

# Global Internet Usage Stats

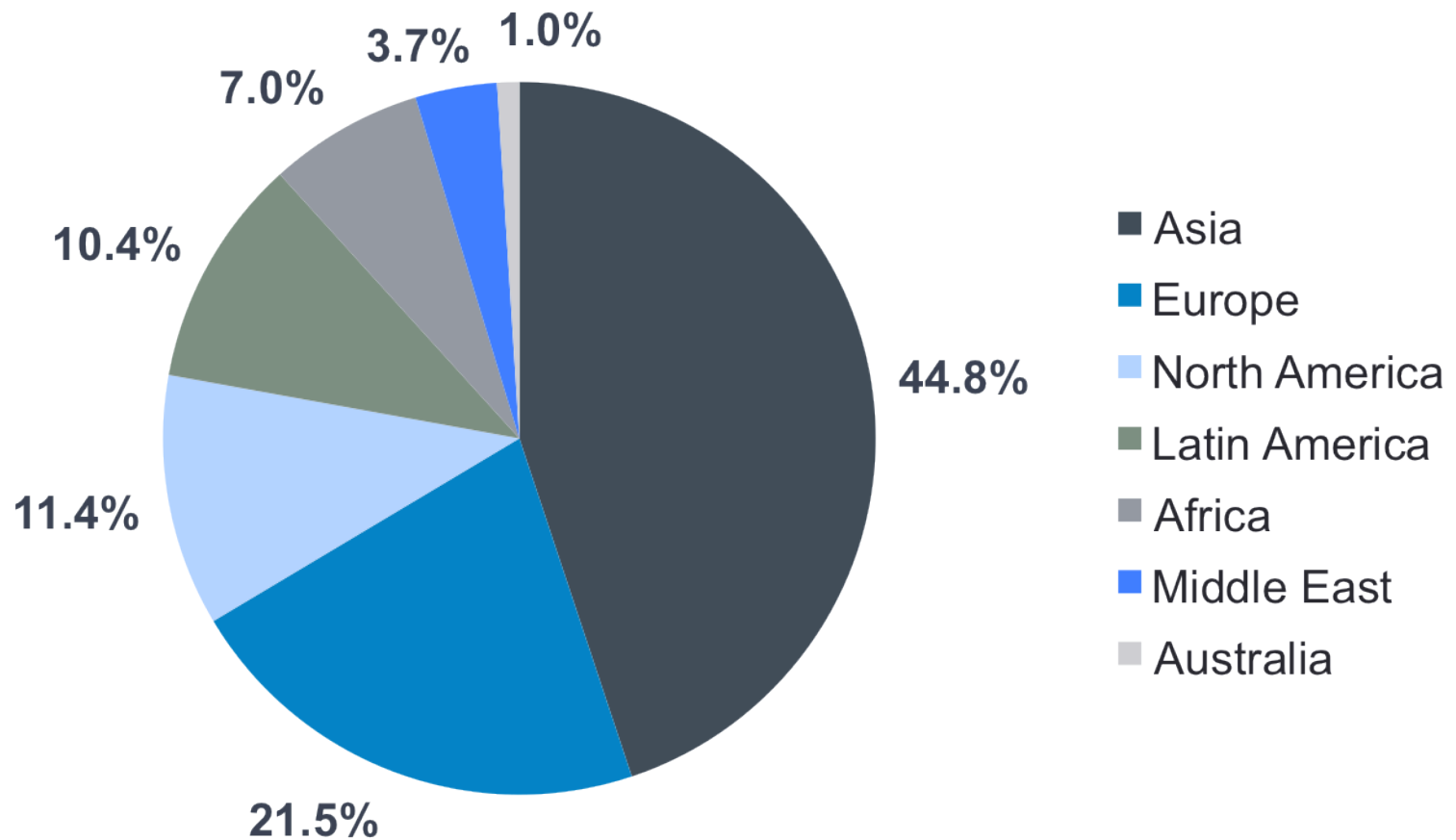
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- There are ~2.5 billion internet users.
- There will be [3.6 billion](#) global Internet users by 2017.
- Over 40% of global internet users are now based in [Asia Pacific](#)
- There are over [634 million](#) websites worldwide
- There are [2.2 billion](#) email users worldwide



# Global Internet Usage

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# Languages on the Web

## TOP 5 LANGUAGES ON THE INTERNET *(in millions of users)*

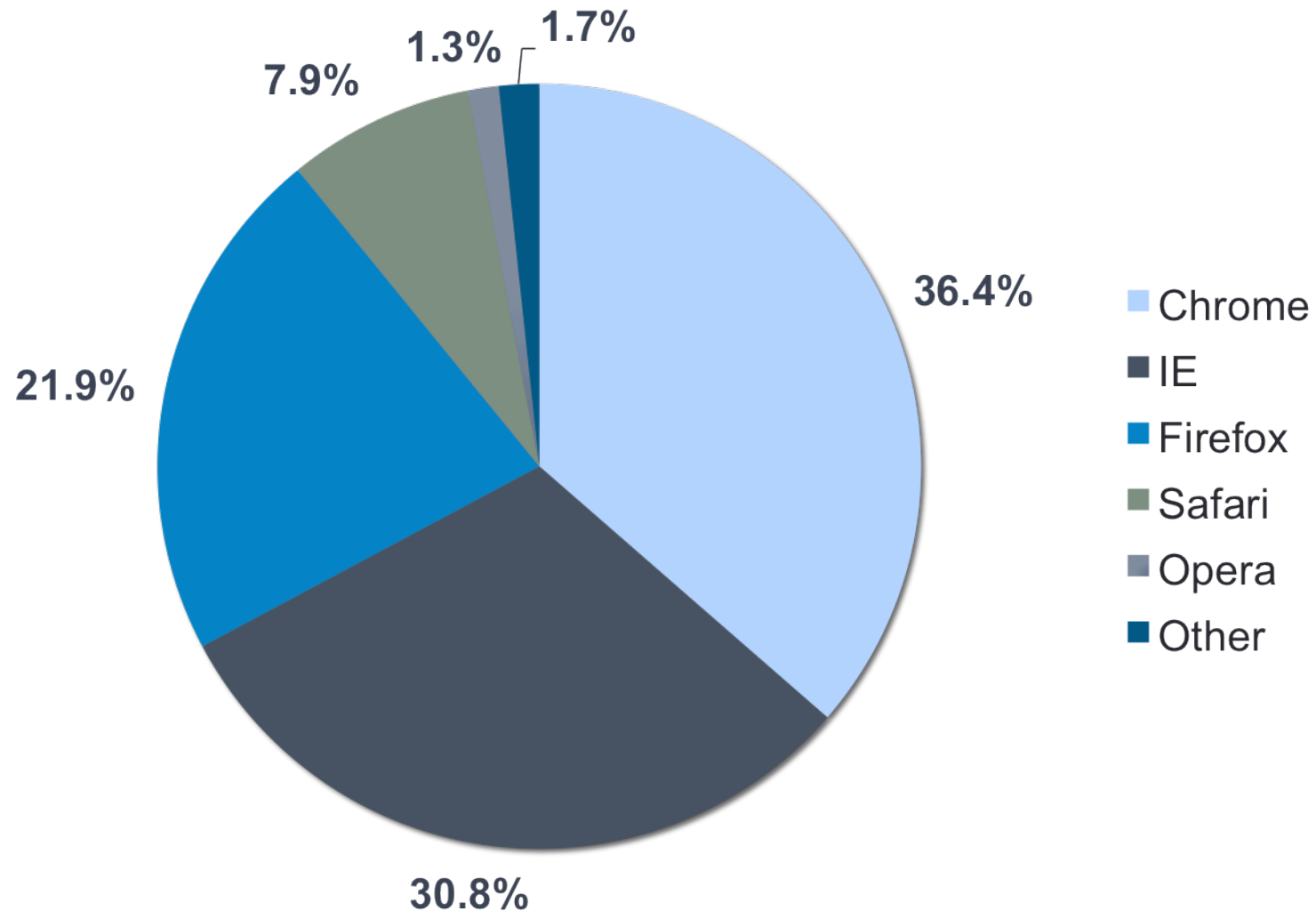


The top 10 languages on the internet are utilized by 82.2% of all internet users.



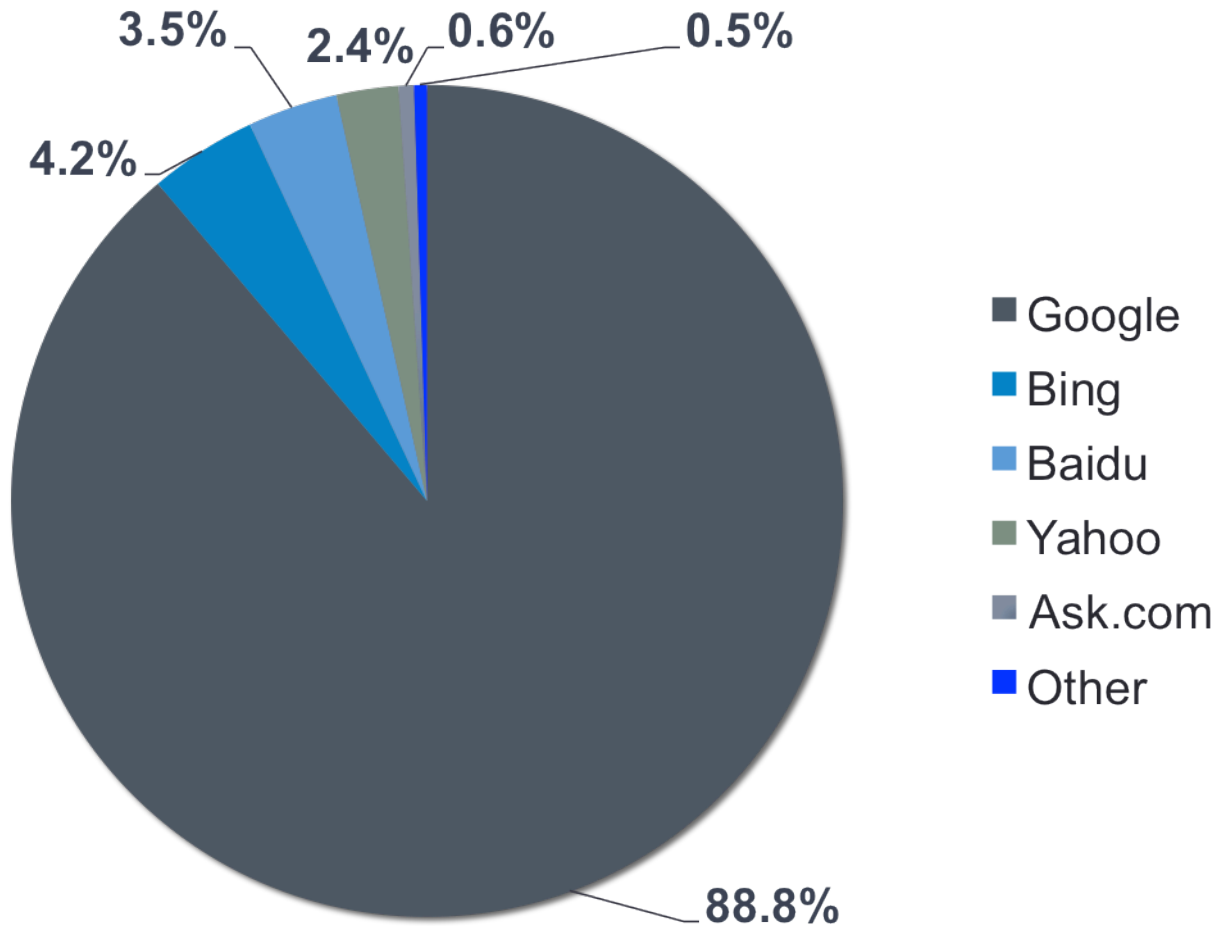
# Global Web Desktop Browsers

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# Global Search Engines

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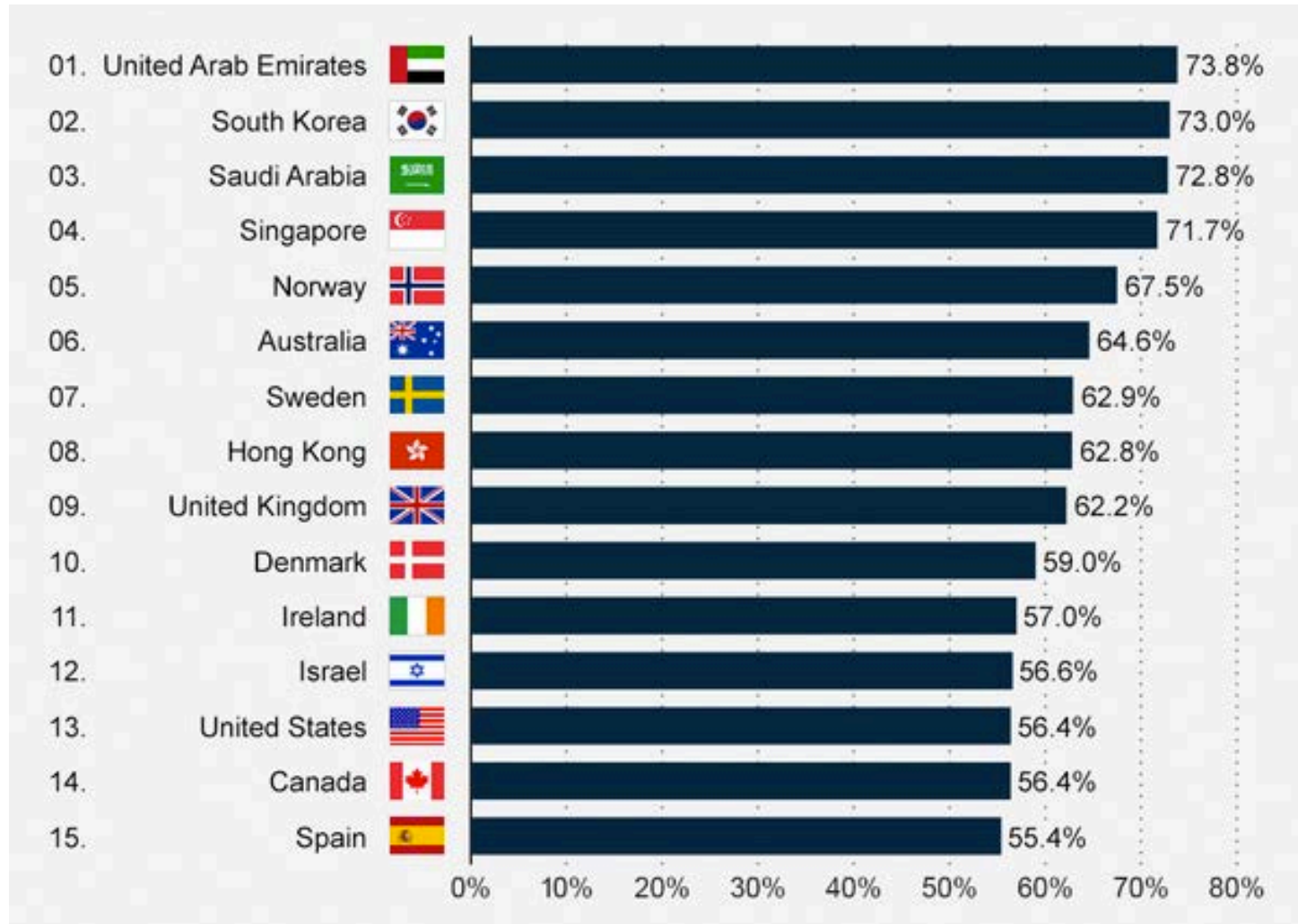
# Mobile Usage Stats

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- By the [end of 2013](#), there will be more mobile devices on Earth than people.
- The planet now has [5.2 Billion](#) mobile phones in use.
- In Q2 2103 worldwide smartphones sales [rose 46.5%](#) year-over-year.
- Mobile phones set to overtake PCs as the most common web access device worldwide by [end of 2013](#).
- Smartphone penetration in [Q1 of 2013](#):
  - Australia: 65%
  - Germany: 40%
  - China: 47%
  - Argentina: 31%



# Smartphone Adoption in Q1 2013



\*Source: Mashable 8/27/2013



# Mobile Technologies

**Worldwide Smartphone Sales to End Users by Vendor in 2Q13 (Thousands of Units)**

Company	2Q13 Units	2Q13 Market Share (%)	2Q12 Units	2Q12 Market Share (%)
Samsung	71,380.9	31.7	45,603.8	29.7
Apple	31,899.7	14.2	28,935.0	18.8
LG Electronics	11,473.0	5.1	5,827.8	3.8
Lenovo	10,671.4	4.7	4,370.9	2.8
ZTE	9,687.6	4.3	6,331.4	4.1
Others	90,213.6	40.0	62,704.0	40.8
<b>Total</b>	<b>225,326.2</b>	<b>100.0</b>	<b>153,772.9</b>	<b>100.0</b>

**Worldwide Smartphone Sales to End Users by Operating System in 2Q13 (Thousands of Units)**

Operating System	2Q13 Units	2Q13 Market Share (%)	2Q12 Units	2Q12 Market Share (%)
Android	177,898.2	79.0	98,664.0	64.2
iOS	31,899.7	14.2	28,935.0	18.8
Microsoft	7,407.6	3.3	4,039.1	2.6
BlackBerry	6,180.0	2.7	7,991.2	5.2
Bada	838.2	0.4	4,208.8	2.7
Symbian	630.8	0.3	9,071.5	5.9
Others	471.7	0.2	863.3	0.6
<b>Total</b>	<b>225,326.2</b>	<b>100.0</b>	<b>153,772.9</b>	<b>100.0</b>

Source: Gartner (August 2013)

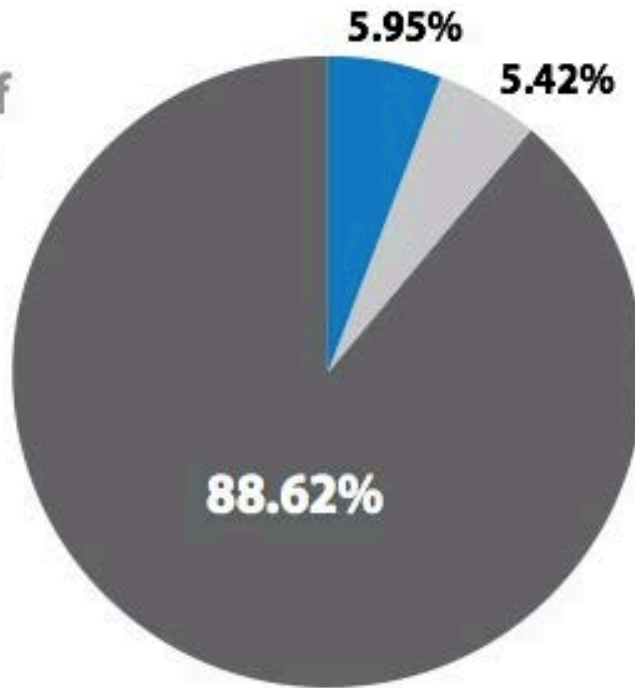




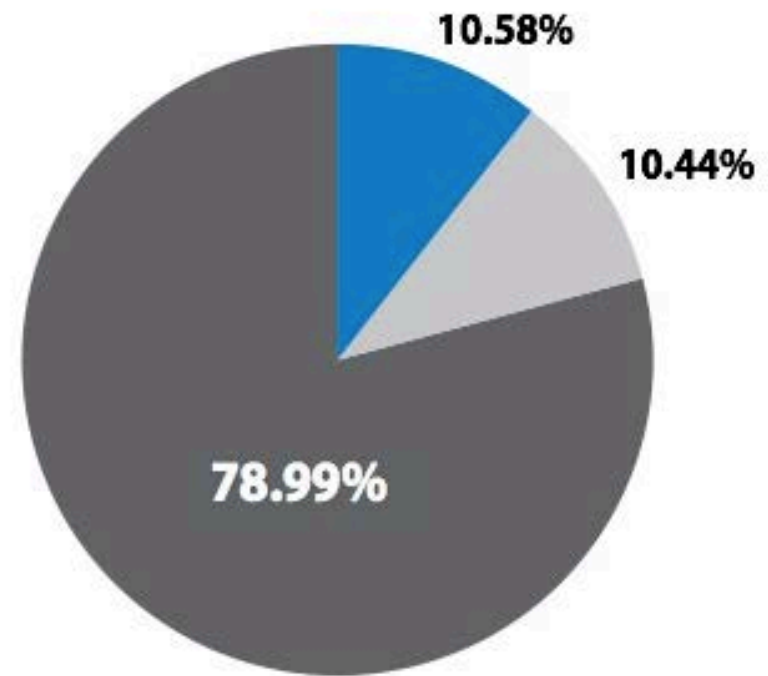
# Mobile vs. Desktop

## Device Share of Website Traffic

- Traditional
- Tablet
- Smartphone



**Q1 2012**



**Q1 2013**

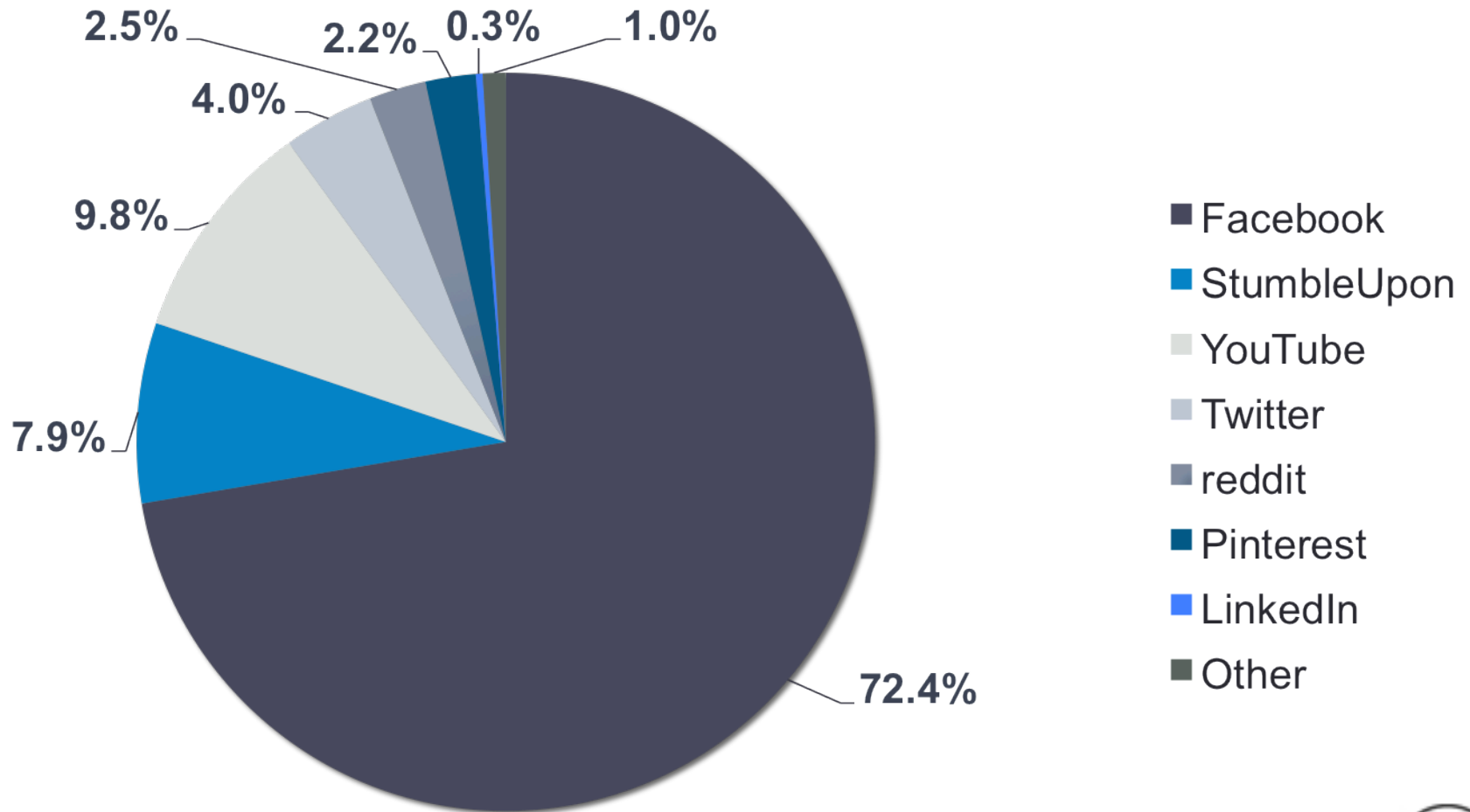
# Global Social Media Statistics

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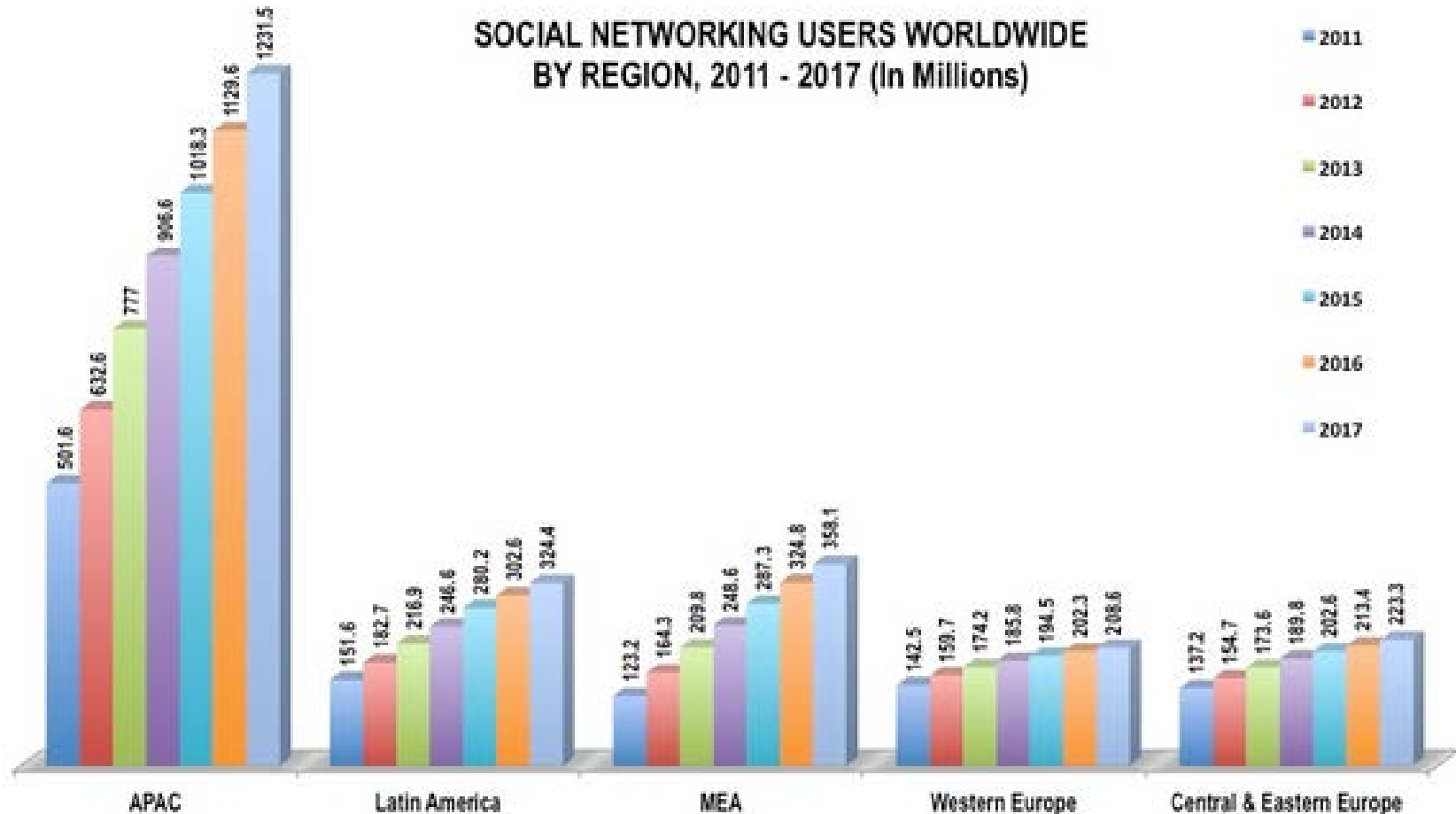
- Nearly [1 in 4](#) people worldwide will use social networks in 2013
- Facebook has over 60% penetration of all internet users globally with YouTube at around 44%, Google+ (43%) and Twitter at 35%.
- Facebook will account for 13% of worldwide [mobile ad revenue](#) in 2013
- YouTube is the [second largest](#) search engine in the U.S.
- Twitter is the [fastest growing](#) social network globally
- Asia-Pacific will have the largest [social network population](#) worldwide through 2017



# Global Social Media Usage



# Social Media Users Worldwide



\*Source: DazeInfo 6/2013



# Social Media Networks

