	51.5%	50.5%	50.1%	50.0%	50.0%	50.0%
<b>Female</b>	<b>7.3</b>	<b>8.7</b>	<b>10.1</b>	<b>11.0</b>	<b>11.8</b>	<b>12.3</b>	<b>12.7</b>
—% of mobile phone users	54.5%	62.7%	69.6%	74.9%	78.7%	81.1%	82.3%
—% share	48.0%	48.5%	49.5%	49.9%	50.0%	50.0%	50.0%
<b>Total</b>	<b>15.3</b>	<b>18.0</b>	<b>20.3</b>	<b>22.1</b>	<b>23.7</b>	<b>24.7</b>	<b>25.4</b>
—% of mobile phone users	57.0%	64.9%	70.9%	75.8%	79.5%	81.9%	83.1%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month

Source: eMarketer, April 2015; confirmed and republished, July 2015

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### Smartphone User Metrics in Mexico, by Age, 2013-2019

millions, % of mobile phone users and % share

	2013	2014	2015	2016	2017	2018	2019
<b>0-11</b>	<b>0.3</b>	<b>0.6</b>	<b>0.9</b>	<b>1.1</b>	<b>1.3</b>	<b>1.6</b>	<b>1.9</b>
—% of mobile phone users	18.1%	30.3%	44.8%	52.8%	60.0%	70.5%	80.7%
—% share	1.4%	1.9%	2.4%	2.5%	2.5%	2.7%	3.0%
<b>12-17</b>	<b>3.2</b>	<b>4.6</b>	<b>5.7</b>	<b>6.7</b>	<b>7.5</b>	<b>8.2</b>	<b>8.5</b>
—% of mobile phone users	31.0%	42.5%	51.2%	58.8%	64.9%	69.9%	72.1%
—% share	14.2%	14.7%	14.8%	14.8%	14.5%	14.2%	13.7%
<b>18-24</b>	<b>5.6</b>	<b>7.3</b>	<b>8.5</b>	<b>9.6</b>	<b>10.8</b>	<b>11.8</b>	<b>12.6</b>
—% of mobile phone users	40.8%	50.9%	58.1%	65.3%	72.3%	78.8%	83.9%
—% share	24.7%	23.2%	22.0%	21.3%	20.8%	20.4%	20.2%
<b>25-34</b>	<b>6.4</b>	<b>8.4</b>	<b>10.1</b>	<b>11.7</b>	<b>13.4</b>	<b>14.9</b>	<b>16.0</b>
—% of mobile phone users	38.0%	48.5%	56.9%	64.7%	73.2%	80.3%	84.9%
—% share	28.1%	26.9%	26.3%	25.8%	25.9%	25.7%	25.6%
<b>35-44</b>	<b>4.2</b>	<b>5.7</b>	<b>6.9</b>	<b>8.0</b>	<b>9.1</b>	<b>10.1</b>	<b>10.8</b>
—% of mobile phone users	29.3%	37.8%	43.9%	49.6%	55.2%	60.2%	63.3%
—% share	18.5%	18.3%	18.0%	17.7%	17.5%	17.4%	17.4%
<b>45-54</b>	<b>2.0</b>	<b>3.1</b>	<b>4.1</b>	<b>5.2</b>	<b>6.1</b>	<b>7.1</b>	<b>7.9</b>
—% of mobile phone users	20.0%	28.2%	35.1%	42.3%	48.2%	53.7%	57.9%
—% share	9.0%	9.9%	10.6%	11.5%	11.8%	12.3%	12.6%
<b>55-64</b>	<b>0.8</b>	<b>1.3</b>	<b>1.9</b>	<b>2.4</b>	<b>2.9</b>	<b>3.4</b>	<b>3.8</b>
—% of mobile phone users	17.2%	25.8%	33.2%	39.4%	44.3%	48.7%	52.3%
—% share	3.4%	4.2%	4.9%	5.3%	5.6%	5.8%	6.1%
<b>65+</b>	<b>0.2</b>	<b>0.3</b>	<b>0.4</b>	<b>0.5</b>	<b>0.7</b>	<b>0.8</b>	<b>1.0</b>
—% of mobile phone users	7.5%	11.5%	15.0%	18.6%	22.5%	26.8%	29.8%
—% share	0.7%	0.9%	1.0%	1.2%	1.3%	1.4%	1.5%
<b>Total</b>	<b>22.9</b>	<b>31.3</b>	<b>38.5</b>	<b>45.2</b>	<b>51.7</b>	<b>57.9</b>	<b>62.4</b>
—% of mobile phone users	30.7%	40.1%	47.4%	54.1%	60.4%	66.2%	70.0%

Note: individuals who own at least one smartphone and use the smartphone(s) at least once per month  
Source: eMarketer, April 2015; confirmed and republished, July 2015

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### Smartphone User Metrics in Mexico, by Gender, 2013-2019

millions, % of mobile phone users and % share

	2013	2014	2015	2016	2017	2018	2019
<b>Male</b>	<b>13.5</b>	<b>18.3</b>	<b>22.2</b>	<b>25.5</b>	<b>28.7</b>	<b>31.5</b>	<b>33.3</b>
—% of mobile phone users	34.5%	44.7%	52.3%	59.1%	65.4%	70.7%	73.5%
—% share	58.9%	58.5%	57.5%	56.5%	55.5%	54.5%	53.3%
<b>Female</b>	<b>9.4</b>	<b>13.0</b>	<b>16.4</b>	<b>19.7</b>	<b>23.0</b>	<b>26.3</b>	<b>29.2</b>
—% of mobile phone users	26.5%	35.0%	42.0%	48.7%	55.2%	61.4%	66.5%
—% share	41.1%	41.5%	42.5%	43.5%	44.5%	45.5%	46.7%
<b>Total</b>	<b>22.9</b>	<b>31.3</b>	<b>38.5</b>	<b>45.2</b>	<b>51.7</b>	<b>57.9</b>	<b>62.4</b>
—% of mobile phone users	30.7%	40.1%	47.4%	54.1%	60.4%	66.2%	70.0%

Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month; numbers may not add up to total due to rounding  
Source: eMarketer, April 2015; confirmed and republished, July 2015

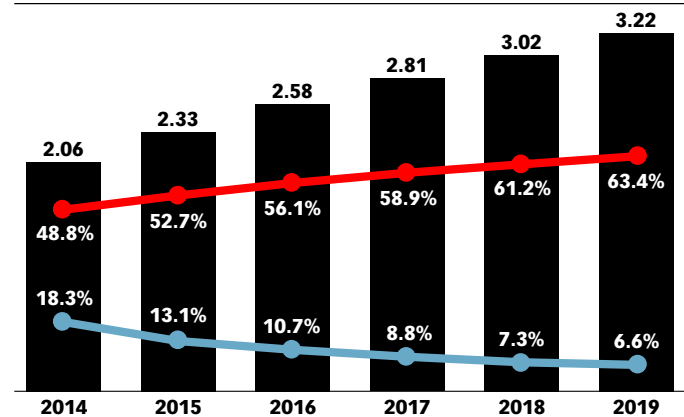
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## MOBILE PHONE INTERNET USERS

### Mobile Phone Internet Users and Penetration Worldwide, 2014-2019

billions, % of mobile phone users and % change



■ Mobile phone internet users  
■ % of mobile phone users ■ % change

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access  
Source: eMarketer, July 2015

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## Mobile Phone Internet User Metrics Worldwide, by Region, 2014-2019

millions, % of mobile phone users, % change and % share

	2014	2015	2016	2017	2018	2019
<b>Mobile phone internet users (millions)</b>						
Asia-Pacific	1,120.0	1,248.4	1,368.2	1,483.7	1,602.9	1,726.4
Middle East & Africa	225.2	260.6	297.2	335.9	368.8	402.5
Western Europe	196.7	225.6	248.1	265.5	277.9	285.9
North America	193.3	215.2	233.5	247.3	257.2	265.3
Latin America	178.9	210.3	240.6	263.2	282.3	298.1
Central & Eastern Europe	149.2	173.6	195.1	215.1	228.1	237.4
<b>Worldwide</b>	<b>2,063.3</b>	<b>2,333.7</b>	<b>2,582.7</b>	<b>2,810.7</b>	<b>3,017.2</b>	<b>3,215.6</b>
<b>% of mobile phone users</b>						
North America	68.9%	75.1%	80.1%	83.6%	85.6%	87.2%
Western Europe	59.6%	67.5%	73.3%	77.7%	80.6%	82.3%
Central & Eastern Europe	51.3%	58.3%	64.3%	69.8%	73.2%	75.6%
Latin America	46.5%	53.0%	59.2%	63.4%	66.7%	69.2%
Asia-Pacific	47.1%	49.8%	52.3%	54.7%	57.2%	59.9%
Middle East & Africa	40.0%	43.0%	45.5%	48.0%	49.5%	51.0%
<b>Worldwide</b>	<b>48.8%</b>	<b>52.7%</b>	<b>56.1%</b>	<b>58.9%</b>	<b>61.2%</b>	<b>63.4%</b>
<b>% change</b>						
Latin America	25.2%	17.5%	14.4%	9.4%	7.2%	5.6%
Central & Eastern Europe	25.8%	16.3%	12.4%	10.3%	6.0%	4.1%
Middle East & Africa	18.4%	15.8%	14.0%	13.0%	9.8%	9.1%
Western Europe	19.2%	14.7%	10.0%	7.0%	4.7%	2.9%
Asia-Pacific	16.5%	11.5%	9.6%	8.4%	8.0%	7.7%
North America	16.4%	11.3%	8.5%	5.9%	4.0%	3.2%
<b>Worldwide</b>	<b>18.3%</b>	<b>13.1%</b>	<b>10.7%</b>	<b>8.8%</b>	<b>7.3%</b>	<b>6.6%</b>
<b>% share</b>						
Asia-Pacific	54.3%	53.5%	53.0%	52.8%	53.1%	53.7%
Middle East & Africa	10.9%	11.2%	11.5%	11.9%	12.2%	12.5%
Western Europe	9.5%	9.7%	9.6%	9.4%	9.2%	8.9%
North America	9.4%	9.2%	9.0%	8.8%	8.5%	8.3%
Latin America	8.7%	9.0%	9.3%	9.4%	9.4%	9.3%
Central & Eastern Europe	7.2%	7.4%	7.6%	7.7%	7.6%	7.4%

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access

Source: eMarketer, July 2015

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## Mobile Phone Internet Users Worldwide, by Country, 2014-2019

millions

	2014	2015	2016	2017	2018	2019
China*	561.8	589.1	618.7	653.2	691.5	736.8
India	174.9	217.7	260.6	299.6	342.0	385.4
US	174.3	193.8	210.5	223.0	232.2	239.6
Brazil	63.0	73.0	83.7	90.0	95.0	98.1
Indonesia	58.1	71.5	81.4	90.6	99.5	108.5
Japan	66.1	68.9	71.6	74.1	75.3	76.2
Russia	50.5	57.8	64.1	69.3	73.3	76.0
Mexico	45.1	53.0	59.7	64.8	69.3	73.4
Germany	37.2	43.1	48.3	52.2	54.9	56.3
UK	35.7	38.7	41.8	44.5	46.1	47.3
South Korea	33.2	34.6	35.6	36.5	37.5	38.0
France	26.8	31.5	35.3	38.7	40.9	42.8
Italy	25.6	30.1	33.0	34.5	36.0	36.6
Spain	22.9	25.9	27.8	29.3	30.4	31.3
Canada	19.0	21.3	23.0	24.2	25.0	25.8
Argentina	14.2	16.8	19.1	20.5	21.9	23.3
Australia	14.8	15.7	16.4	17.0	17.4	17.7
Netherlands	9.3	10.9	12.0	12.8	13.6	13.9
Sweden	5.5	6.1	6.7	7.2	7.7	8.0
Denmark	3.4	3.9	4.2	4.5	4.6	4.7
Norway	3.1	3.5	3.9	4.2	4.3	4.4
Finland	2.6	3.0	3.2	3.5	3.7	3.8

**Worldwide\*\* 2,063.3 2,333.7 2,582.7 2,810.7 3,017.2 3,215.6**

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access; \*excludes Hong Kong; \*\*includes countries not listed  
Source: eMarketer, July 2015

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## Mobile Phone Internet User Growth Worldwide, by Country, 2014-2019

% change

	2014	2015	2016	2017	2018	2019
India	38.3%	24.5%	19.7%	14.9%	14.2%	12.7%
Indonesia	33.4%	23.0%	13.8%	11.3%	9.8%	9.1%
Argentina	22.0%	18.4%	14.2%	7.3%	6.6%	6.5%
Italy	19.6%	17.7%	9.9%	4.5%	4.2%	1.6%
France	25.7%	17.5%	11.9%	9.7%	5.8%	4.7%
Mexico	22.2%	17.5%	12.7%	8.5%	6.9%	6.0%
Netherlands	21.1%	17.2%	10.5%	6.5%	5.8%	2.1%
Germany	22.4%	16.0%	11.9%	8.0%	5.2%	2.5%
Brazil	27.5%	15.8%	14.6%	7.5%	5.7%	3.2%
Russia	22.1%	14.6%	10.9%	8.0%	5.8%	3.7%
Denmark	17.2%	14.6%	8.7%	6.4%	3.2%	1.5%
Finland	15.7%	14.4%	7.8%	7.9%	6.4%	3.4%
Spain	15.0%	13.2%	7.3%	5.4%	3.8%	3.0%
Norway	12.6%	13.0%	11.9%	6.3%	3.0%	2.5%
Canada	17.9%	12.1%	8.0%	5.3%	3.2%	2.5%
Sweden	14.7%	11.3%	9.2%	8.4%	6.4%	4.1%
US	16.2%	11.2%	8.6%	6.0%	4.1%	3.2%
UK	13.7%	8.5%	7.9%	6.4%	3.8%	2.5%
Australia	16.1%	6.7%	4.4%	3.2%	2.4%	1.9%
China*	9.4%	4.9%	5.0%	5.6%	5.9%	6.6%
South Korea	10.2%	4.2%	2.9%	2.5%	2.5%	1.4%
Japan	4.4%	4.2%	4.0%	3.4%	1.6%	1.3%
<b>Worldwide**</b>	<b>18.3%</b>	<b>13.1%</b>	<b>10.7%</b>	<b>8.8%</b>	<b>7.3%</b>	<b>6.6%</b>

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access; \*excludes Hong Kong; \*\*includes countries not listed

Source: eMarketer, July 2015

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## Mobile Phone Internet User Penetration Worldwide, by Country, 2014-2019

% of mobile phone users

	2014	2015	2016	2017	2018	2019
South Korea	82.0%	84.8%	86.7%	88.3%	89.9%	90.7%
Australia	81.3%	84.5%	86.5%	87.5%	88.2%	88.6%
Denmark	72.8%	82.5%	88.7%	93.4%	95.5%	96.2%
Netherlands	68.8%	79.5%	86.8%	91.4%	95.9%	97.0%
Norway	69.7%	77.8%	86.0%	90.5%	92.3%	93.7%
Sweden	70.4%	76.9%	82.6%	88.3%	92.9%	95.6%
US	68.9%	75.1%	80.3%	83.9%	85.9%	87.5%
UK	69.7%	74.4%	79.1%	83.0%	85.1%	86.2%
Canada	68.7%	74.4%	78.8%	81.4%	83.1%	84.0%
Germany	57.3%	65.8%	73.1%	78.6%	82.4%	84.3%
Spain	58.5%	65.5%	69.5%	72.5%	74.5%	76.0%
Finland	57.3%	65.4%	70.3%	75.7%	80.4%	83.0%
Mexico	57.7%	65.1%	71.5%	75.6%	79.2%	82.3%
Japan	63.0%	65.0%	67.3%	69.4%	70.3%	71.1%
France	55.5%	64.0%	70.4%	76.5%	80.2%	83.3%
Italy	52.5%	60.9%	66.0%	68.1%	70.2%	70.8%
China*	56.0%	57.0%	58.6%	61.0%	64.0%	67.8%
Russia	50.3%	56.8%	62.4%	67.1%	70.8%	73.2%
Brazil	49.8%	56.0%	62.7%	65.9%	68.3%	69.2%
Argentina	47.2%	54.7%	61.1%	64.4%	67.6%	71.0%
Indonesia	42.4%	47.9%	50.4%	52.3%	54.1%	56.1%
India	30.1%	34.1%	38.1%	41.0%	44.1%	47.4%
<b>Worldwide**</b>	<b>48.8%</b>	<b>52.7%</b>	<b>56.1%</b>	<b>58.9%</b>	<b>61.2%</b>	<b>63.4%</b>

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access; \*excludes Hong Kong; \*\*includes countries not listed

Source: eMarketer, July 2015

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## Mobile Phone Internet User Share Worldwide, by Country, 2014-2019

% share

	2014	2015	2016	2017	2018	2019
China*	27.2%	25.2%	24.0%	23.2%	22.9%	22.9%
India	8.5%	9.3%	10.1%	10.7%	11.3%	12.0%
US	8.4%	8.3%	8.2%	7.9%	7.7%	7.5%
Brazil	3.1%	3.1%	3.2%	3.2%	3.1%	3.0%
Indonesia	2.8%	3.1%	3.2%	3.2%	3.3%	3.4%
Japan	3.2%	3.0%	2.8%	2.6%	2.5%	2.4%
Russia	2.4%	2.5%	2.5%	2.5%	2.4%	2.4%
Mexico	2.2%	2.3%	2.3%	2.3%	2.3%	2.3%
Germany	1.8%	1.8%	1.9%	1.9%	1.8%	1.7%
UK	1.7%	1.7%	1.6%	1.6%	1.5%	1.5%
South Korea	1.6%	1.5%	1.4%	1.3%	1.2%	1.2%
France	1.3%	1.4%	1.4%	1.4%	1.4%	1.3%
Italy	1.2%	1.3%	1.3%	1.2%	1.2%	1.1%
Spain	1.1%	1.1%	1.1%	1.0%	1.0%	1.0%
Canada	0.9%	0.9%	0.9%	0.9%	0.8%	0.8%
Argentina	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Australia	0.7%	0.7%	0.6%	0.6%	0.6%	0.6%
Netherlands	0.5%	0.5%	0.5%	0.5%	0.5%	0.4%
Sweden	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%
Denmark	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%
Norway	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%
Finland	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access; \*excludes Hong Kong  
Source: eMarketer, July 2015

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## Mobile Phone Internet Users and Penetration in Asia-Pacific, by Country, 2014-2019

millions and % of mobile phone users

	2014	2015	2016	2017	2018	2019
<b>Mobile phone internet users (millions)</b>						
China*	561.8	589.1	618.7	653.2	691.5	736.8
India	174.9	217.7	260.6	299.6	342.0	385.4
Indonesia	58.1	71.5	81.4	90.6	99.5	108.5
Japan	66.1	68.9	71.6	74.1	75.3	76.2
South Korea	33.2	34.6	35.6	36.5	37.5	38.0
Australia	14.8	15.7	16.4	17.0	17.4	17.7
Other	211.1	250.8	283.7	312.8	339.7	363.7
<b>Asia-Pacific</b>	<b>1,120.0</b>	<b>1,248.4</b>	<b>1,368.2</b>	<b>1,483.7</b>	<b>1,602.9</b>	<b>1,726.4</b>
<b>% of mobile phone users</b>						
South Korea	82.0%	84.8%	86.7%	88.3%	89.9%	90.7%
Australia	81.3%	84.5%	86.5%	87.5%	88.2%	88.6%
Japan	63.0%	65.0%	67.3%	69.4%	70.3%	71.1%
China*	56.0%	57.0%	58.6%	61.0%	64.0%	67.8%
Indonesia	42.4%	47.9%	50.4%	52.3%	54.1%	56.1%
India	30.1%	34.1%	38.1%	41.0%	44.1%	47.4%
Other	42.7%	48.2%	52.0%	54.8%	57.1%	58.7%
<b>Asia-Pacific</b>	<b>47.1%</b>	<b>49.8%</b>	<b>52.3%</b>	<b>54.7%</b>	<b>57.2%</b>	<b>59.9%</b>

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access; \*excludes Hong Kong  
Source: eMarketer, July 2015

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## Mobile Phone Internet Users and Penetration in Central & Eastern Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Mobile phone internet users (millions)</b>						
Russia	50.5	57.8	64.1	69.3	73.3	76.0
Other	98.8	115.7	130.9	145.8	154.8	161.4
<b>Central &amp; Eastern Europe</b>	<b>149.2</b>	<b>173.6</b>	<b>195.1</b>	<b>215.1</b>	<b>228.1</b>	<b>237.4</b>
<b>% of mobile phone users</b>						
Russia	50.3%	56.8%	62.4%	67.1%	70.8%	73.2%
Other	51.9%	59.0%	65.3%	71.2%	74.4%	76.7%
<b>Central &amp; Eastern Europe</b>	<b>51.3%</b>	<b>58.3%</b>	<b>64.3%</b>	<b>69.8%</b>	<b>73.2%</b>	<b>75.6%</b>

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access  
Source: eMarketer, July 2015

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## Mobile Phone Internet Users and Penetration in Latin America, by Country, 2014-2019

millions and % of mobile phone users

	2014	2015	2016	2017	2018	2019
<b>Mobile phone internet users (millions)</b>						
Brazil	63.0	73.0	83.7	90.0	95.0	98.1
Mexico	45.1	53.0	59.7	64.8	69.3	73.4
Argentina	14.2	16.8	19.1	20.5	21.9	23.3
Other	56.6	67.6	78.2	88.0	96.1	103.4
<b>Latin America</b>	<b>178.9</b>	<b>210.3</b>	<b>240.6</b>	<b>263.2</b>	<b>282.3</b>	<b>298.1</b>
<b>% of mobile phone users</b>						
Mexico	57.7%	65.1%	71.5%	75.6%	79.2%	82.3%
Brazil	49.8%	56.0%	62.7%	65.9%	68.3%	69.2%
Argentina	47.2%	54.7%	61.1%	64.4%	67.6%	71.0%
Other	37.7%	43.8%	49.5%	54.6%	58.5%	61.9%
<b>Latin America</b>	<b>46.5%</b>	<b>53.0%</b>	<b>59.2%</b>	<b>63.4%</b>	<b>66.7%</b>	<b>69.2%</b>

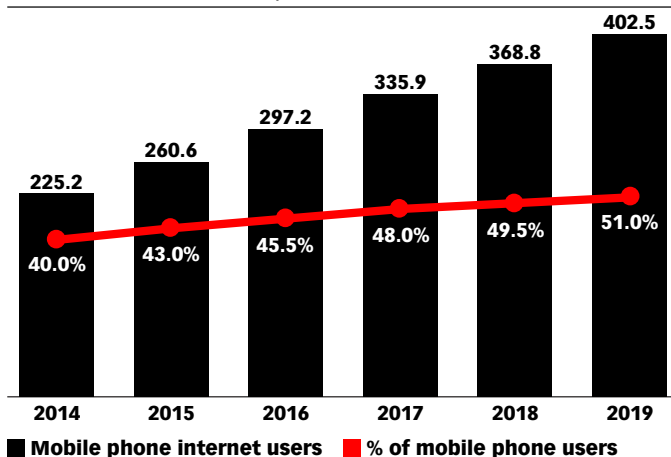
Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access  
Source: eMarketer, July 2015

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## Mobile Phone Internet Users and Penetration in the Middle East & Africa, 2014-2019

millions and % of mobile phone users



Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access  
Source: eMarketer, July 2015

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## Mobile Phone Internet Users and Penetration in North America, by Country, 2014-2019

millions and % of mobile phone users

	2014	2015	2016	2017	2018	2019
<b>Mobile phone internet users (millions)</b>						
US	174.3	193.8	210.5	223.0	232.2	239.6
Canada	19.0	21.3	23.0	24.2	25.0	25.7
<b>North America</b>	<b>193.3</b>	<b>215.2</b>	<b>233.5</b>	<b>247.3</b>	<b>257.2</b>	<b>265.3</b>
<b>% of mobile phone users</b>						
US	68.9%	75.1%	80.3%	83.9%	85.9%	87.5%
Canada	68.7%	74.4%	78.8%	81.4%	83.1%	84.0%
<b>North America</b>	<b>68.9%</b>	<b>75.1%</b>	<b>80.1%</b>	<b>83.6%</b>	<b>85.6%</b>	<b>87.2%</b>

Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access  
Source: eMarketer, July 2015

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## Mobile Phone Internet Users and Penetration in Western Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Mobile phone internet users (millions)</b>						
Germany	37.2	43.1	48.3	52.2	54.9	56.3
UK	35.7	38.7	41.8	44.5	46.1	47.3
France	26.8	31.5	35.3	38.7	40.9	42.8
Italy	25.6	30.1	33.0	34.5	36.0	36.6
Spain	22.9	25.9	27.8	29.3	30.4	31.3
Netherlands	9.3	10.9	12.0	12.8	13.6	13.9
Sweden	5.5	6.1	6.7	7.2	7.7	8.0
Denmark	3.4	3.9	4.2	4.5	4.6	4.7
Norway	3.1	3.5	3.9	4.2	4.3	4.4
Finland	2.6	3.0	3.2	3.5	3.7	3.8
Other	24.7	28.9	31.8	34.2	35.7	36.8
<b>Western Europe</b>	<b>196.7</b>	<b>225.6</b>	<b>248.1</b>	<b>265.5</b>	<b>277.9</b>	<b>285.9</b>
<b>% of mobile phone users</b>						
Denmark	72.8%	82.5%	88.7%	93.4%	95.5%	96.2%
Netherlands	68.8%	79.5%	86.8%	91.4%	95.9%	97.0%
Norway	69.7%	77.8%	86.0%	90.5%	92.3%	93.7%
Sweden	70.4%	76.9%	82.6%	88.3%	92.9%	95.6%
UK	69.7%	74.4%	79.1%	83.0%	85.1%	86.2%
Germany	57.3%	65.8%	73.1%	78.6%	82.4%	84.3%
Spain	58.5%	65.5%	69.5%	72.5%	74.5%	76.0%
Finland	57.3%	65.4%	70.3%	75.7%	80.4%	83.0%
France	55.5%	64.0%	70.4%	76.5%	80.2%	83.3%
Italy	52.5%	60.9%	66.0%	68.1%	70.2%	70.8%
Other	57.8%	66.8%	73.0%	77.7%	80.5%	82.5%
<b>Western Europe</b>	<b>59.6%</b>	<b>67.5%</b>	<b>73.3%</b>	<b>77.7%</b>	<b>80.6%</b>	<b>82.3%</b>

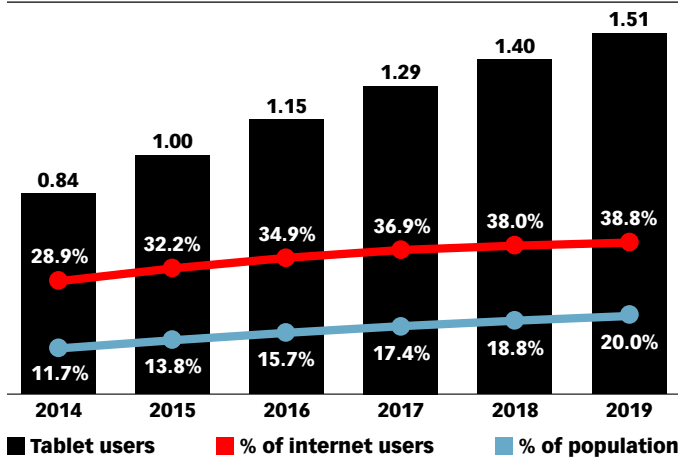
Note: mobile phone users of any age who access the internet via mobile phone (browser or app) at least once per month; use of SMS/MMS is not considered mobile internet access  
Source: eMarketer, July 2015

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# TABLET USERS

## Tablet Users and Penetration Worldwide, 2014-2019 billions, % of internet users and % of population



Note: individuals of any age who use a tablet at least once per month  
Source: eMarketer, July 2015

194104

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## Tablet User Metrics Worldwide, by Region, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Tablet users (millions)</b>						
Asia-Pacific	369.4	457.9	537.8	617.4	685.1	756.5
North America	162.5	173.8	182.7	189.3	194.7	199.3
Western Europe	146.8	163.3	178.1	190.6	200.3	205.2
Latin America	73.2	92.3	110.5	124.1	134.8	144.0
Central & Eastern Europe	56.5	67.2	75.8	84.2	92.1	97.4
Middle East & Africa	34.0	49.1	66.5	81.7	95.4	105.8
<b>Worldwide</b>	<b>842.4</b>	<b>1,003.6</b>	<b>1,151.5</b>	<b>1,287.3</b>	<b>1,402.4</b>	<b>1,508.2</b>

### Tablet user penetration (% of internet users)

North America	57.7%	60.2%	62.0%	63.0%	63.9%	64.8%
Western Europe	48.6%	53.2%	57.0%	60.3%	62.8%	63.8%
Asia-Pacific	26.0%	29.8%	32.7%	35.1%	36.3%	37.4%
Central & Eastern Europe	25.1%	28.2%	30.4%	32.5%	34.4%	35.3%
Latin America	24.0%	28.2%	31.8%	34.3%	35.9%	37.2%
Middle East & Africa	8.8%	11.8%	14.7%	16.6%	17.9%	18.4%
<b>Worldwide</b>	<b>28.9%</b>	<b>32.2%</b>	<b>34.9%</b>	<b>36.9%</b>	<b>38.0%</b>	<b>38.8%</b>

### Tablet user penetration (% of population)

North America	45.9%	48.7%	50.7%	52.1%	53.2%	54.0%
Western Europe	35.3%	39.1%	42.5%	45.3%	47.4%	48.4%
Central & Eastern Europe	13.1%	15.6%	17.6%	19.5%	21.3%	22.5%
Latin America	12.1%	15.1%	17.9%	19.9%	21.4%	22.6%
Asia-Pacific	9.3%	11.4%	13.3%	15.1%	16.6%	18.2%
Middle East & Africa	2.5%	3.5%	4.6%	5.5%	6.3%	6.9%
<b>Worldwide</b>	<b>11.7%</b>	<b>13.8%</b>	<b>15.7%</b>	<b>17.4%</b>	<b>18.8%</b>	<b>20.0%</b>

Note: individuals of any age who use a tablet at least once per month;  
numbers may not add up to total due to rounding  
Source: eMarketer, July 2015

194106

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## Tablet Users Worldwide, by Country, 2014-2019 millions

	2014	2015	2016	2017	2018	2019
China*	226.7	276.5	322.0	368.1	404.6	446.7
US	148.9	158.8	166.4	172.1	176.8	180.9
India	33.9	44.4	53.4	62.8	71.5	80.3
Brazil	28.2	34.7	41.3	45.6	48.1	50.1
UK	30.0	32.8	35.0	37.0	38.8	40.2
Germany	27.7	31.0	34.3	36.9	38.9	39.5
Japan	24.6	29.5	33.7	36.7	39.0	40.2
Russia	25.4	29.0	32.0	34.5	36.8	38.5
Indonesia	19.5	27.0	32.6	37.6	42.7	46.6
France	21.8	24.3	26.6	28.6	30.0	30.7
Mexico	18.1	22.9	26.5	29.1	31.3	33.5
Italy	15.6	17.6	19.5	21.0	22.1	22.7
Spain	14.9	16.5	18.2	19.7	21.0	21.6
Canada	13.6	15.1	16.3	17.2	17.9	18.5
South Korea	8.9	9.9	10.8	11.7	12.3	13.1
Australia	8.7	9.6	10.5	11.4	12.0	12.4
Netherlands	8.4	9.1	9.7	10.2	10.5	10.6
Argentina	5.4	6.6	7.7	8.7	9.5	10.0
Sweden	4.1	4.6	5.1	5.5	5.8	6.0
Denmark	2.6	2.8	3.0	3.2	3.4	3.5
Norway	2.5	2.8	3.0	3.2	3.3	3.3
Finland	1.7	2.0	2.3	2.5	2.7	2.7
<b>Worldwide**</b>	<b>842.4</b>	<b>1,003.6</b>	<b>1,151.5</b>	<b>1,287.3</b>	<b>1,402.4</b>	<b>1,508.2</b>

Note: individuals of any age who use a tablet at least once per month;

\*excludes Hong Kong; \*\*includes countries not listed

Source: eMarketer, July 2015

194108

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**Tablet User Growth Worldwide, by Country, 2014-2019**  
% change

	2014	2015	2016	2017	2018	2019
Indonesia	59.7%	38.3%	20.9%	15.3%	13.5%	9.3%
India	46.0%	30.8%	20.4%	17.6%	13.9%	12.3%
Mexico	32.4%	26.5%	16.0%	9.7%	7.6%	6.8%
Brazil	41.5%	22.9%	19.2%	10.4%	5.5%	4.2%
Argentina	27.3%	22.1%	16.8%	12.7%	10.0%	4.9%
China*	26.6%	22.0%	16.5%	14.3%	9.9%	10.4%
Japan	40.5%	20.0%	14.0%	9.1%	6.1%	3.1%
Finland	38.0%	17.8%	12.8%	9.7%	6.9%	2.2%
Russia	31.4%	14.1%	10.4%	7.7%	6.7%	4.5%
Sweden	37.2%	13.2%	9.5%	7.3%	6.1%	3.1%
Italy	31.0%	13.0%	10.5%	7.7%	5.4%	2.5%
Germany	19.1%	12.2%	10.6%	7.5%	5.4%	1.3%
France	33.4%	11.8%	9.3%	7.4%	4.8%	2.5%
Spain	28.3%	11.4%	10.2%	8.2%	6.4%	2.7%
Norway	28.1%	10.9%	7.6%	5.7%	3.7%	1.7%
South Korea	31.1%	10.7%	9.7%	7.9%	5.6%	5.9%
Canada	15.0%	10.5%	8.0%	5.6%	4.0%	3.2%
Denmark	33.0%	10.3%	7.8%	6.9%	4.4%	3.2%
Australia	19.5%	10.3%	9.6%	7.9%	5.7%	2.8%
UK	35.2%	9.1%	6.8%	5.8%	4.7%	3.8%
Netherlands	25.9%	9.1%	6.6%	4.6%	2.9%	1.2%
US	12.6%	6.7%	4.8%	3.4%	2.7%	2.3%
<b>Worldwide**</b>	<b>28.5%</b>	<b>19.1%</b>	<b>14.7%</b>	<b>11.8%</b>	<b>8.9%</b>	<b>7.5%</b>

Note: individuals of any age who use a tablet at least once per month;  
\*excludes Hong Kong; \*\*includes countries not listed  
Source: eMarketer, July 2015

194110

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**Tablet User Penetration Worldwide, by Country, 2014-2019**  
% of internet users

	2014	2015	2016	2017	2018	2019
UK	60.0%	63.8%	66.8%	69.4%	71.5%	73.2%
Netherlands	58.2%	62.6%	66.4%	69.2%	70.9%	71.5%
Norway	55.9%	61.3%	63.2%	68.2%	70.0%	70.6%
US	58.8%	61.1%	62.7%	63.6%	64.4%	65.3%
Denmark	53.9%	58.6%	62.3%	66.4%	69.2%	71.3%
Sweden	50.8%	57.0%	61.9%	65.9%	69.4%	71.0%
Australia	51.0%	55.5%	60.0%	64.0%	66.9%	68.0%
Canada	48.2%	52.1%	55.6%	57.4%	58.9%	60.0%
Spain	47.0%	51.2%	55.3%	59.0%	62.0%	63.0%
France	45.6%	50.0%	53.8%	57.0%	59.1%	60.0%
Germany	44.5%	49.3%	54.0%	57.6%	60.5%	61.0%
Italy	43.6%	48.7%	52.4%	56.1%	58.8%	60.0%
Finland	39.4%	45.9%	51.2%	55.6%	58.9%	59.7%
China*	35.0%	41.0%	46.0%	50.0%	52.0%	54.0%
Mexico	30.4%	35.2%	37.5%	38.5%	39.0%	39.4%
Russia	30.7%	33.2%	35.1%	36.6%	38.1%	38.9%
Brazil	26.2%	30.5%	34.5%	37.0%	38.2%	39.0%
Indonesia	23.3%	28.9%	31.7%	33.4%	34.7%	34.9%
Japan	24.1%	28.5%	32.2%	35.0%	37.0%	38.0%
South Korea	21.3%	23.3%	25.3%	27.0%	28.3%	29.8%
Argentina	19.9%	22.7%	25.8%	28.4%	30.6%	31.5%
India	15.0%	16.0%	16.6%	17.2%	17.4%	17.5%
<b>Worldwide**</b>	<b>28.9%</b>	<b>32.2%</b>	<b>34.9%</b>	<b>36.9%</b>	<b>38.1%</b>	<b>38.7%</b>

Note: individuals of any age who use a tablet at least once per month;  
\*excludes Hong Kong; \*\*includes countries not listed  
Source: eMarketer, July 2015

194112

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## Tablet User Penetration Worldwide, by Country, 2014-2019

% of population

	2014	2015	2016	2017	2018	2019
Netherlands	49.5%	53.8%	57.1%	59.5%	61.0%	61.5%
Norway	48.6%	53.3%	56.7%	59.3%	60.9%	61.4%
Denmark	45.8%	50.4%	54.2%	57.8%	60.2%	62.0%
UK	46.4%	50.3%	53.3%	55.9%	58.1%	59.8%
US	46.7%	49.4%	51.4%	52.7%	53.7%	54.5%
Sweden	42.2%	47.4%	51.5%	54.8%	57.7%	59.0%
Australia	38.8%	42.3%	45.9%	49.0%	51.2%	52.2%
Canada	38.4%	42.0%	45.0%	47.0%	48.5%	49.5%
Finland	32.7%	38.5%	43.4%	47.6%	50.9%	52.0%
Germany	34.2%	38.4%	42.5%	45.8%	48.4%	49.0%
France	34.3%	38.2%	41.6%	44.5%	46.5%	47.4%
Spain	31.1%	34.4%	37.6%	40.3%	42.5%	43.4%
Italy	25.3%	28.5%	31.5%	33.8%	35.6%	36.4%
Japan	19.4%	23.3%	26.6%	29.1%	30.9%	31.9%
Russia	17.8%	20.4%	22.5%	24.3%	25.9%	27.1%
China*	16.7%	20.3%	23.6%	26.8%	29.4%	32.3%
South Korea	18.2%	20.1%	22.0%	23.7%	25.1%	26.5%
Mexico	15.1%	18.9%	21.7%	23.6%	25.1%	26.6%
Brazil	13.9%	17.0%	20.1%	22.0%	23.0%	23.8%
Argentina	12.5%	15.2%	17.5%	19.6%	21.4%	22.2%
Indonesia	7.7%	10.5%	12.6%	14.4%	16.2%	17.6%
India	2.7%	3.5%	4.2%	4.9%	5.5%	6.1%
<b>Worldwide**</b>	<b>11.7%</b>	<b>13.8%</b>	<b>15.7%</b>	<b>17.4%</b>	<b>18.8%</b>	<b>20.0%</b>

Note: individuals of any age who use a tablet at least once per month;

\*excludes Hong Kong; \*\*includes countries not listed

Source: eMarketer, July 2015

194114

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## Tablet Users and Penetration in Asia-Pacific, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Tablet users (millions)</b>						
China*	226.7	276.5	322.0	368.1	404.6	446.7
India	33.9	44.4	53.4	62.8	71.5	80.3
Japan	24.6	29.5	33.7	36.7	39.0	40.2
Indonesia	19.5	27.0	32.6	37.6	42.7	46.6
South Korea	8.9	9.9	10.8	11.7	12.3	13.1
Australia	8.7	9.6	10.5	11.4	12.0	12.4
Other	47.1	61.0	74.7	89.1	102.9	117.3
<b>Asia-Pacific</b>	<b>369.4</b>	<b>457.9</b>	<b>537.8</b>	<b>617.4</b>	<b>685.1</b>	<b>756.5</b>
<b>Tablet user penetration (% of internet users)</b>						
Australia	51.0%	55.5%	60.0%	64.0%	66.9%	68.0%
China*	35.0%	41.0%	46.0%	50.0%	52.0%	54.0%
Indonesia	23.3%	28.9%	31.7%	33.4%	34.7%	34.9%
Japan	24.1%	28.5%	32.2%	35.0%	37.0%	38.0%
South Korea	21.3%	23.3%	25.3%	27.0%	28.3%	29.8%
India	15.0%	16.0%	16.6%	17.2%	17.4%	17.5%
Other	15.6%	18.6%	21.1%	23.4%	25.2%	26.8%
<b>Asia-Pacific</b>	<b>26.0%</b>	<b>29.8%</b>	<b>32.7%</b>	<b>35.1%</b>	<b>36.3%</b>	<b>37.4%</b>
<b>Tablet user penetration (% of population)</b>						
Australia	38.8%	42.3%	45.9%	49.0%	51.2%	52.2%
Japan	19.4%	23.3%	26.6%	29.1%	30.9%	31.9%
China*	16.7%	20.3%	23.6%	26.8%	29.4%	32.3%
South Korea	18.2%	20.1%	22.0%	23.7%	25.1%	26.5%
Indonesia	7.7%	10.5%	12.6%	14.4%	16.2%	17.6%
India	2.7%	3.5%	4.2%	4.9%	5.5%	6.1%
Other	5.0%	6.4%	7.8%	9.2%	10.5%	11.8%
<b>Asia-Pacific</b>	<b>9.3%</b>	<b>11.4%</b>	<b>13.3%</b>	<b>15.1%</b>	<b>16.6%</b>	<b>18.2%</b>

Note: individuals of any age who use a tablet at least once per month;

numbers may not add up to total due to rounding; \*excludes Hong Kong

Source: eMarketer, July 2015

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## Tablet Users and Penetration in Central & Eastern Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Tablet users (millions)</b>						
Russia	25.4	29.0	32.0	34.5	36.8	38.5
Other	31.0	38.2	43.8	49.7	55.3	58.9
<b>Central &amp; Eastern Europe</b>	<b>56.5</b>	<b>67.2</b>	<b>75.8</b>	<b>84.2</b>	<b>92.1</b>	<b>97.4</b>
<b>Tablet user penetration (% of internet users)</b>						
Russia	30.7%	33.2%	35.1%	36.6%	38.1%	38.9%
Other	21.9%	25.3%	27.8%	30.2%	32.3%	33.2%
<b>Central &amp; Eastern Europe</b>	<b>25.1%</b>	<b>28.2%</b>	<b>30.4%</b>	<b>32.5%</b>	<b>34.4%</b>	<b>35.3%</b>
<b>Tablet user penetration (% of population)</b>						
Russia	17.8%	20.4%	22.5%	24.3%	25.9%	27.1%
Other	10.8%	13.2%	15.1%	17.1%	19.1%	20.3%
<b>Central &amp; Eastern Europe</b>	<b>13.1%</b>	<b>15.6%</b>	<b>17.6%</b>	<b>19.5%</b>	<b>21.3%</b>	<b>22.5%</b>

Note: individuals of any age who use a tablet at least once per month;

numbers may not add up to total due to rounding

Source: eMarketer, July 2015

194118

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### Tablet Users and Penetration in Latin America, by Country, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Tablet users (millions)</b>							
Brazil	19.9	28.2	34.7	41.3	45.6	48.1	50.1
Mexico	13.7	18.1	22.9	26.5	29.1	31.3	33.5
Argentina	4.2	5.4	6.6	7.7	8.7	9.5	10.0
Other	12.9	21.5	28.2	35.0	40.7	45.8	50.4
<b>Latin America</b>	<b>50.7</b>	<b>73.2</b>	<b>92.3</b>	<b>110.5</b>	<b>124.1</b>	<b>134.8</b>	<b>144.0</b>
<b>Tablet user penetration (% of internet users)</b>							
Mexico	25.7%	30.4%	35.2%	37.5%	38.5%	39.0%	39.4%
Brazil	20.1%	26.2%	30.5%	34.5%	37.0%	38.2%	39.0%
Argentina	16.9%	19.9%	22.7%	25.8%	28.4%	30.6%	31.5%
Other	16.6%	23.5%	28.0%	31.5%	33.9%	36.1%	38.0%
<b>Latin America</b>	<b>18.2%</b>	<b>24.0%</b>	<b>28.2%</b>	<b>31.8%</b>	<b>34.3%</b>	<b>35.9%</b>	<b>37.2%</b>
<b>Tablet user penetration (% of population)</b>							
Mexico	11.5%	15.1%	18.9%	21.7%	23.6%	25.1%	26.6%
Brazil	9.9%	13.9%	17.0%	20.1%	22.0%	23.0%	23.8%
Argentina	9.9%	12.5%	15.2%	17.5%	19.6%	21.4%	22.2%
Other	5.4%	8.9%	11.5%	14.2%	16.3%	18.2%	19.8%
<b>Latin America</b>	<b>8.4%</b>	<b>12.1%</b>	<b>15.1%</b>	<b>17.9%</b>	<b>19.9%</b>	<b>21.4%</b>	<b>22.6%</b>

Note: individuals of any age who use a tablet at least once per month; numbers may not add up to total due to rounding  
Source: eMarketer, April 2015; confirmed and republished, July 2015

187442 [www.eMarketer.com](http://www.eMarketer.com)

### Tablet Users and Penetration in North America, by Country, 2013-2019

	2013	2014	2015	2016	2017	2018	2019
<b>Tablet users (millions)</b>							
US	132.2	148.9	158.8	166.4	172.1	176.8	180.9
Canada	11.9	13.6	15.1	16.3	17.2	17.9	18.5
<b>North America</b>	<b>144.1</b>	<b>162.5</b>	<b>173.8</b>	<b>182.7</b>	<b>189.3</b>	<b>194.7</b>	<b>199.3</b>
<b>Tablet user penetration (% of internet users)</b>							
US	53.8%	58.8%	61.1%	62.7%	63.6%	64.4%	65.3%
Canada	42.8%	48.2%	52.1%	55.6%	57.4%	58.9%	60.0%
<b>North America</b>	<b>52.6%</b>	<b>57.7%</b>	<b>60.2%</b>	<b>62.0%</b>	<b>63.0%</b>	<b>63.9%</b>	<b>64.8%</b>
<b>Tablet user penetration (% of population)</b>							
US	41.8%	46.7%	49.4%	51.4%	52.7%	53.7%	54.5%
Canada	33.7%	38.4%	42.0%	45.0%	47.0%	48.5%	49.5%
<b>North America</b>	<b>41.0%</b>	<b>45.9%</b>	<b>48.7%</b>	<b>50.7%</b>	<b>52.1%</b>	<b>53.2%</b>	<b>54.0%</b>

Note: individuals of any age who use a tablet at least once per month; numbers may not add up to total due to rounding  
Source: eMarketer, April 2015; confirmed and republished, July 2015

187443 [www.eMarketer.com](http://www.eMarketer.com)

### Tablet Users and Penetration in Western Europe, by Country, 2014-2019

	2014	2015	2016	2017	2018	2019
<b>Tablet users (millions)</b>						
UK	30.0	32.8	35.0	37.0	38.8	40.2
Germany	27.7	31.0	34.3	36.9	38.9	39.5
France	21.8	24.3	26.6	28.6	30.0	30.7
Italy	15.6	17.6	19.5	21.0	22.1	22.7
Spain	14.9	16.5	18.2	19.7	21.0	21.6
Netherlands	8.4	9.1	9.7	10.2	10.5	10.6
Sweden	4.1	4.6	5.1	5.5	5.8	6.0
Denmark	2.6	2.8	3.0	3.2	3.4	3.5
Norway	2.5	2.8	3.0	3.2	3.3	3.3
Finland	1.7	2.0	2.3	2.5	2.7	2.7
Other	17.6	19.6	21.3	22.7	23.9	24.4
<b>Western Europe</b>	<b>146.8</b>	<b>163.3</b>	<b>178.1</b>	<b>190.6</b>	<b>200.3</b>	<b>205.2</b>
<b>Tablet user penetration (% of internet users)</b>						
UK	60.0%	63.8%	66.8%	69.4%	71.5%	73.2%
Netherlands	58.2%	62.6%	66.4%	69.2%	70.9%	71.5%
Norway	55.9%	61.3%	65.2%	68.2%	70.0%	70.6%
Denmark	53.9%	58.6%	62.3%	66.4%	69.2%	71.3%
Sweden	50.8%	57.0%	61.9%	65.9%	69.4%	71.0%
Spain	47.0%	51.2%	55.3%	59.0%	62.0%	63.0%
France	45.6%	50.0%	53.8%	57.0%	59.1%	60.0%
Germany	44.5%	49.3%	54.0%	57.6%	60.5%	61.0%
Italy	43.6%	48.7%	52.4%	56.1%	58.8%	60.0%
Finland	39.4%	45.9%	51.2%	55.6%	58.9%	59.7%
Other	45.5%	49.7%	53.1%	56.0%	58.2%	59.0%
<b>Western Europe</b>	<b>48.6%</b>	<b>53.2%</b>	<b>57.0%</b>	<b>60.3%</b>	<b>62.8%</b>	<b>63.8%</b>
<b>Tablet user penetration (% of population)</b>						
Netherlands	49.5%	53.8%	57.1%	59.5%	61.0%	61.5%
Norway	48.6%	53.3%	56.7%	59.3%	60.9%	61.4%
Denmark	45.8%	50.4%	54.2%	57.8%	60.2%	62.0%
UK	46.4%	50.3%	53.3%	55.9%	58.1%	59.8%
Sweden	42.2%	47.4%	51.5%	54.8%	57.7%	59.0%
Finland	32.7%	38.5%	43.4%	47.6%	50.9%	52.0%
Germany	34.2%	38.4%	42.5%	45.8%	48.4%	49.0%
France	34.3%	38.2%	41.6%	44.5%	46.5%	47.4%
Spain	31.1%	34.4%	37.6%	40.3%	42.5%	43.4%
Italy	25.3%	28.5%	31.5%	33.8%	35.6%	36.4%
Other	32.1%	35.5%	38.5%	41.1%	43.0%	43.9%
<b>Western Europe</b>	<b>35.3%</b>	<b>39.1%</b>	<b>42.5%</b>	<b>45.3%</b>	<b>47.4%</b>	<b>48.4%</b>

Note: individuals of any age who use a tablet at least once per month; numbers may not add up to total due to rounding  
Source: eMarketer, July 2015

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## Smartphone and Tablet Penetration in Select Countries, 2016-2019

% of internet users

	2016	2017	2018	2019
<b>Australia</b>				
—Smartphone users	87.2%	88.7%	89.8%	90.6%
—Tablet users	60.0%	64.0%	66.9%	68.0%
<b>China*</b>				
—Smartphone users	80.5%	81.4%	82.3%	83.1%
—Tablet users	46.0%	50.0%	52.0%	54.0%
<b>UK</b>				
—Smartphone users	79.3%	82.9%	84.8%	85.7%
—Tablet users	66.8%	69.4%	71.5%	73.2%
<b>US</b>				
—Smartphone users	78.0%	81.3%	83.5%	85.5%
—Tablet users	62.7%	63.6%	64.4%	65.3%
<b>Canada</b>				
—Smartphone users	76.5%	80.8%	82.4%	83.6%
—Tablet users	55.6%	57.4%	58.9%	60.0%
<b>Germany</b>				
—Smartphone users	74.4%	80.0%	84.1%	87.1%
—Tablet users	54.0%	57.6%	60.5%	61.0%
<b>France</b>				
—Smartphone users	67.7%	73.3%	77.0%	80.1%
—Tablet users	53.8%	57.0%	59.1%	60.0%
<b>Russia</b>				
—Smartphone users	65.9%	70.5%	73.1%	74.2%
—Tablet users	35.1%	36.6%	38.1%	38.9%
<b>Mexico</b>				
—Smartphone users	63.9%	68.4%	71.9%	73.5%
—Tablet users	37.5%	38.5%	39.0%	39.4%
<b>India</b>				
—Smartphone users	63.4%	66.8%	67.9%	69.1%
—Tablet users	16.6%	17.2%	17.4%	17.5%
<b>Brazil</b>				
—Smartphone users	45.4%	48.3%	51.5%	53.4%
—Tablet users	34.5%	37.0%	38.2%	39.0%
<b>Worldwide</b>				
—Smartphone users	62.4%	64.8%	66.2%	67.2%
—Tablet users	34.9%	36.9%	38.0%	38.8%

Note: smartphone users are individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month; tablet users are individuals of any age who use a tablet at least once per month; \*excludes Hong Kong

Source: eMarketer, July 2015

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