



INDONESIA

Digital Landscape 2014

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INDONESIA POPULATION

Digital Landscape 2014

Overview

253 Millions Population (4th world rank)

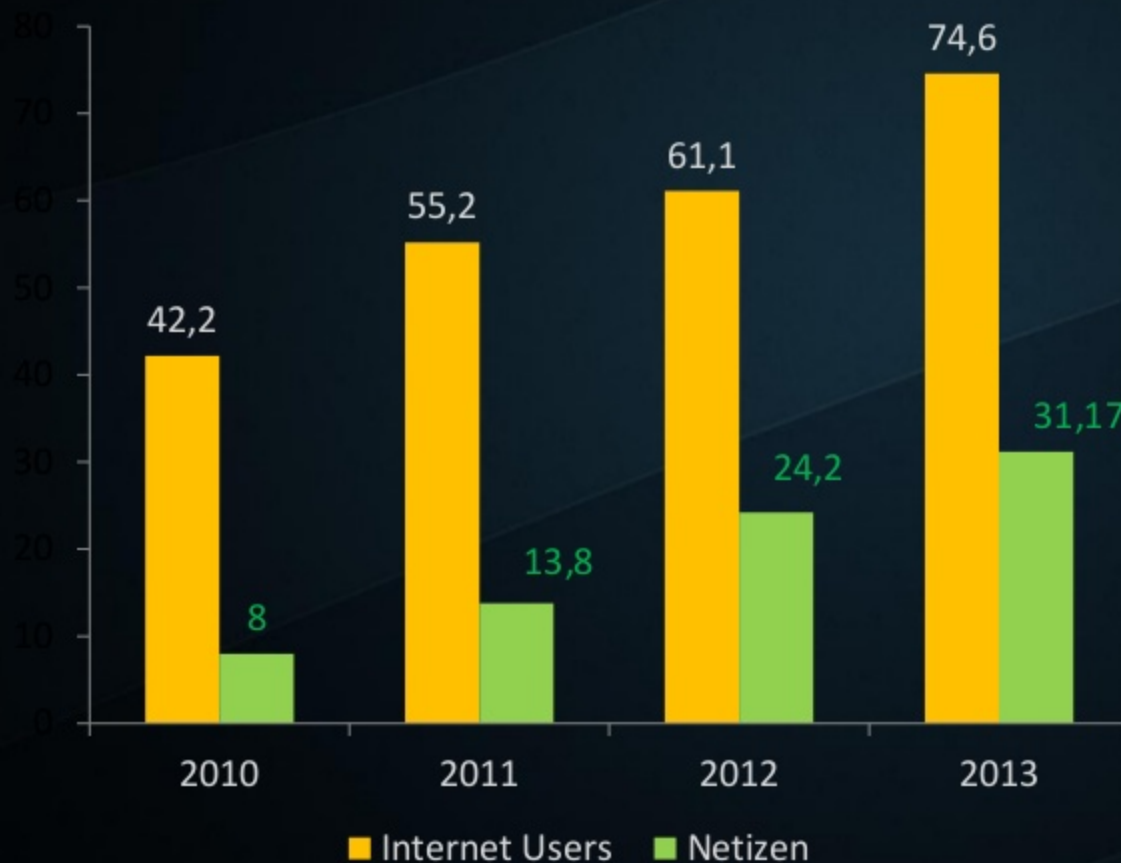
83 Millions Internet Users (8th world rank)

430% Growing Internet Population in Last Five Years



Overview

INTERNET USERS in millions



The survey reveals that Indonesia now has 74.6 million internet users, a 22 percent increase from last year's 61.1 million.

That number will pass 100 million in 2015.

Snapshot

255,461,124

Total Population



51% Urban & 49% Rural

83,600,000

Internet Users



33% Internet Penetration

69,000,000

Facebook Users



27% Facebook Penetration

281,963,665

Active Mobile Subscription



112% Mobile Subscription Penetration

Internet Indicators



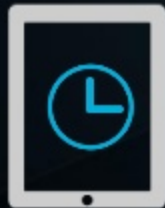
5H 27M

Avg Time That Internet Users Spend Using The Internet Each Day Using Desktop/Notebook



14%

Mobile Internet Penetration of Total Population



2H 30M

Average Time Mobile Internet Per Day

2

MOBILE INTERNET

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Mobile Stats



80,1M

Active Mobile Broadbands Subscription



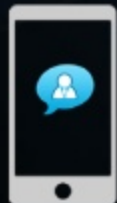
32%

Mobile Broadbands Subscription of Total Population



52M

Active Social Media Users Accessing from Mobile Device



21%

Penetration of Mobile Social from Total Population

Mobile



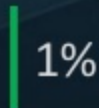
281,963,665

Active Mobile Subscription

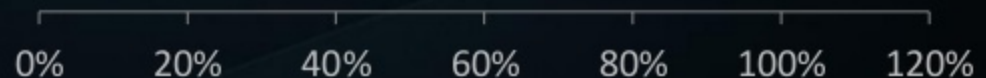
Prepaid Users of Total Mobile Subscription



Post Paid Users of Total Mobile Subscription



3G Connection of Total Mobile Subscription



Mobile



95.867.646

Smartphone Users

Smartphone Penetration as
% of Total Mobile
Subscription

34%

Smartphone Users Searching
for Local Information

94%

Smartphone Users Researching
Product/Service from Their
Phone

95%

Smartphone Users Who Have
Purchased from Their Phone

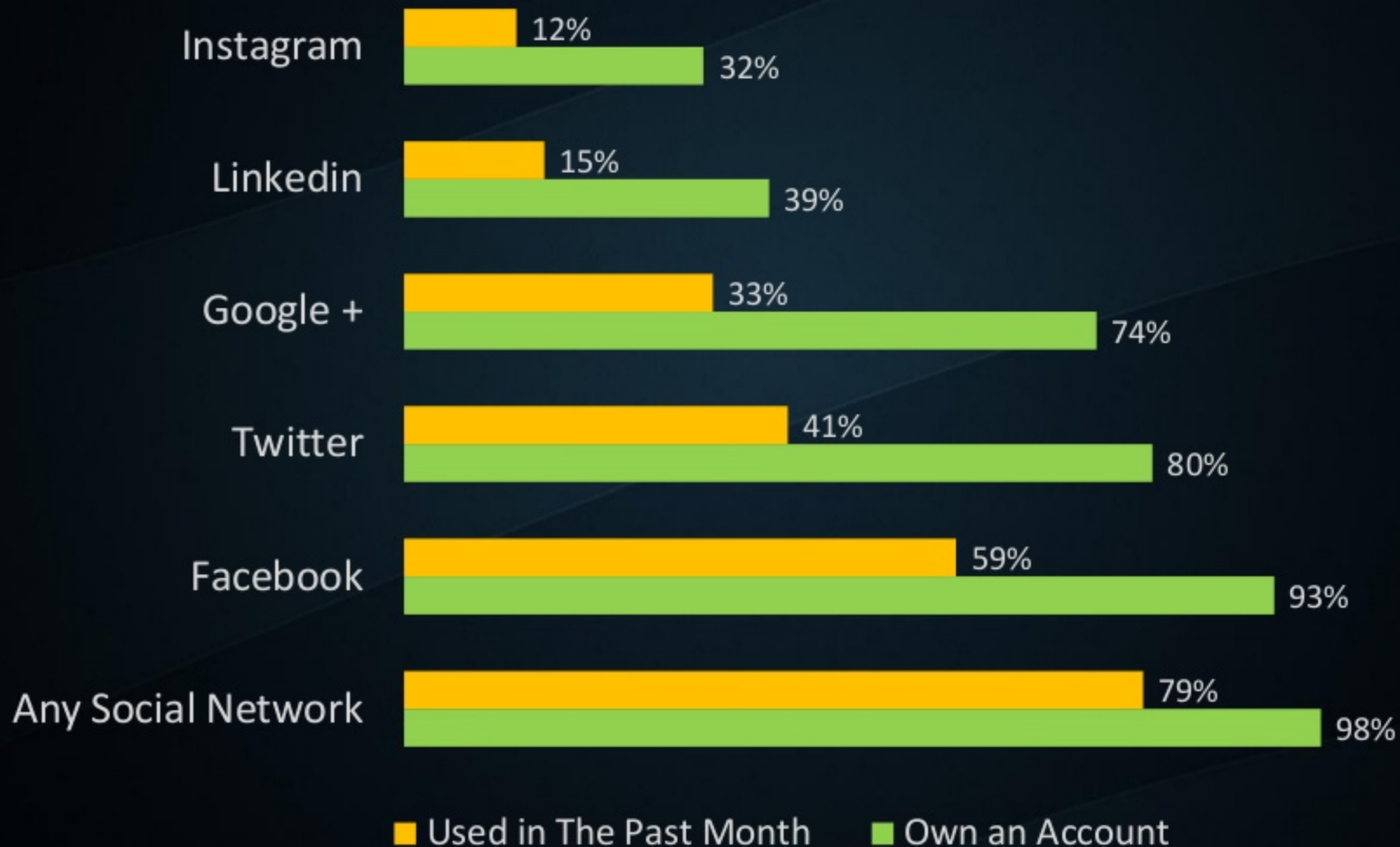
57%

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SOCIAL NETWORKS

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Social Media Use



Source: Global Web Index; WeAreSocial

Note: Figure represent percentage of internet users

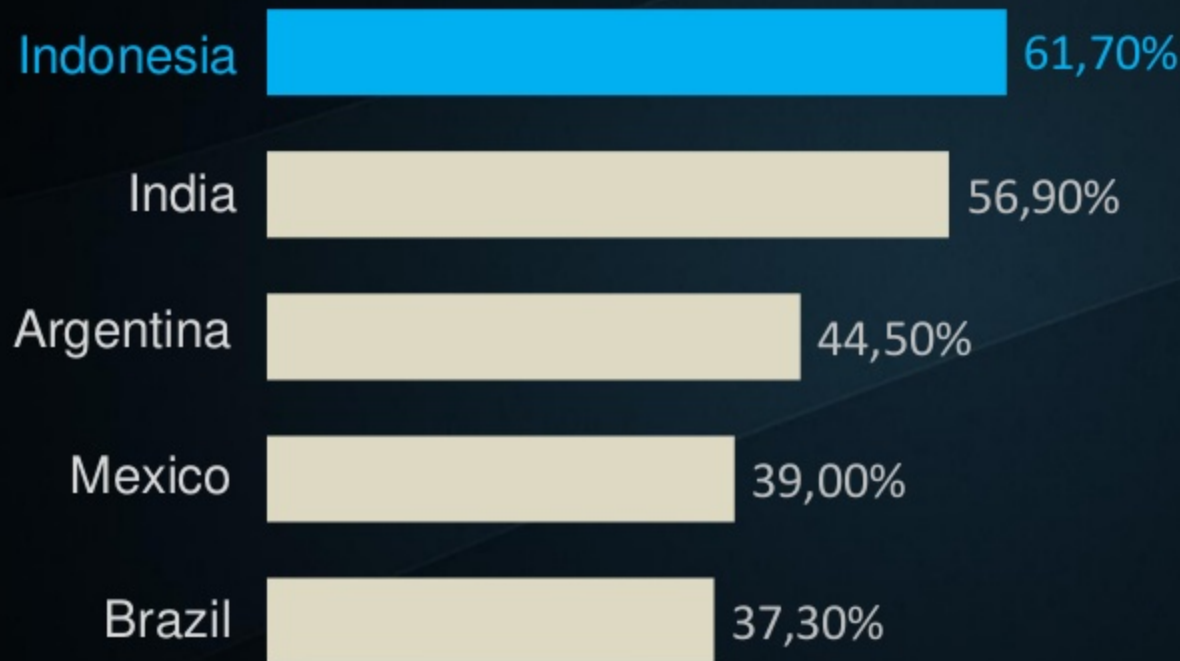


Facebook Users





Twitter Users



INDONESIA IS THE
BIGGEST TWITTER USER
GROWTH IN THE WORLD

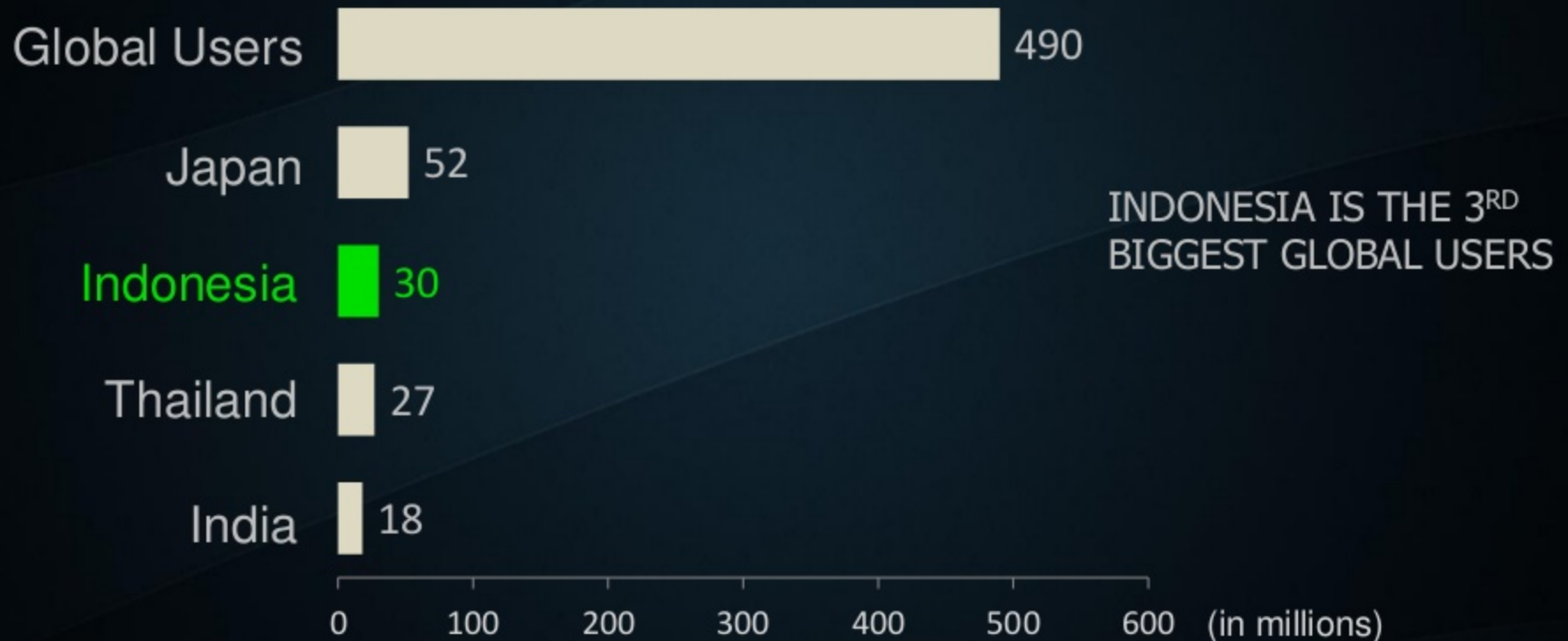
User Growth

The World's Most Active Twitter City

- Jakarta
- New York
- Tokyo
- London
- Sao Paulo

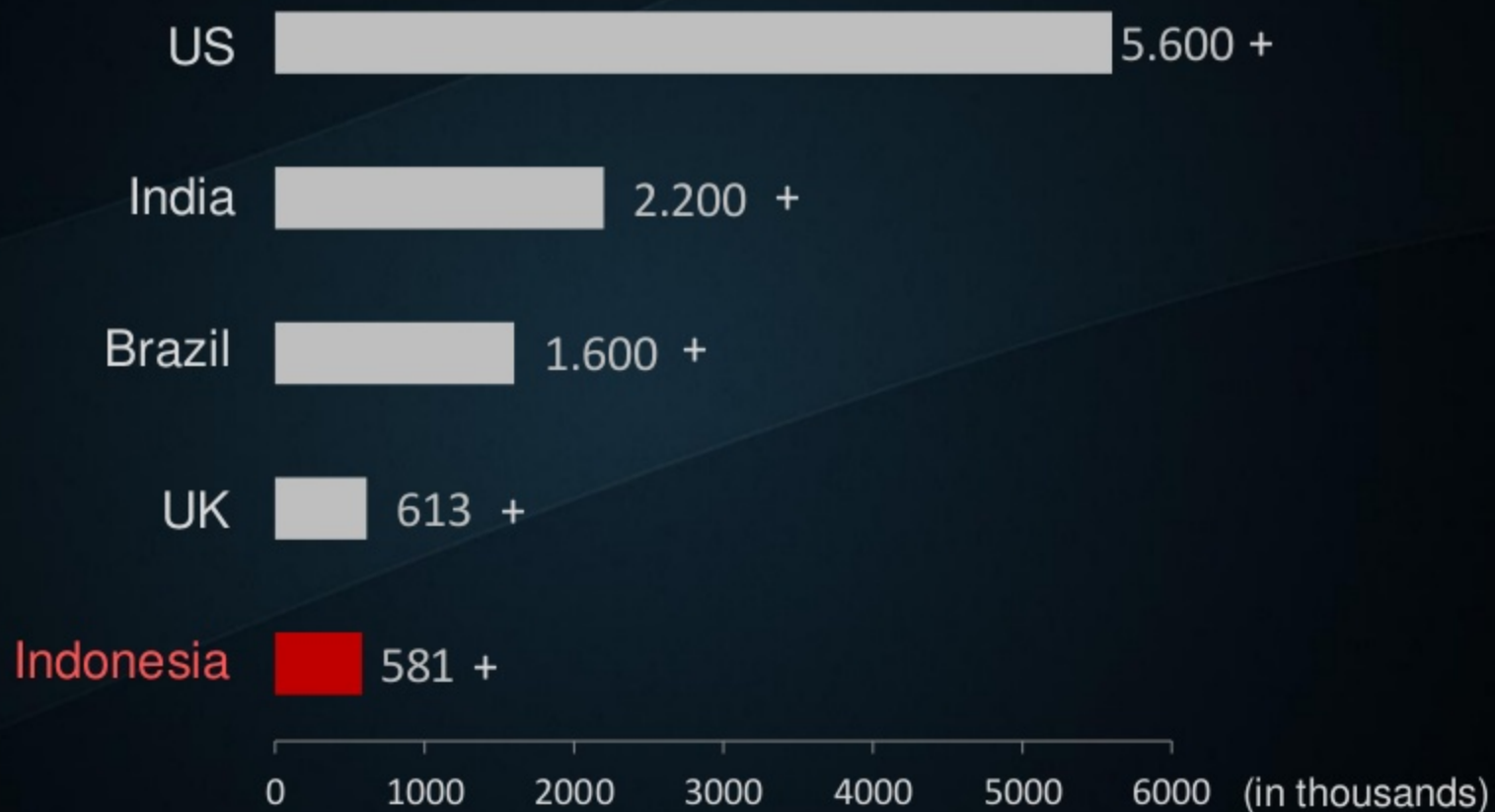


Line User





Google+ Users

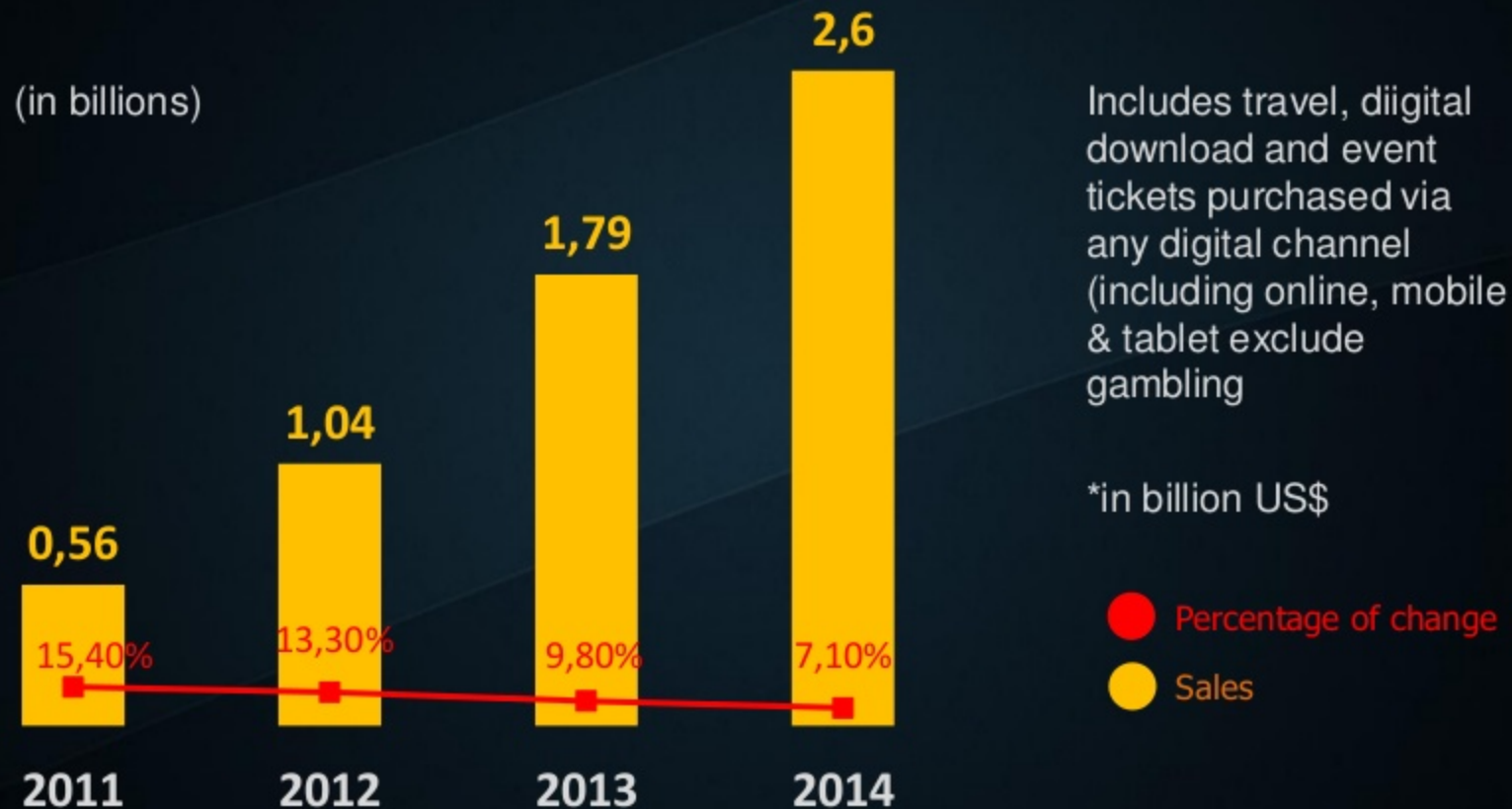


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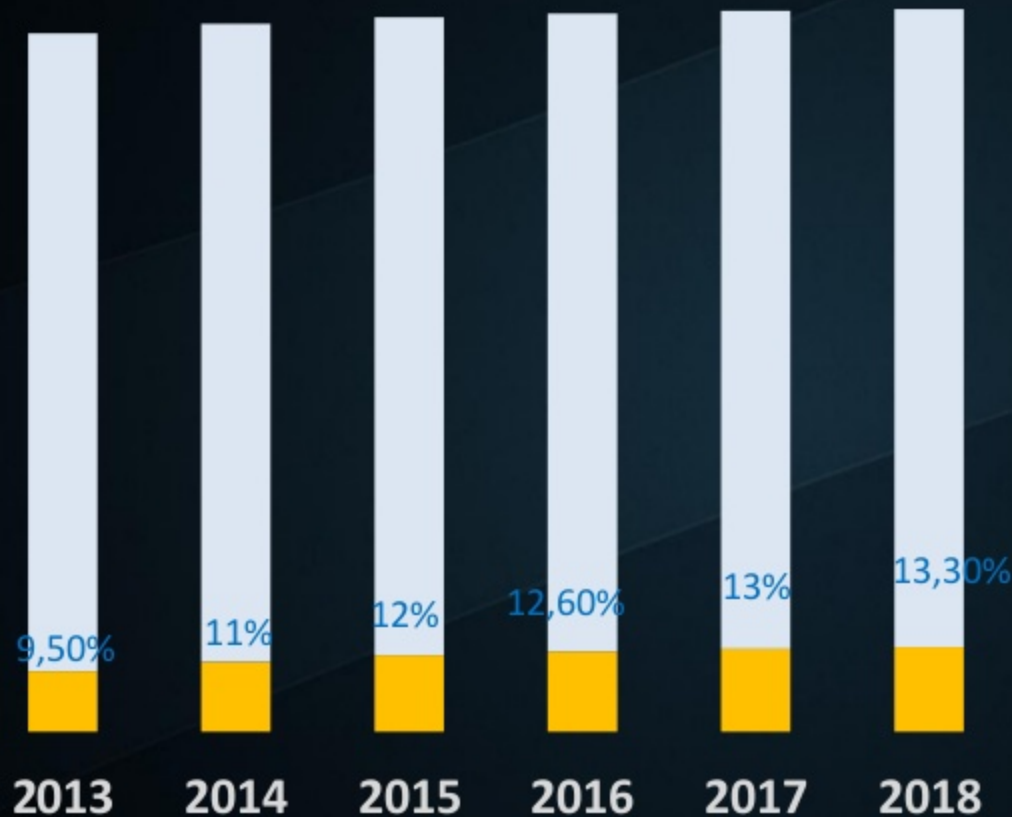
E-COMMERCE

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B2C eCommerce Sales in Indonesia



Indonesia Digital Buyer



*measured as a percentage of internet users

Top Three Drivers Of Online Shopping

- Look at the products online before purchasing in store
- Read online reviews prior to purchasing products
- Research product online prior to purchasing

Most Purchased Products

