



2014 ASIA-PACIFIC DIGITAL OVERVIEW

WE ARE SOCIAL'S SNAPSHOT OF KEY DIGITAL DATA & STATISTICS

COUNTRIES DETAILED IN THIS REPORT



- | | | | | |
|---------------|--------------|-------------|---------------------|----------------|
| 01 AUSTRALIA | 07 FIJI | 13 MACAU | 19 NEW ZEALAND | 25 SOUTH KOREA |
| 02 BANGLADESH | 08 HONG KONG | 14 MALAYSIA | 20 NORTH KOREA | 26 SRI LANKA |
| 03 BHUTAN | 09 INDIA | 15 MALDIVES | 21 PAKISTAN | 27 TAIWAN |
| 04 BRUNEI | 10 INDONESIA | 16 MONGOLIA | 22 PAPUA NEW GUINEA | 28 THAILAND |
| 05 CAMBODIA | 11 JAPAN | 17 MYANMAR | 23 PHILIPPINES | 29 TIMOR-LESTE |
| 06 CHINA | 12 LAOS | 18 NEPAL | 24 SINGAPORE | 30 VIETNAM |



IF YOU'D LIKE HELP TRANSLATING THESE FINDINGS
INTO A POWERFUL SOCIAL STRATEGY, CONTACT US:



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ASIA-PACIFIC REGIONAL OVERVIEW

**JAN
2014**

GLOBAL DATA SNAPSHOT

UPDATED

7,095,476,818

TOTAL POPULATION



52%

URBAN

48%

RURAL

2,640,432,161

INTERNET USERS



37%

INTERNET PENETRATION

1,856,680,860

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

6,572,950,124

ACTIVE MOBILE SUBSCRIPTIONS



93%

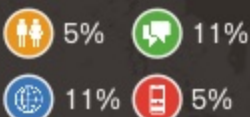
MOBILE SUBSCRIPTION PENETRATION

JAN
2014

SHARE OF GLOBAL USERS

UPDATED

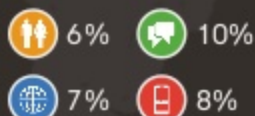
NORTH AMERICA



CENTRAL AMERICA



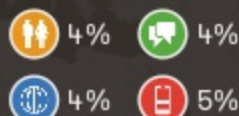
SOUTH AMERICA



WESTERN EUROPE



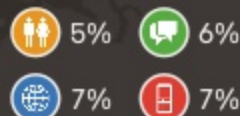
MIDDLE EAST



AFRICA



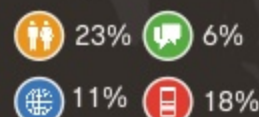
CENTRAL & EASTERN EUROPE



CENTRAL ASIA



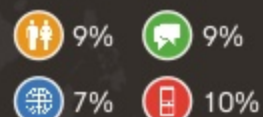
SOUTH ASIA



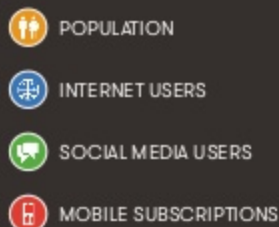
EAST ASIA



SOUTHEAST ASIA



OCEANIA



**JAN
2014**

ASIA-PACIFIC

3,882,702,949

TOTAL POPULATION



44%

URBAN

56%

RURAL

1,255,745,291

INTERNET USERS



32%

INTERNET PENETRATION

969,583,240

ACTIVE SOCIAL NETWORK USERS



25%

SOCIAL NETWORKING PENETRATION

3,347,580,701

ACTIVE MOBILE SUBSCRIPTIONS



86%

MOBILE SUBSCRIPTION PENETRATION

**JAN
2014**

APAC GLOBAL SHARE

SHARE OF GLOBAL
POPULATION



54.7%

SHARE OF GLOBAL
INTERNET USERS



47.5%

SHARE OF GLOBAL
SOCIAL MEDIA USERS



52.2%

SHARE OF GLOBAL
MOBILE USERS



47.6%

**JAN
2014**

APAC: MOBILE CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



82%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



18%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



21%

**JAN
2014**

APAC MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



645M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



16.6%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



943M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



24.3%

**JAN
2014**

SOUTH ASIA

UPDATED

1,630,919,286

TOTAL POPULATION



31%

URBAN

69%

RURAL

280,863,846

INTERNET USERS



17%

INTERNET PENETRATION

112,696,000

ACTIVE SOCIAL NETWORK USERS



7%

SOCIAL NETWORKING PENETRATION

1,173,703,583

ACTIVE MOBILE SUBSCRIPTIONS



72%

MOBILE SUBSCRIPTION PENETRATION

**JAN
2014**

SOUTH ASIA MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



61.8M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



3.8%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



89.1M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



5.5%

**JAN
2014**

EAST ASIA

UPDATED

1,584,806,482

TOTAL POPULATION



56%

URBAN

44%

RURAL

756,093,363

INTERNET USERS



48%

INTERNET PENETRATION

678,728,200

ACTIVE SOCIAL NETWORK USERS



43%

SOCIAL NETWORKING PENETRATION

1,451,087,957

ACTIVE MOBILE SUBSCRIPTIONS



92%

MOBILE SUBSCRIPTION PENETRATION

**JAN
2014**

EAST ASIA MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



444.8M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



28.1%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



707.4M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



44.6%

**JAN
2014**

SOUTHEAST ASIA

UPDATED

630,551,581

TOTAL POPULATION



45%

URBAN

55%

RURAL

195,762,594

INTERNET USERS



31%

INTERNET PENETRATION

161,996,000

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

688,607,654

ACTIVE MOBILE SUBSCRIPTIONS



109%

MOBILE SUBSCRIPTION PENETRATION

**JAN
2014**

SOUTHEAST ASIA MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



113.6M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



18.0%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



133.7M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



21.2%

**JAN
2014**

OCEANIA

UPDATED

36,425,600

TOTAL POPULATION



71%

URBAN

29%

RURAL

23,025,488

INTERNET USERS



63%

INTERNET PENETRATION

16,163,220

ACTIVE SOCIAL NETWORK USERS



44%

SOCIAL NETWORKING PENETRATION

34,181,507

ACTIVE MOBILE SUBSCRIPTIONS



94%

MOBILE SUBSCRIPTION PENETRATION

**JAN
2014**

OCEANIA MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



24.4M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



71.2%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



13.1M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



38.7%

JAN
2014

INTERNET PENETRATION IN APAC



JAN
2014

INTERNET PENETRATION IN APAC

