



EUROPEAN DIGITAL LANDSCAPE 2014

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

COUNTRIES DETAILED IN THIS REPORT



01 ALBANIA

02 AUSTRIA

03 BELARUS

04 BELGIUM

05 BOSNIA & HERZEGOVINA

06 BULGARIA

07 CROATIA

08 CYPRUS

09 CZECH REPUBLIC

10 DENMARK

11 ESTONIA

12 FINLAND

13 FRANCE

14 GERMANY

15 GREECE

16 HUNGARY

17 ICELAND

18 IRELAND

19 ITALY

20 LATVIA

21 LITHUANIA

22 LUXEMBOURG

23 MACEDONIA

24 MALTA

25 MOLDOVA

26 MONTENEGRO

27 NETHERLANDS

28 NORWAY

29 POLAND

30 PORTUGAL

31 ROMANIA

32 RUSSIA

33 SERBIA

34 SLOVAKIA

35 SLOVENIA

36 SPAIN

37 SWEDEN

38 SWITZERLAND

39 UKRAINE

40 UNITED KINGDOM



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



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WEARESOCIAL.SG

**FEB
2014**

GLOBAL DATA SNAPSHOT

FEB 2014 UPDATE

7,095,476,818

TOTAL POPULATION



52%

URBAN

48%

RURAL

2,640,432,161

INTERNET USERS



37%

INTERNET PENETRATION

1,858,450,660

ACTIVE SOCIAL NETWORK USERS



26%

SOCIAL NETWORKING PENETRATION

6,572,950,124

ACTIVE MOBILE SUBSCRIPTIONS



93%

MOBILE SUBSCRIPTION PENETRATION

FEB
2014

SHARE OF GLOBAL USERS

FEB 2014 UPDATE

NORTH AMERICA



CENTRAL AMERICA



SOUTH AMERICA



EUROPE



MIDDLE EAST



AFRICA



CENTRAL ASIA



SOUTH ASIA



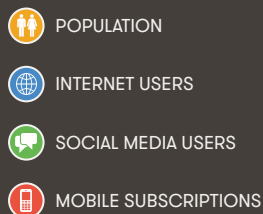
EAST ASIA



SOUTHEAST ASIA



OCEANIA





EUROPEAN REGIONAL OVERVIEW

**FEB
2014**

EUROPE

738,853,985

TOTAL POPULATION



73%

URBAN

27%

RURAL

539,397,504

INTERNET USERS



68%

INTERNET PENETRATION

293,155,800

ACTIVE SOCIAL NETWORK USERS



40%

SOCIAL NETWORKING PENETRATION

1,025,340,015

ACTIVE MOBILE SUBSCRIPTIONS



139%

MOBILE SUBSCRIPTION PENETRATION

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2014**

EUROPE'S GLOBAL SHARE

SHARE OF GLOBAL
POPULATION



10.4%

SHARE OF GLOBAL
INTERNET USERS



18.9%

SHARE OF GLOBAL
SOCIAL MEDIA USERS



15.8%

SHARE OF GLOBAL
MOBILE USERS



17.2%

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2014**

EUROPE: SOCIAL MEDIA USAGE

ACTIVE SOCIAL MEDIA USERS IN
EUROPE ACCESSING SOCIAL
MEDIA ON ANY DEVICE



293,155,800

ACTIVE SOCIAL MEDIA USERS IN
EUROPE ACCESSING SOCIAL
MEDIA ON MOBILE DEVICES



193,798,000

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2014**

EUROPE: SOCIAL PENETRATION

ACTIVE SOCIAL MEDIA USERS
ACCESSING SOCIAL MEDIA ON
ANY DEVICE AS A PERCENTAGE
OF THE TOTAL POPULATION



40%

ACTIVE SOCIAL MEDIA USERS
ACCESSING SOCIAL MEDIA ON
MOBILE AS A PERCENTAGE OF
THE TOTAL POPULATION



26%

ACTIVE MOBILE SOCIAL
MEDIA USERS AS A
PERCENTAGE OF TOTAL
ACTIVE SOCIAL MEDIA USERS



66%

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2014**

EUROPE: MOBILE USAGE

TOTAL NUMBER OF
ACTIVE MOBILE USERS
(UNIQUE INDIVIDUALS)



576M

MOBILE PENETRATION
(UNIQUE USERS AS
A PERCENTAGE OF
TOTAL POPULATION)



78.0%

TOTAL NUMBER
OF ACTIVE MOBILE
SUBSCRIPTIONS
(CONNECTIONS)



1,024M

AVERAGE NUMBER
OF ACTIVE MOBILE
SUBSCRIPTIONS
PER UNIQUE USER



1.78

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EUROPE: MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



353.9M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



48%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



193.8M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



26%

**FEB
2014**

EUROPE: MOBILE CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



59%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



41%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



41%

COUNTRIES IN OUR EUROPEAN SUB-REGIONS



WESTERN EUROPE

BELGIUM
FAROE ISLANDS
FRANCE
IRELAND
LUXEMBOURG
NETHERLANDS
UNITED KINGDOM

CENTRAL EUROPE

AUSTRIA
CROATIA
CZECH REPUBLIC
GERMANY
HUNGARY
LIECHTENSTEIN
POLAND
SLOVAKIA
SLOVENIA
SWITZERLAND

NORTHERN EUROPE

DENMARK
FINLAND
ICELAND
NORWAY
SWEDEN

SOUTHERN EUROPE

ANDORRA
GIBRALTAR
ITALY
MALTA
MONACO
PORTUGAL
SAN MARINO
SPAIN

EASTERN EUROPE

BELARUS
RUSSIA
UKRAINE

BALTIC STATES

ESTONIA
LATVIA
LITHUANIA

SOUTH-EASTERN EUROPE

ALBANIA
BOSNIA & HERZEGOVINA
BULGARIA
CYPRUS
GREECE
KOSOVO
MACEDONIA
MOLDOVA
MONTENEGRO
ROMANIA
SERBIA



WESTERN EUROPE

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WESTERN EUROPE

161,937,043

TOTAL POPULATION



83%

URBAN

17%

RURAL

137,694,632

INTERNET USERS



85%

INTERNET PENETRATION

80,894,000

ACTIVE FACEBOOK USERS



50%

FACEBOOK PENETRATION

192,540,314

ACTIVE MOBILE SUBSCRIPTIONS



119%

MOBILE SUBSCRIPTION PENETRATION

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MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



96.78M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



60%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



63.43M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



39%

**FEB
2014**

MOBILE CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



38%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



62%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



55%



CENTRAL EUROPE

**FEB
2014**

CENTRAL EUROPE

167,844,786

TOTAL POPULATION



69%

URBAN

31%

RURAL

130,119,800

INTERNET USERS



78%

INTERNET PENETRATION

60,412,000

ACTIVE FACEBOOK USERS



36%

FACEBOOK PENETRATION

220,493,431

ACTIVE MOBILE SUBSCRIPTIONS



131%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



71.87M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



43%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



43.21M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



26%

**FEB
2014**

MOBILE CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



50%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



50%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



45%



SOUTHERN EUROPE

**FEB
2014**

SOUTHERN EUROPE

120,240,738

TOTAL POPULATION



71%

URBAN

29%

RURAL

76,724,809

INTERNET USERS



64%

INTERNET PENETRATION

51,129,800

ACTIVE FACEBOOK USERS



43%

FACEBOOK PENETRATION

165,986,450

ACTIVE MOBILE SUBSCRIPTIONS



138%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



60.51M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



50%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



38.61M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



32%

**FEB
2014**

MOBILE CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



63%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



37%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



54%



NORTHERN EUROPE

**FEB
2014**

NORTHERN EUROPE

24,979,971

TOTAL POPULATION



84%

URBAN

16%

RURAL

23,274,801

INTERNET USERS



93%

INTERNET PENETRATION

14,020,000

ACTIVE FACEBOOK USERS



56%

FACEBOOK PENETRATION

33,641,201

ACTIVE MOBILE SUBSCRIPTIONS



135%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



23.89M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



96%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



11.61M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



46%

**FEB
2014**

MOBILE CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



22%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



78%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



65%



EASTERN EUROPE

**FEB
2014**

EASTERN EUROPE

196,699,575

TOTAL POPULATION



72%

URBAN

28%

RURAL

95,565,236

INTERNET USERS



49%

INTERNET PENETRATION

61,000,000

ACTIVE SOCIAL NETWORK USERS



31%

SOCIAL NETWORKING PENETRATION

331,920,471

ACTIVE MOBILE SUBSCRIPTIONS



169%

MOBILE SUBSCRIPTION PENETRATION

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2014**

MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



80.98M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



41%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



20.62M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



10%

**FEB
2014**

MOBILE CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



84%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



16%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



17%



BALTIC STATES

**FEB
2014**

BALTIC STATES

6,960,676

TOTAL POPULATION



68%

URBAN

32%

RURAL

5,026,306

INTERNET USERS



72%

INTERNET PENETRATION

2,280,000

ACTIVE FACEBOOK USERS



33%

FACEBOOK PENETRATION

9,380,547

ACTIVE MOBILE SUBSCRIPTIONS



135%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



2.35M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



34%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



1.36M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



20%

**FEB
2014**

MOBILE CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



48%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



52%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



36%



SOUTH-EASTERN EUROPE

**FEB
2014**

SOUTH-EASTERN EUROPE

61,191,196

TOTAL POPULATION



59%

URBAN

41%

RURAL

32,480,986

INTERNET USERS



53%

INTERNET PENETRATION

23,420,000

ACTIVE FACEBOOK USERS



38%

FACEBOOK PENETRATION

71,377,601

ACTIVE MOBILE SUBSCRIPTIONS



117%

MOBILE SUBSCRIPTION PENETRATION

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2014**

MOBILE INDICATORS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



17.90M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



29%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



14.96M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



24%

**FEB
2014**

MOBILE CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



66%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



34%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



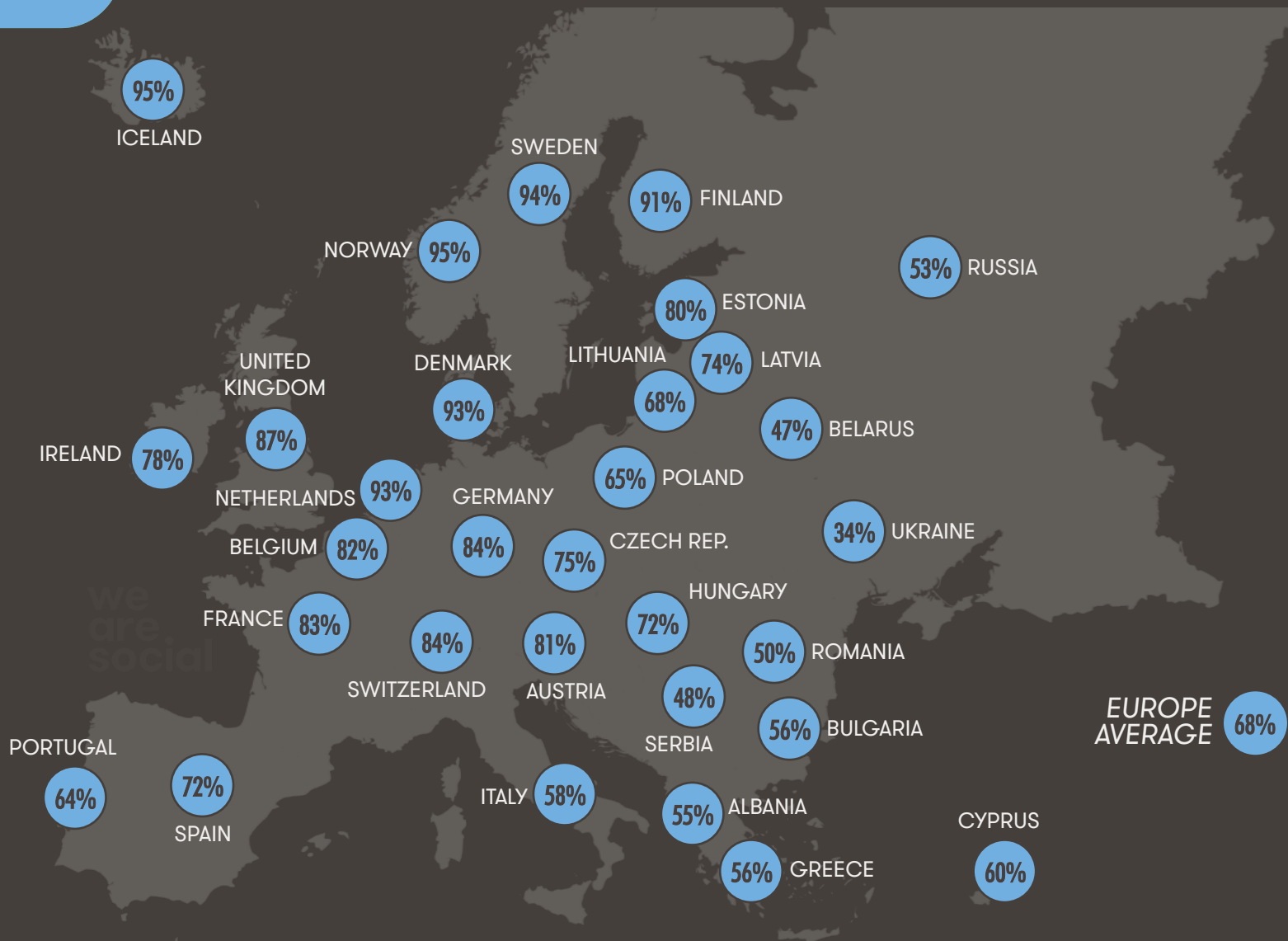
33%



REGIONAL ANALYSIS

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INTERNET PENETRATION IN EUROPE

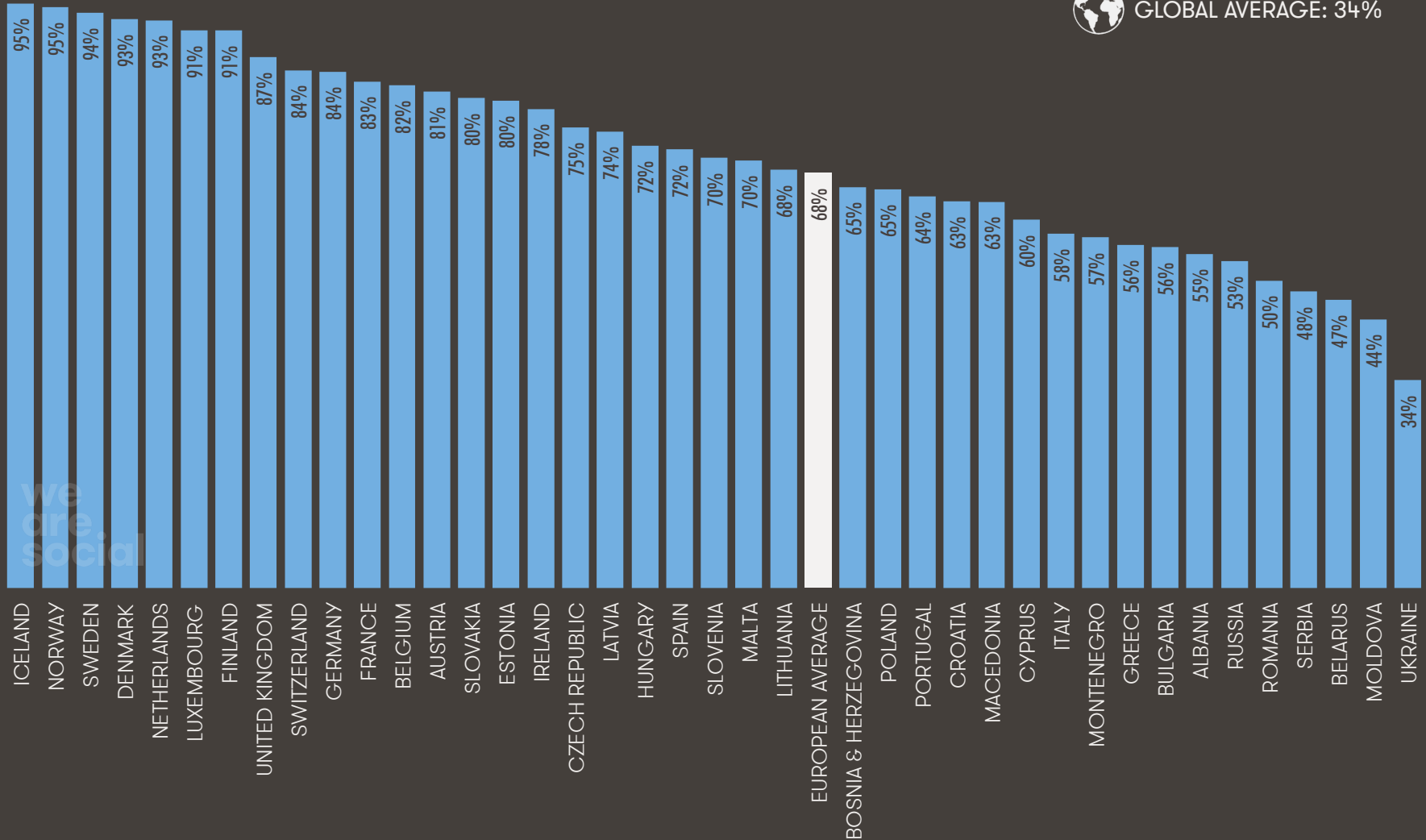


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INTERNET PENETRATION IN EUROPE

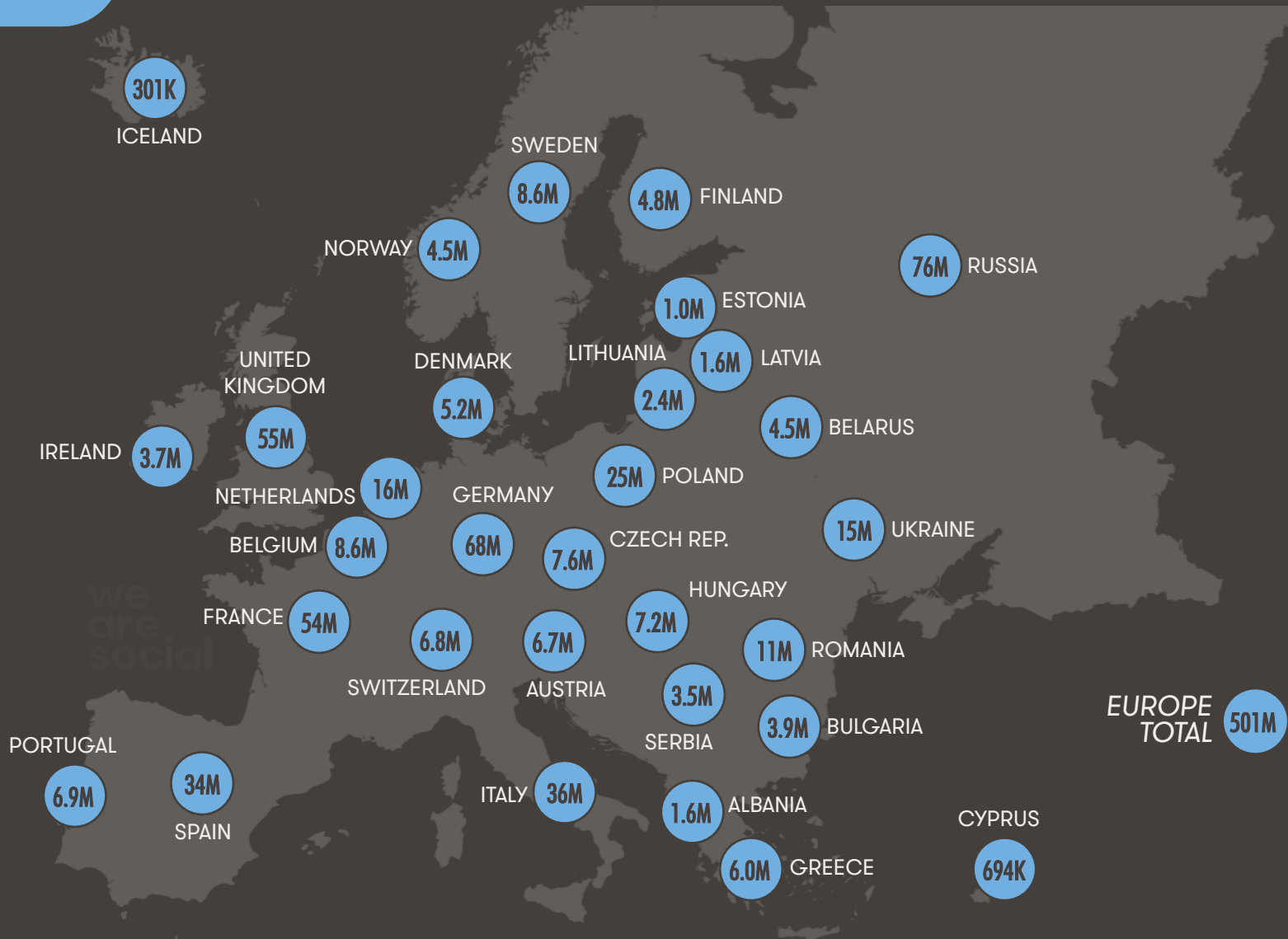


GLOBAL AVERAGE: 34%



**FEB
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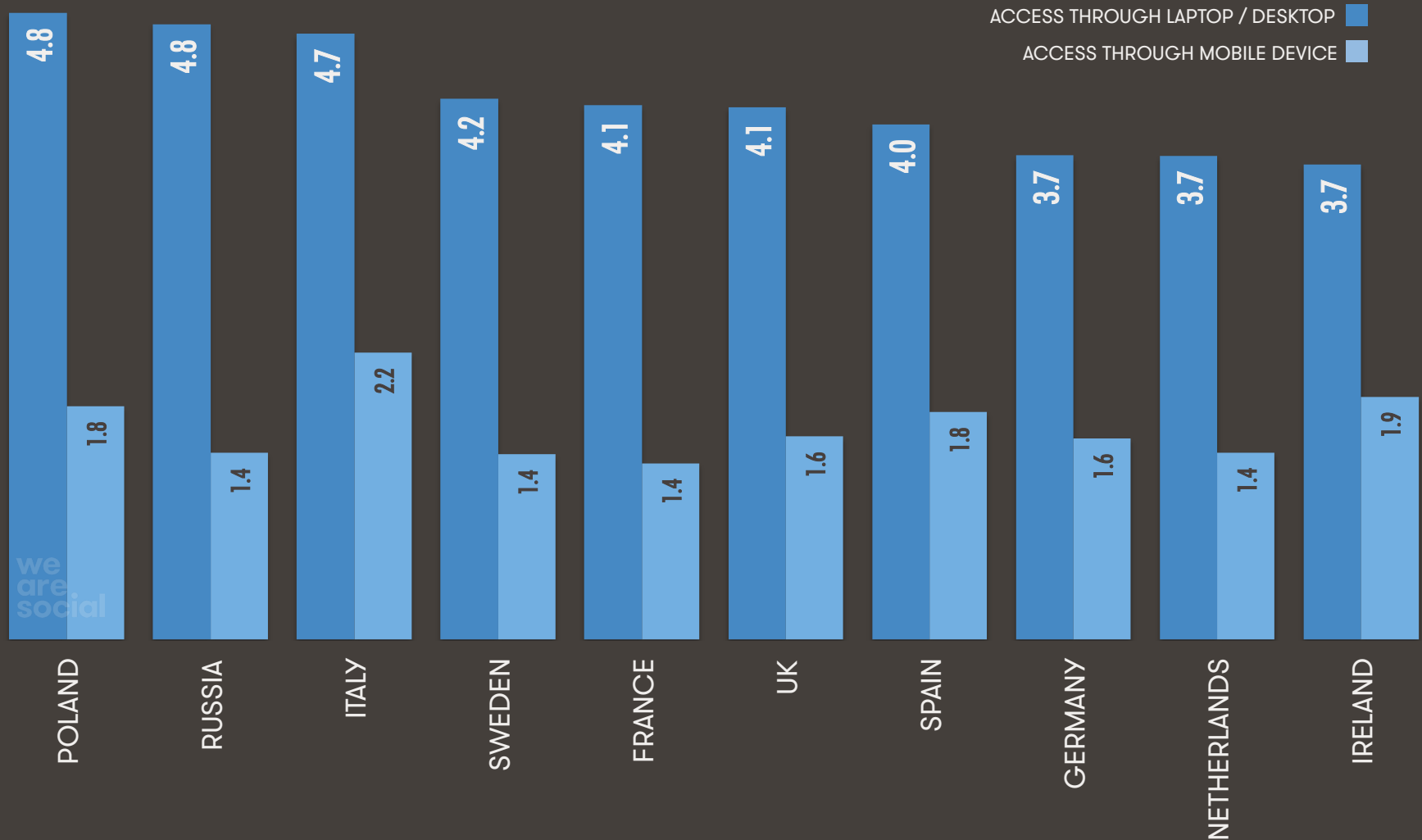
INTERNET USERS IN EUROPE



**FEB
2014**

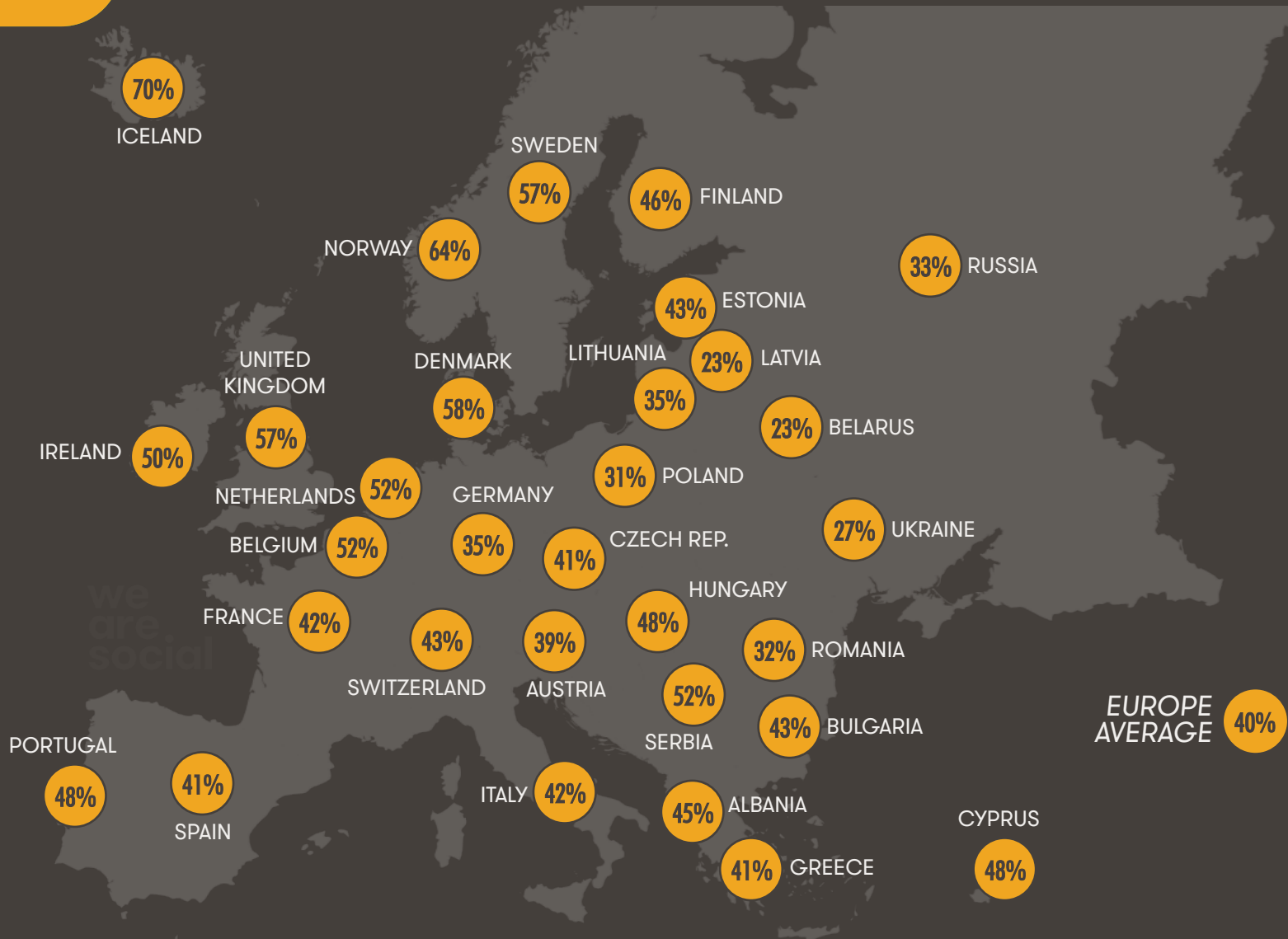
TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS PER DAY SPENT BY INTERNET USERS ON THE INTERNET



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EUROPE: SOCIAL MEDIA PENETRATION

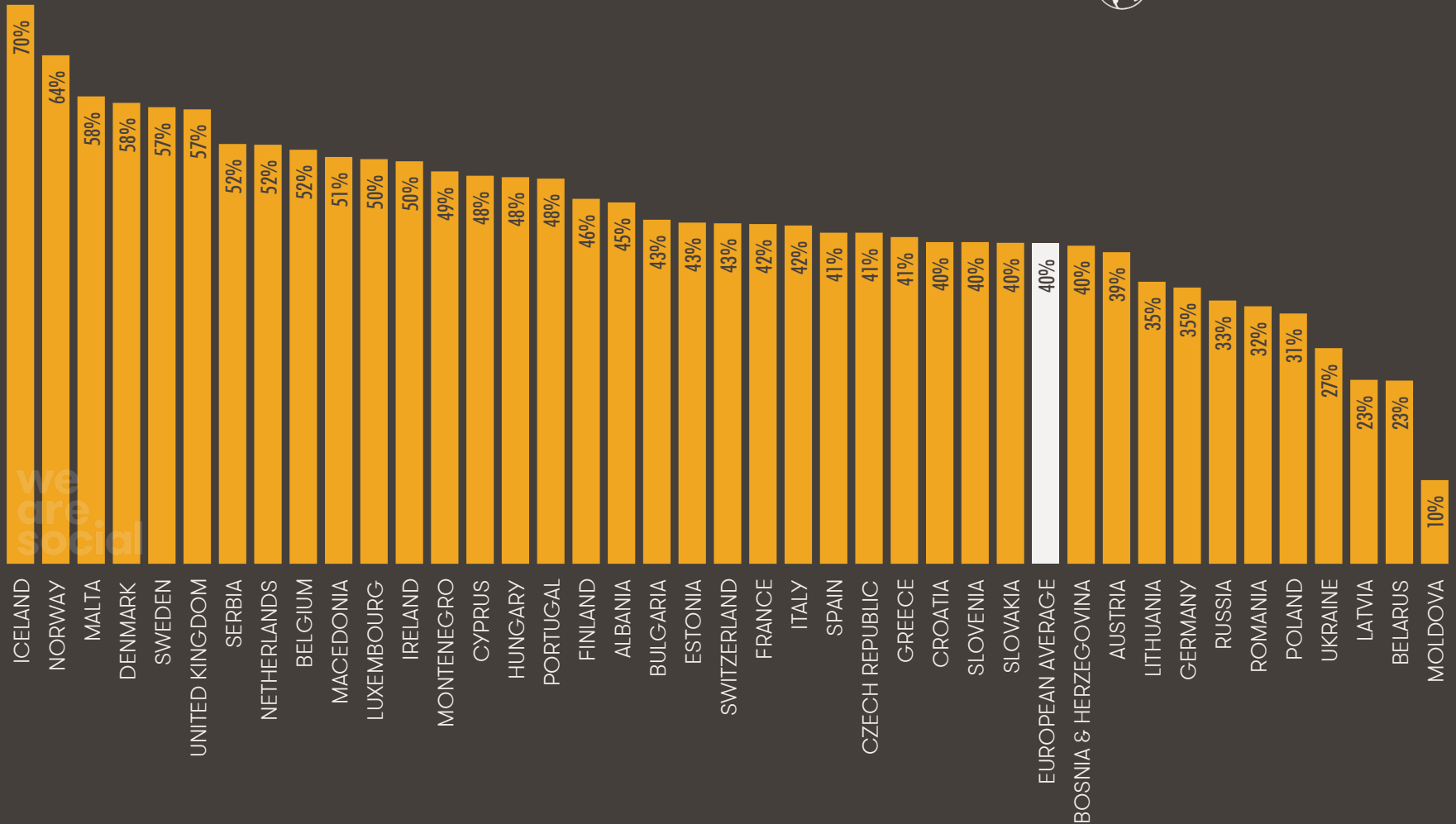


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EUROPE: SOCIAL MEDIA PENETRATION



GLOBAL AVERAGE: 26%



**FEB
2014**

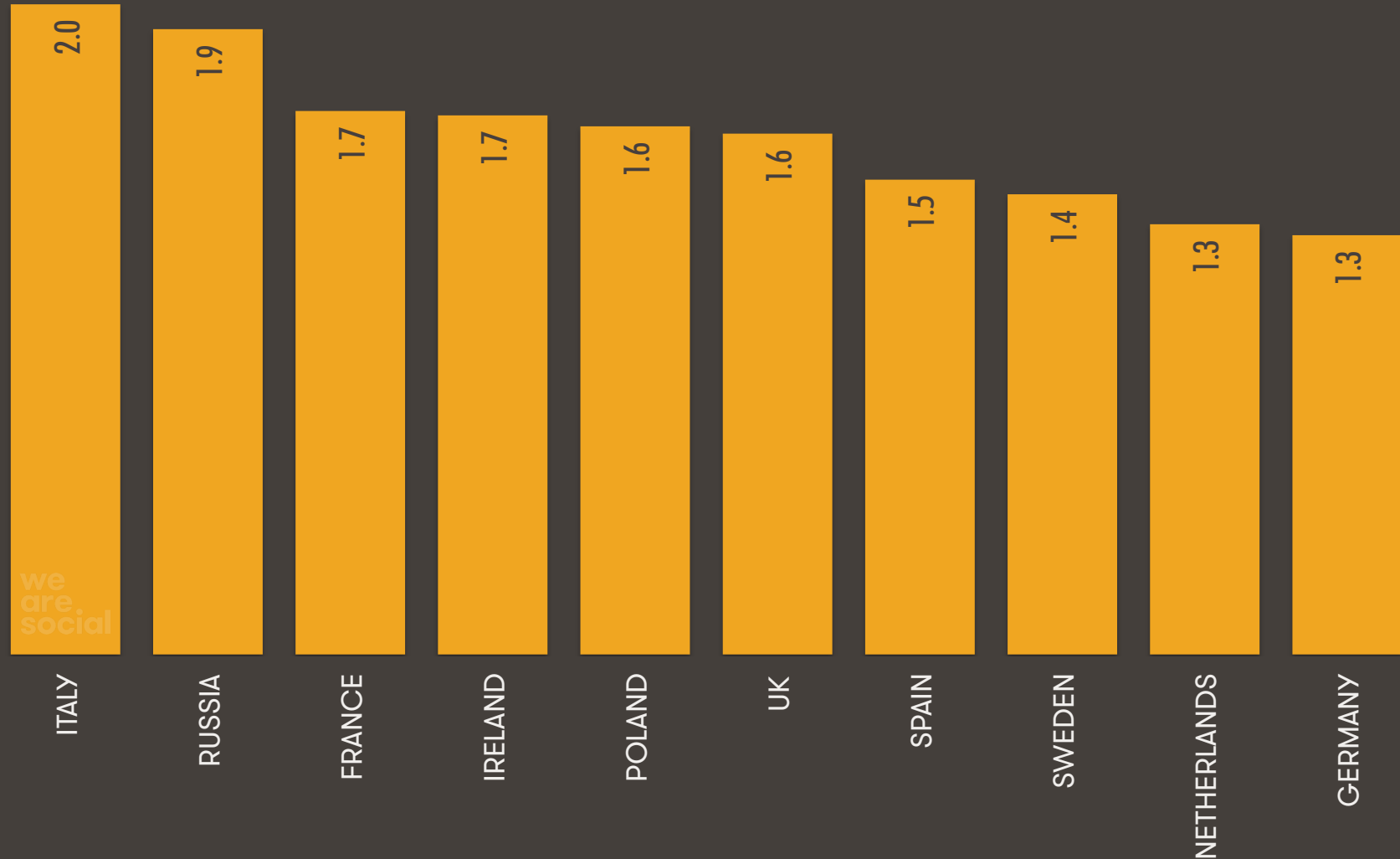
SOCIAL MEDIA USERS IN EUROPE



**FEB
2014**

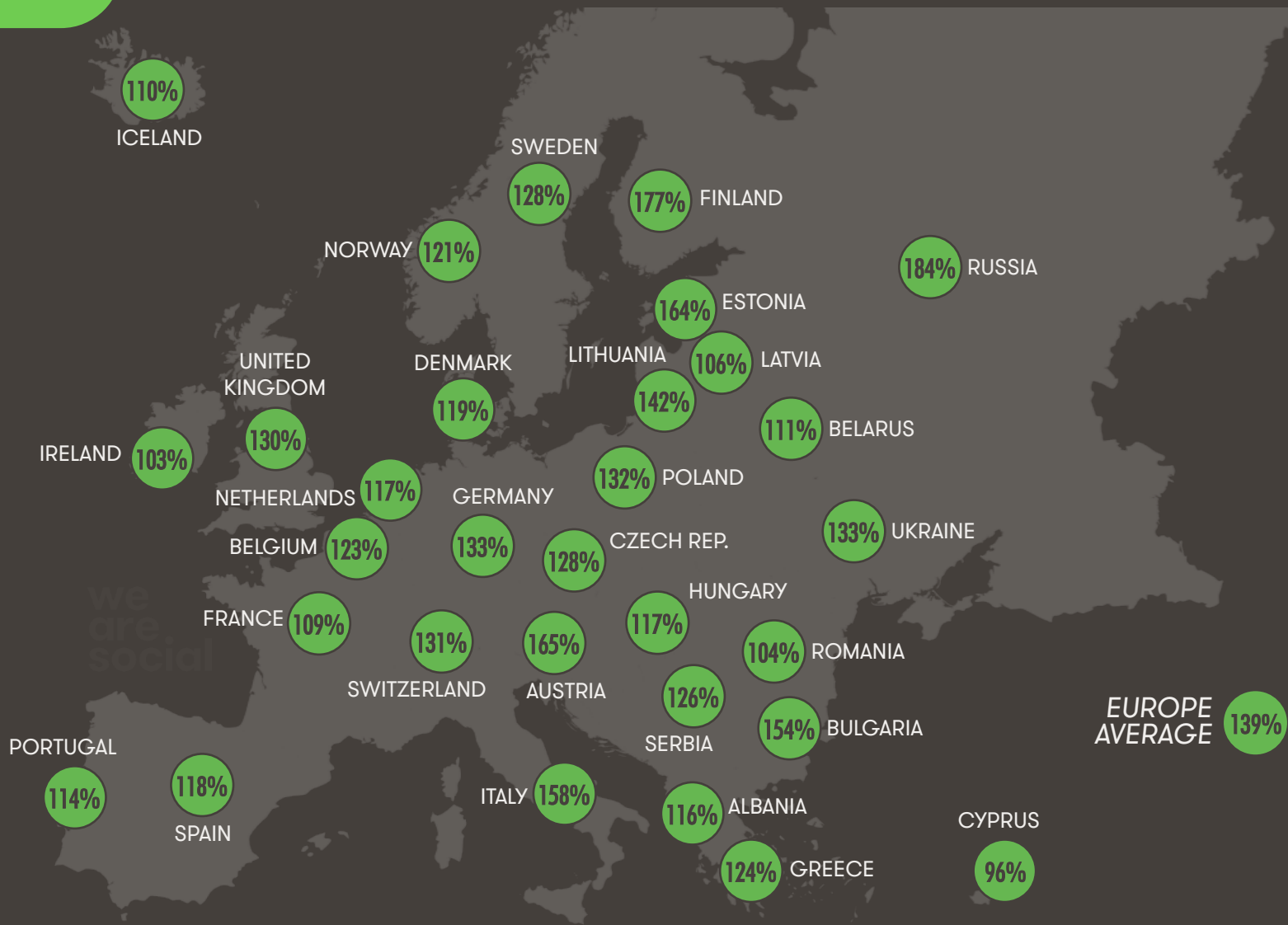
TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS PER DAY SPENT BY SOCIAL MEDIA USERS ON ALL SOCIAL CHANNELS



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MOBILE SUBSCRIPTION PENETRATION

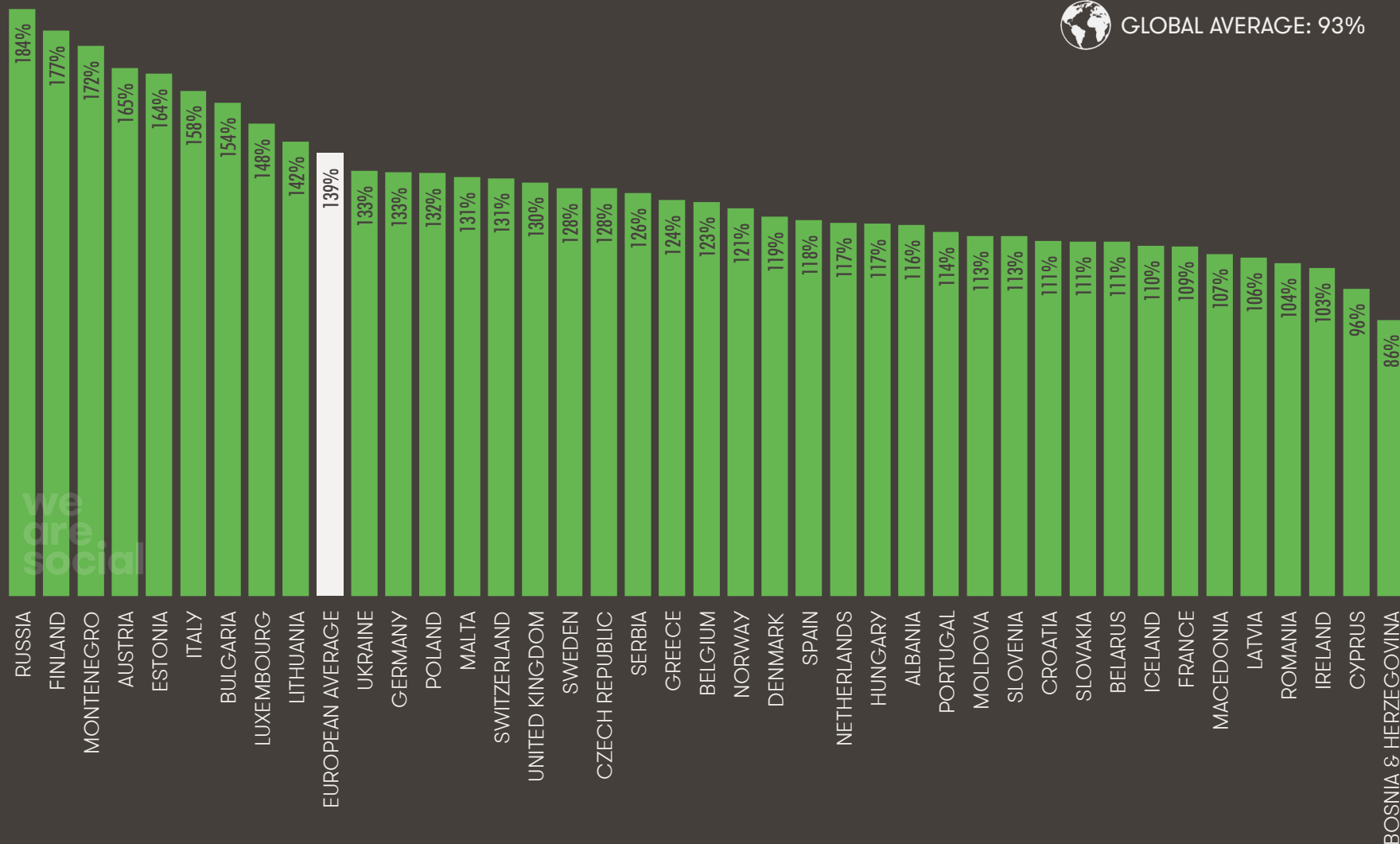


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MOBILE SUBSCRIPTION PENETRATION



GLOBAL AVERAGE: 93%



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MOBILE SUBSCRIPTIONS IN EUROPE



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MOBILE BROADBAND PENETRATION

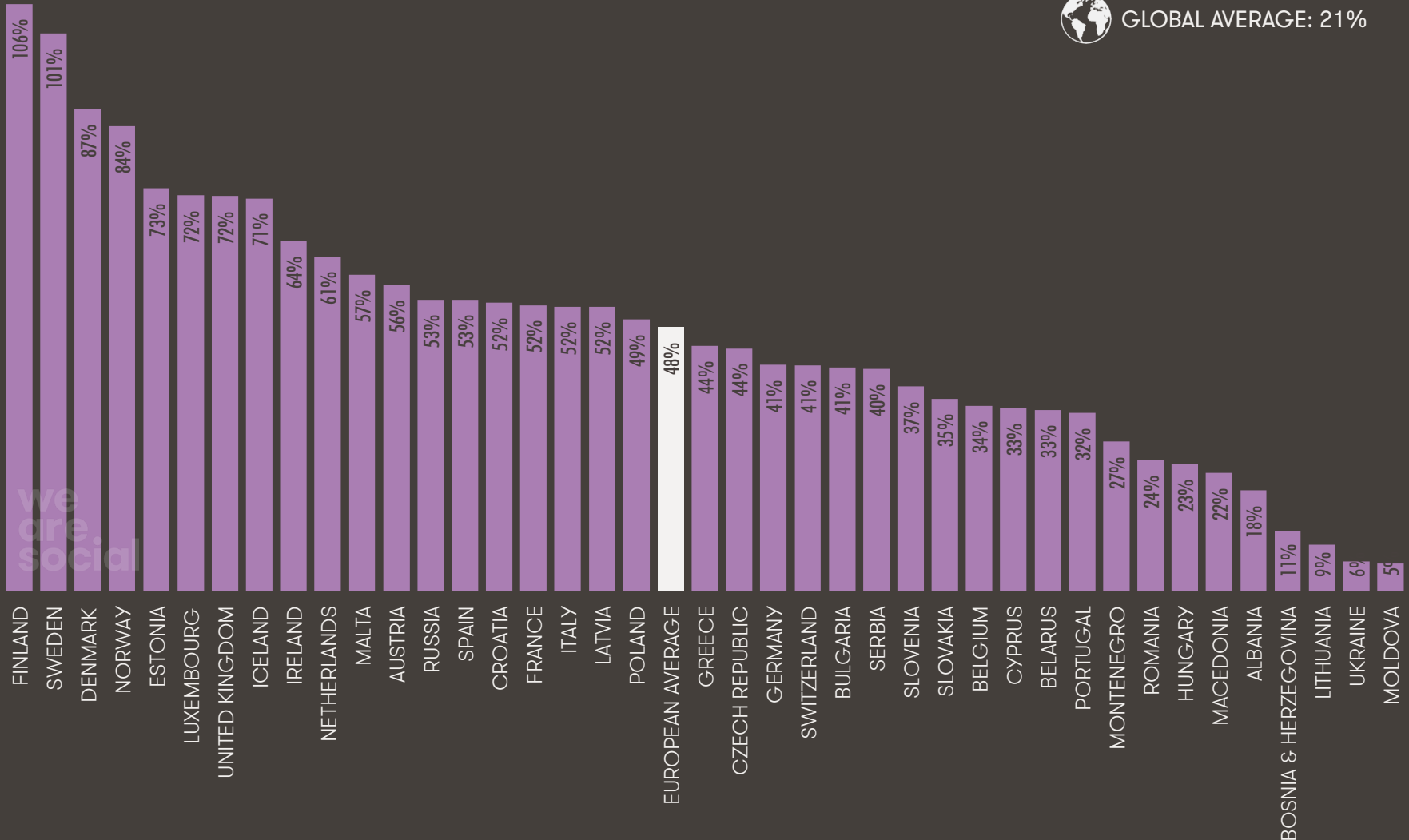


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MOBILE BROADBAND PENETRATION



GLOBAL AVERAGE: 21%



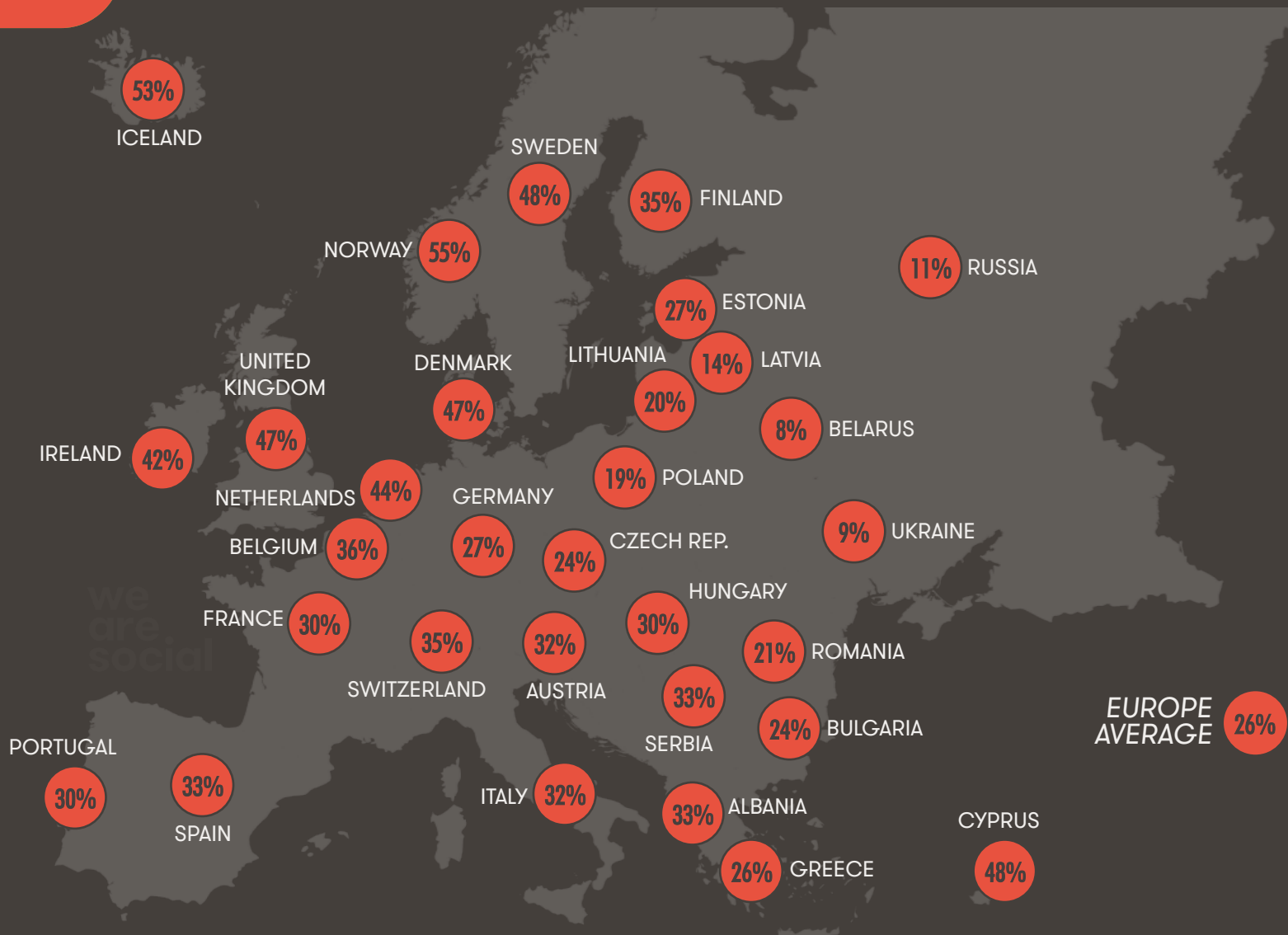
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MOBILE BROADBAND SUBSCRIPTIONS



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MOBILE SOCIAL PENETRATION (MAU)



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MOBILE SOCIAL PENETRATION (MAU)



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ACTIVE MOBILE SOCIAL USERS (MAU)





INDIVIDUAL COUNTRY DATA



ALBANIA

**FEB
2014**

ALBANIA: SNAPSHOT



3,011,405

TOTAL POPULATION



52%

URBAN

48%

RURAL

1,641,241

INTERNET USERS



55%

INTERNET PENETRATION

1,360,000

ACTIVE FACEBOOK USERS



45%

FACEBOOK PENETRATION

3,500,000

ACTIVE MOBILE SUBSCRIPTIONS



116%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

ALBANIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



553K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



18%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



980K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



33%

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ALBANIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



90%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



10%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



9%



AUSTRIA

**FEB
2014**

AUSTRIA



8,221,646

TOTAL POPULATION



68%

URBAN

32%

RURAL

6,657,992

INTERNET USERS



81%

INTERNET PENETRATION

3,200,000

ACTIVE FACEBOOK USERS



39%

FACEBOOK PENETRATION

13,590,000

ACTIVE MOBILE SUBSCRIPTIONS



165%

MOBILE SUBSCRIPTION PENETRATION

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AUSTRIA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



48%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



90%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



80%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



30%

**FEB
2014**

AUSTRIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



4.6M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



56%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.6M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



32%

**FEB
2014**

AUSTRIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



27%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



73%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



64%



BELARUS

**FEB
2014**

BELARUS



9,625,888

TOTAL POPULATION



75%

URBAN

25%

RURAL

4,523,412

INTERNET USERS



47%

INTERNET PENETRATION

2,200,000

ACTIVE VKONTAKTE USERS



23%

VKONTAKTE PENETRATION

10,676,471

ACTIVE MOBILE SUBSCRIPTIONS



111%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

BELARUS: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



3.2M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



33%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



744K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



8%

**FEB
2014**

BELARUS: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



53%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



47%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



23%



BELGIUM

**FEB
2014**

BELGIUM



10,444,268

TOTAL POPULATION



97%

URBAN

RURAL (3%)

8,559,449

INTERNET USERS



82%

INTERNET PENETRATION

5,400,000

ACTIVE FACEBOOK USERS



52%

FACEBOOK PENETRATION

12,880,000

ACTIVE MOBILE SUBSCRIPTIONS



123%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

BELGIUM: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



34%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



84%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



66%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



16%

**FEB
2014**

BELGIUM: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



3.5M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



34%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



3.8M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



36%

**FEB
2014**

BELGIUM: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



49%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



51%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



33%



BOSNIA & HERZEGOVINA

**FEB
2014**

BOSNIA & HERZEGOVINA (B&H)



3,875,723

TOTAL POPULATION



49%

URBAN

51%

RURAL

2,535,356

INTERNET USERS



65%

INTERNET PENETRATION

1,540,000

ACTIVE FACEBOOK USERS



40%

FACEBOOK PENETRATION

3,352,331

ACTIVE MOBILE SUBSCRIPTIONS



86%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

B&H: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



422K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



11%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



880K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



23%

**FEB
2014**

B&H: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



84%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



16%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



19%



BULGARIA

**FEB
2014**

BULGARIA



6,981,642

TOTAL POPULATION



72%

URBAN

28%

RURAL

3,881,287

INTERNET USERS



56%

INTERNET PENETRATION

3,000,000

ACTIVE FACEBOOK USERS



43%

FACEBOOK PENETRATION

10,780,732

ACTIVE MOBILE SUBSCRIPTIONS



154%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

BULGARIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



2.8M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



41%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



1.7M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



24%

**FEB
2014**

BULGARIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



38%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



62%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



33%



CROATIA

**FEB
2014**

CROATIA



4,475,611

TOTAL POPULATION



58%

URBAN

42%

RURAL

2,822,427

INTERNET USERS



63%

INTERNET PENETRATION

1,800,000

ACTIVE FACEBOOK USERS



40%

FACEBOOK PENETRATION

4,971,351

ACTIVE MOBILE SUBSCRIPTIONS



111%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

CROATIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



2.3M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



52%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



1.3M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



29%

**FEB
2014**

CROATIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



59%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



41%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



33%



CYPRUS

**FEB
2014**

CYPRUS



1,155,403

TOTAL POPULATION



70%

URBAN

30%

RURAL

694,223

INTERNET USERS



60%

INTERNET PENETRATION

560,000

ACTIVE FACEBOOK USERS



48%

FACEBOOK PENETRATION

1,110,935

ACTIVE MOBILE SUBSCRIPTIONS



96%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

BELARUS: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



384K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



33%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



560K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



48%

**FEB
2014**

CYPRUS: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



59%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

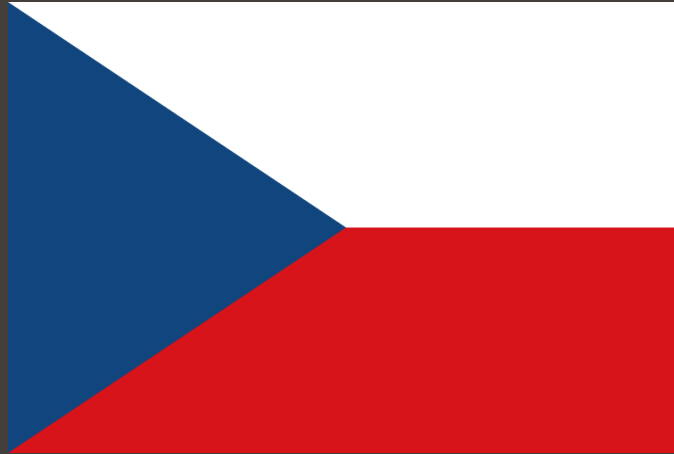


41%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



52%



CZECH REPUBLIC

**FEB
2014**

CZECH REPUBLIC



10,162,921

TOTAL POPULATION



74%

URBAN

26%

RURAL

7,632,975

INTERNET USERS



75%

INTERNET PENETRATION

4,200,000

ACTIVE FACEBOOK USERS



41%

FACEBOOK PENETRATION

12,973,080

ACTIVE MOBILE SUBSCRIPTIONS



128%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

CZECH REP.: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



42%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



91%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



77%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



30%

**FEB
2014**

CZECH REP.: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



4.5M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



44%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.4M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



24%

**FEB
2014**

CZECH REP.: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



42%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

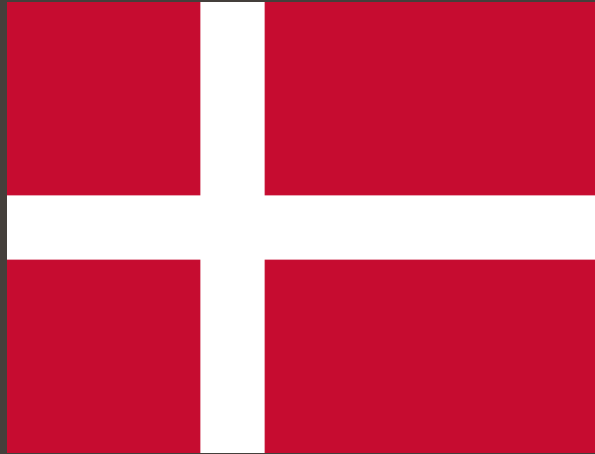


58%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



28%



DENMARK

**FEB
2014**

DENMARK



5,556,452

TOTAL POPULATION



87%

URBAN

13%

RURAL

5,155,411

INTERNET USERS



93%

INTERNET PENETRATION

3,200,000

ACTIVE FACEBOOK USERS



58%

FACEBOOK PENETRATION

6,600,000

ACTIVE MOBILE SUBSCRIPTIONS



119%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

DENMARK: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



59%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



86%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



76%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



31%

**FEB
2014**

DENMARK: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



4.9M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



87%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.6M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



47%

**FEB
2014**

DENMARK: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



14%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



86%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



61%



ESTONIA

**FEB
2014**

ESTONIA



1,266,375

TOTAL POPULATION



70%

URBAN

30%

RURAL

1,007,020

INTERNET USERS



80%

INTERNET PENETRATION

540,000

ACTIVE FACEBOOK USERS



43%

FACEBOOK PENETRATION

2,070,547

ACTIVE MOBILE SUBSCRIPTIONS



164%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

ESTONIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



925K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



73%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



340K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



27%

**FEB
2014**

ESTONIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



37%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

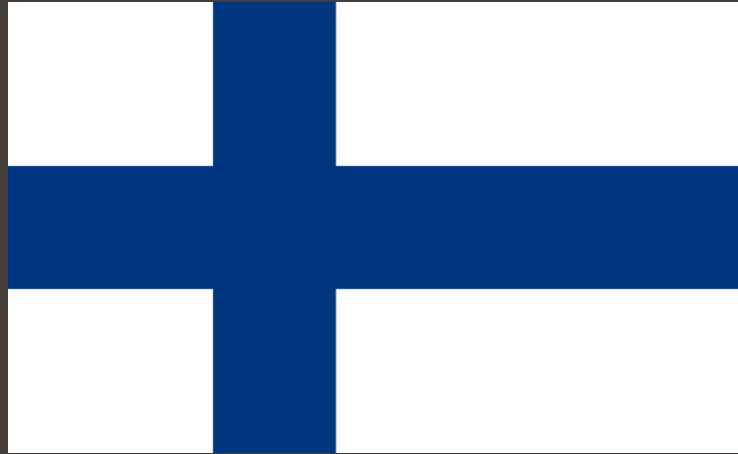


63%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



41%



FINLAND

**FEB
2014**

FINLAND



5,266,114

TOTAL POPULATION



85%

URBAN

15%

RURAL

4,789,266

INTERNET USERS



91%

INTERNET PENETRATION

2,400,000

ACTIVE FACEBOOK USERS



46%

FACEBOOK PENETRATION

9,320,000

ACTIVE MOBILE SUBSCRIPTIONS



177%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

FINLAND: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



45%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



92%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



81%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



26%

**FEB
2014**

FINLAND: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



5.6M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



106%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



1.8M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



35%

**FEB
2014**

FINLAND: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



10%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

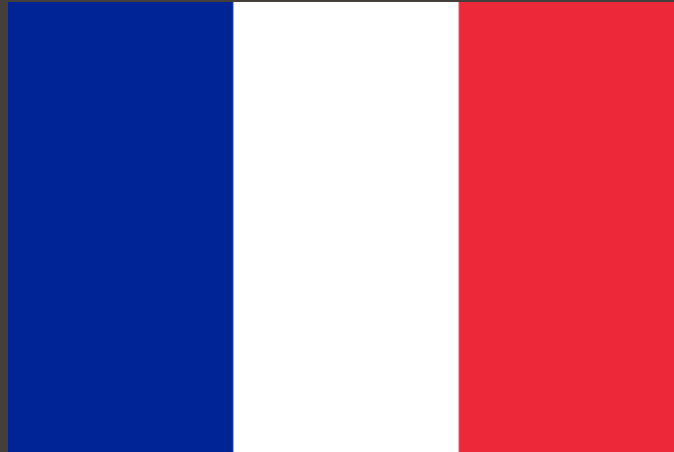


90%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



61%



FRANCE

**FEB
2014**

FRANCE: DATA SNAPSHOT



65,951,611

TOTAL POPULATION



85%

URBAN

15%

RURAL

54,473,474

INTERNET USERS



83%

INTERNET PENETRATION

28,000,000

ACTIVE FACEBOOK USERS



42%

FACEBOOK PENETRATION

72,180,000

ACTIVE MOBILE SUBSCRIPTIONS



109%

MOBILE PENETRATION

**FEB
2014**

FRANCE: INTERNET INDICATORS

FEB 2014 UPDATE

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 08M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



51%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 21M

**FEB
2014**

FRANCE: SOCIAL INDICATORS

FEB 2014 UPDATE

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



69%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 41M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



44%

PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES

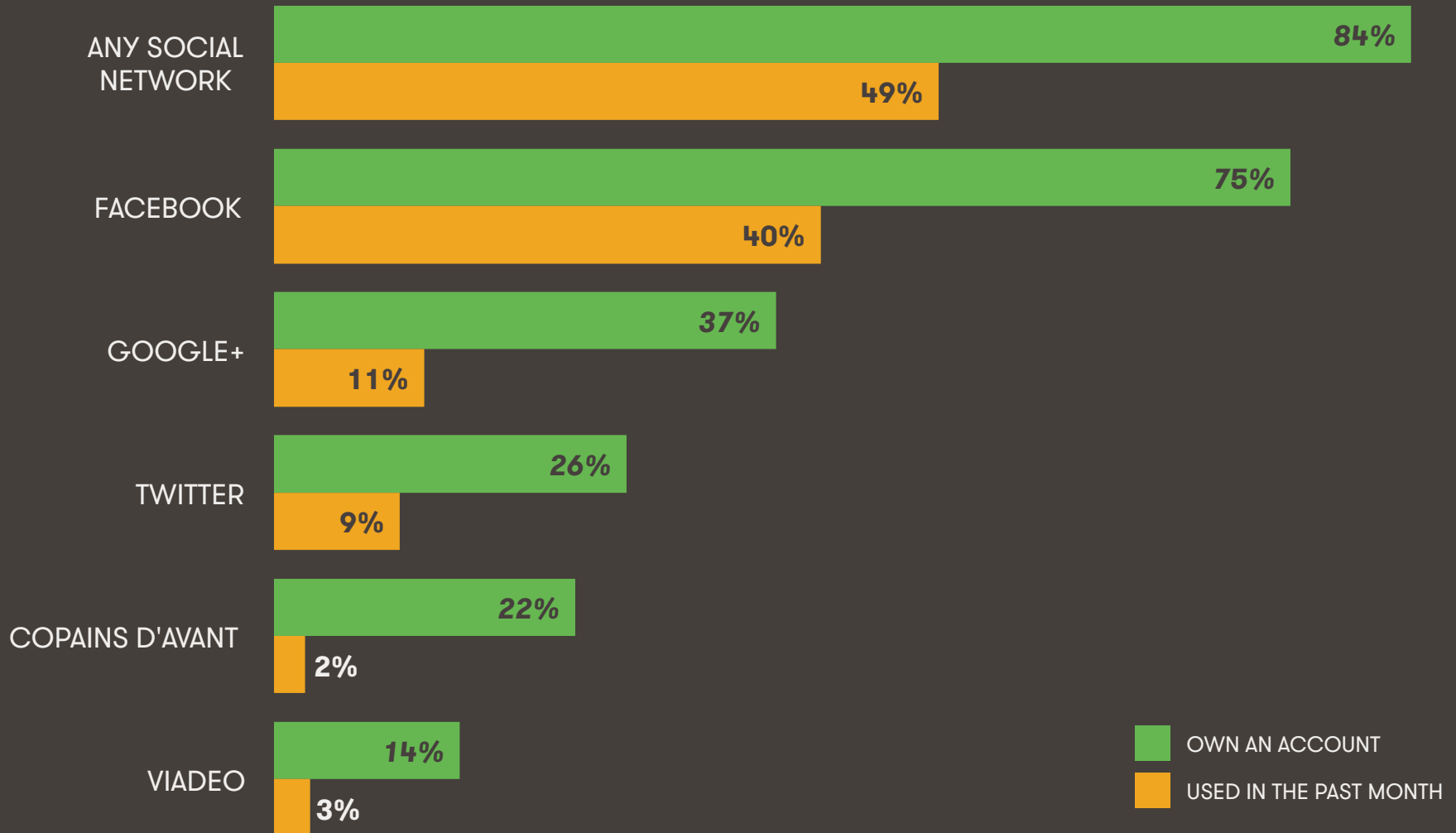


12%

**FEB
2014**

FRANCE: SOCIAL MEDIA USE

FEB 2014 UPDATE



**FEB
2014**

FRANCE: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



42%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



88%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



74%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



26%

**FEB
2014**

FRANCE: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



34.2M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



52%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



20.0M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



30%

**FEB
2014**

FRANCE: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



26%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



74%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



52%



GERMANY

**FEB
2014**

GERMANY: DATA SNAPSHOT



81,147,265

TOTAL POPULATION



74%

URBAN

26%

RURAL

68,296,919

INTERNET USERS



84%

INTERNET PENETRATION

28,000,000

ACTIVE FACEBOOK USERS



35%

FACEBOOK PENETRATION

107,700,000

ACTIVE MOBILE SUBSCRIPTIONS



133%

MOBILE PENETRATION

**FEB
2014**

GERMANY: INTERNET INDICATORS

FEB 2014 UPDATE

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



3H 44M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



60%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 33M

**FEB
2014**

GERMANY: SOCIAL INDICATORS

FEB 2014 UPDATE

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



64%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 17M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



49%

PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES

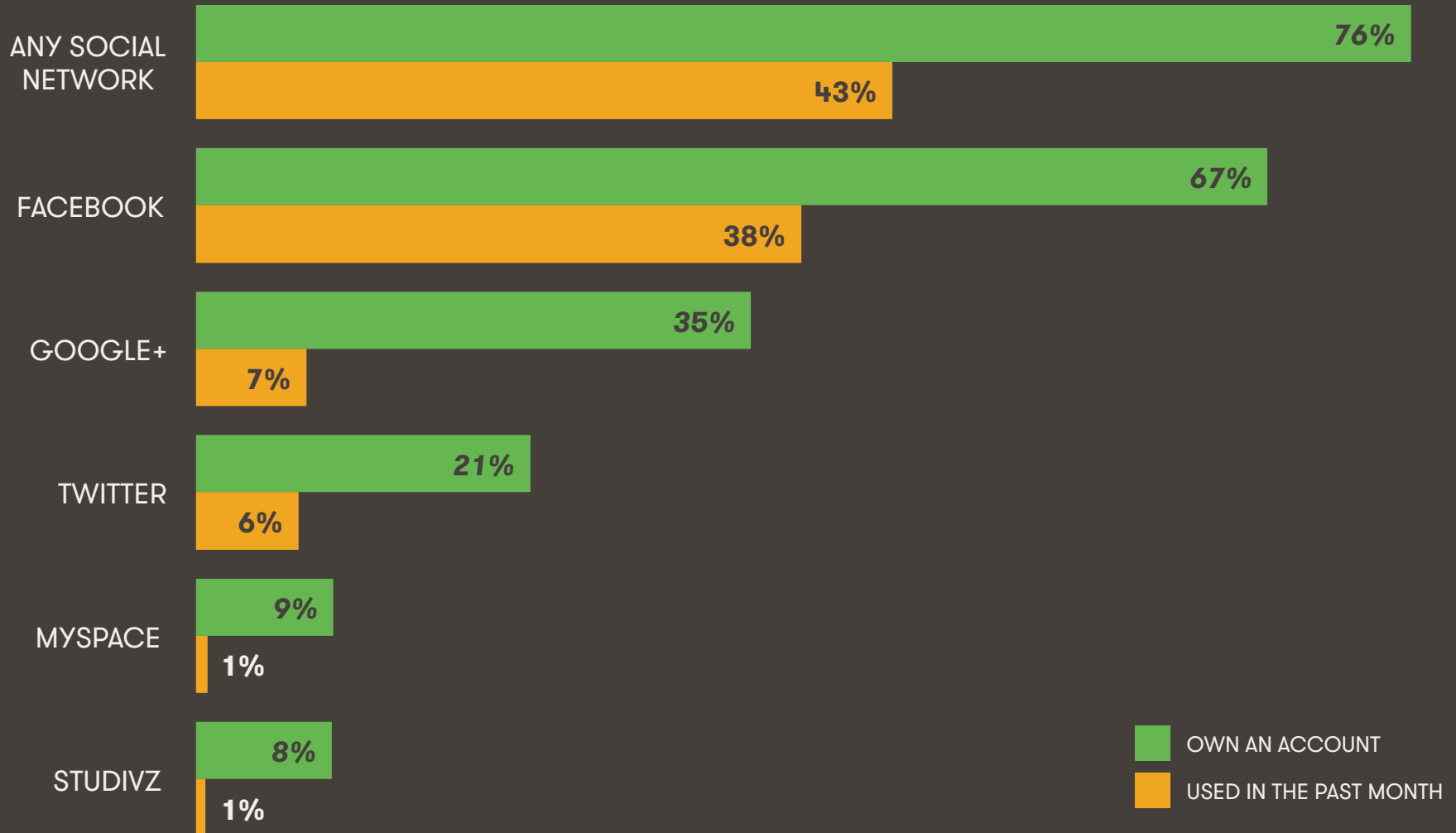


13%

**FEB
2014**

GERMANY: SOCIAL MEDIA USE

FEB 2014 UPDATE



**FEB
2014**

GERMANY: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



40%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



88%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



76%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



32%

**FEB
2014**

GERMANY: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



33.3M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



41%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



22.0M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



27%

**FEB
2014**

GERMANY: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



53%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



47%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



46%



GREECE

**FEB
2014**

GREECE



10,772,967

TOTAL POPULATION



61%

URBAN

39%

RURAL

6,029,983

INTERNET USERS



56%

INTERNET PENETRATION

4,400,000

ACTIVE FACEBOOK USERS



41%

FACEBOOK PENETRATION

13,354,000

ACTIVE MOBILE SUBSCRIPTIONS



124%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

GREECE: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



33%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



94%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



85%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



32%

**FEB
2014**

GREECE: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



4.8M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



44%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.8M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



26%

**FEB
2014**

GREECE: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



69%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



31%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



45%



HUNGARY

**FEB
2014**

HUNGARY



9,939,470

TOTAL POPULATION



68%

URBAN

32%

RURAL

7,170,086

INTERNET USERS



72%

INTERNET PENETRATION

4,800,000

ACTIVE FACEBOOK USERS



48%

FACEBOOK PENETRATION

11,580,000

ACTIVE MOBILE SUBSCRIPTIONS



117%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

HUNGARY: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



34%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



82%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



75%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



24%

**FEB
2014**

HUNGARY: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



2.3M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



23%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



3.0M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



30%

**FEB
2014**

HUNGARY: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



48%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

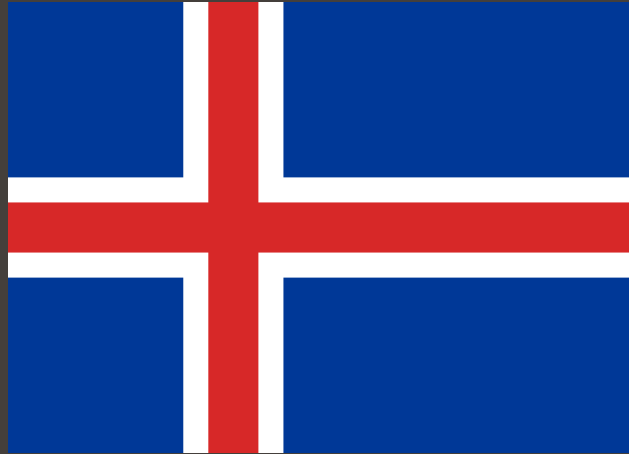


52%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



41%



ICELAND

**FEB
2014**

ICELAND



315,281

TOTAL POPULATION



93%

URBAN

7%

RURAL

300,656

INTERNET USERS



95%

INTERNET PENETRATION

220,000

ACTIVE FACEBOOK USERS



70%

FACEBOOK PENETRATION

346,000

ACTIVE MOBILE SUBSCRIPTIONS



110%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

ICELAND: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



225K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



71%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



166K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



53%

**FEB
2014**

ICELAND: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



41%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



59%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



51%



IRELAND

**FEB
2014**

IRELAND



4,775,982

TOTAL POPULATION



62%

URBAN

38%

RURAL

3,730,402

INTERNET USERS



78%

INTERNET PENETRATION

2,400,000

ACTIVE FACEBOOK USERS



50%

FACEBOOK PENETRATION

4,906,000

ACTIVE MOBILE SUBSCRIPTIONS



103%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

IRELAND: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



3H 40M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



59%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 52M

**FEB
2014**

IRELAND: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



71%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 40M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



51%

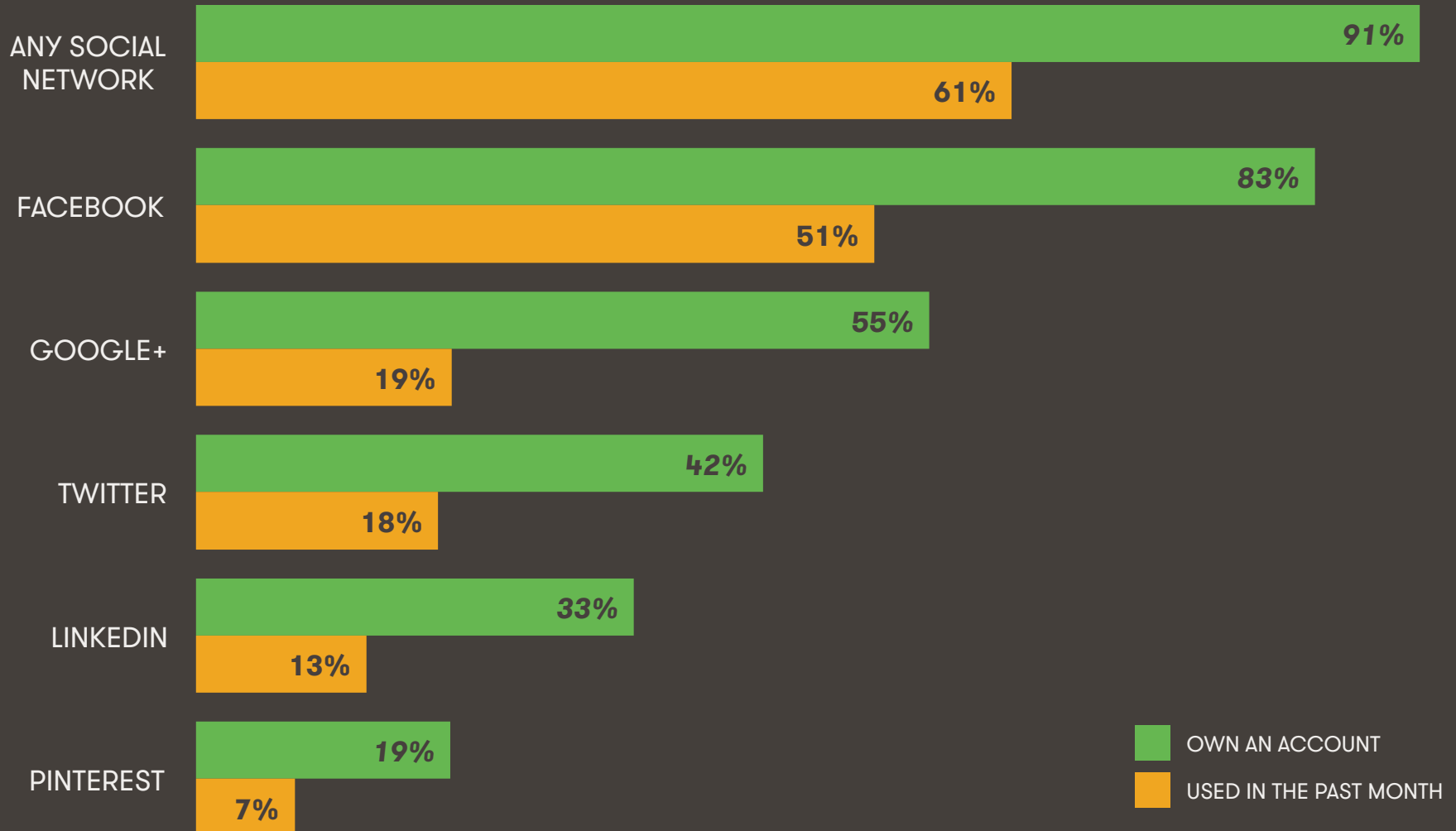
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



12%

**FEB
2014**

IRELAND: SOCIAL MEDIA USE



**FEB
2014**

IRELAND: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



57%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



91%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



83%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



44%

**FEB
2014**

IRELAND: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



3.0M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



64%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.0M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



42%

**FEB
2014**

IRELAND: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



59%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



41%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



51%



ITALY

**FEB
2014**

ITALY: DATA SNAPSHOT



61,482,297

TOTAL POPULATION



68%

URBAN

32%

RURAL

35,531,527

INTERNET USERS



58%

INTERNET PENETRATION

26,000,000

ACTIVE FACEBOOK USERS



42%

FACEBOOK PENETRATION

97,226,000

ACTIVE MOBILE SUBSCRIPTIONS



158%

MOBILE PENETRATION

**FEB
2014**

ITALY: INTERNET INDICATORS

FEB 2014 UPDATE

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 41M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



47%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



2H 13M

**FEB
2014**

ITALY: SOCIAL INDICATORS

FEB 2014 UPDATE

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



52%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



2H 00M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



46%

PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES

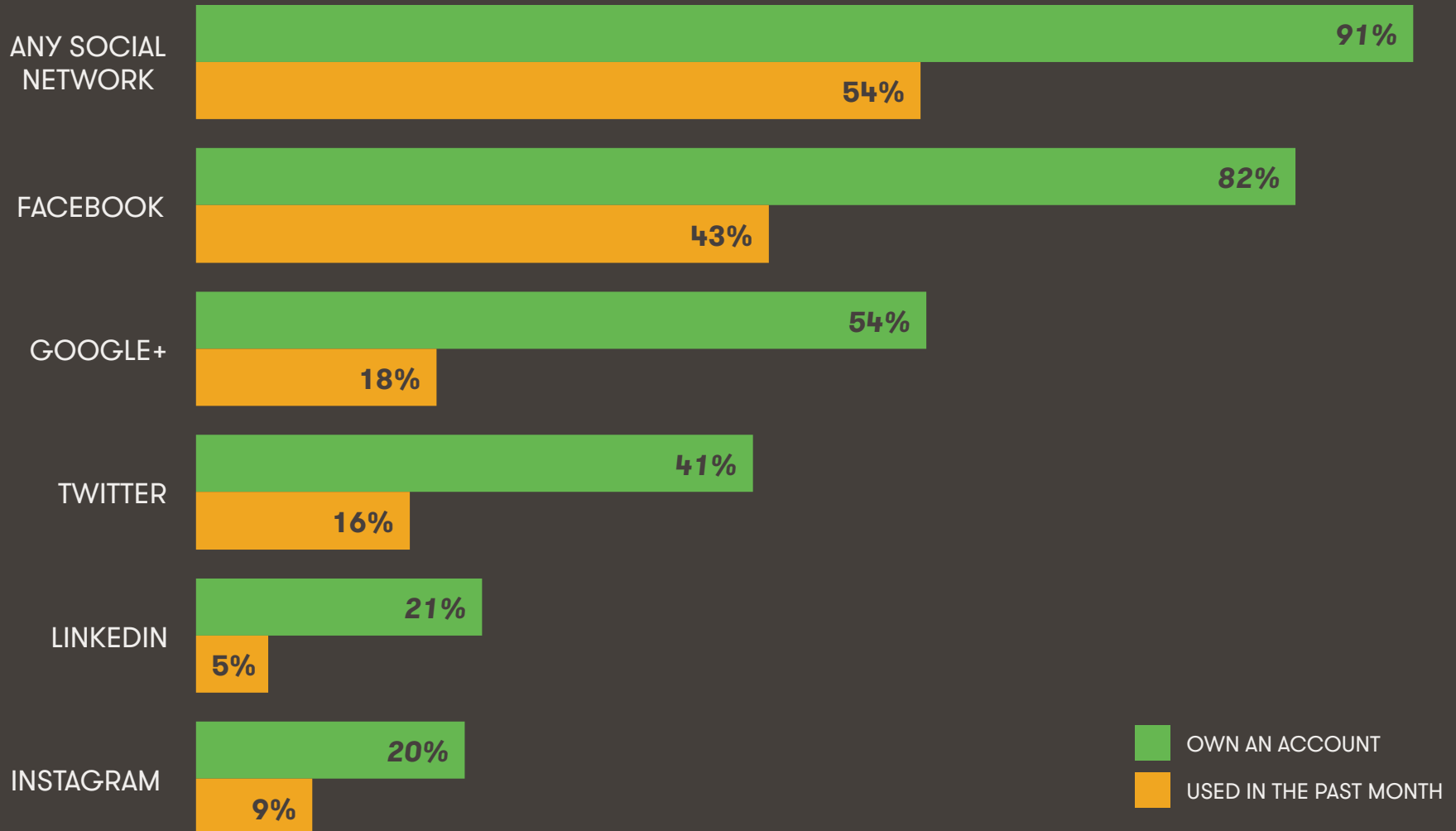


17%

**FEB
2014**

ITALY: SOCIAL MEDIA USE

FEB 2014 UPDATE



**FEB
2014**

ITALY: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



41%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



92%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



84%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



30%

**FEB
2014**

ITALY: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



31.7M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



52%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



19.8M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



32%

**FEB
2014**

ITALY: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



79%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



21%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



52%



LATVIA

**FEB
2014**

LATVIA



2,178,443

TOTAL POPULATION



68%

URBAN

32%

RURAL

1,621,769

INTERNET USERS



74%

INTERNET PENETRATION

500,000

ACTIVE FACEBOOK USERS



23%

FACEBOOK PENETRATION

2,310,000

ACTIVE MOBILE SUBSCRIPTIONS



106%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

LATVIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



1.1M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



52%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



300K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



14%

**FEB
2014**

LATVIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



41%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



59%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



38%



LITHUANIA

**FEB
2014**

LITHUANIA



3,515,858

TOTAL POPULATION



67%

URBAN

33%

RURAL

2,397,517

INTERNET USERS



68%

INTERNET PENETRATION

1,240,000

ACTIVE FACEBOOK USERS



35%

FACEBOOK PENETRATION

5,000,000

ACTIVE MOBILE SUBSCRIPTIONS



142%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

LITHUANIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



301K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



9%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



720K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



20%

**FEB
2014**

LITHUANIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



56%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



44%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



33%



LUXEMBOURG

**FEB
2014**

LUXEMBOURG



514,862

TOTAL POPULATION



85%

URBAN

15%

RURAL

468,348

INTERNET USERS



91%

INTERNET PENETRATION

260,000

ACTIVE FACEBOOK USERS



50%

FACEBOOK PENETRATION

761,314

ACTIVE MOBILE SUBSCRIPTIONS



148%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

LUXEMBOURG: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



369K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



72%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



200K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



39%

**FEB
2014**

LUXEMBOURG: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



41%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



59%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



64%



MACEDONIA

**FEB
2014**

MACEDONIA



2,087,171

TOTAL POPULATION



59%

URBAN

41%

RURAL

1,314,969

INTERNET USERS



63%

INTERNET PENETRATION

1,060,000

ACTIVE FACEBOOK USERS



51%

FACEBOOK PENETRATION

2,235,460

ACTIVE MOBILE SUBSCRIPTIONS



107%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

MACEDONIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



450K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



22%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



660K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



32%

**FEB
2014**

MACEDONIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



61%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

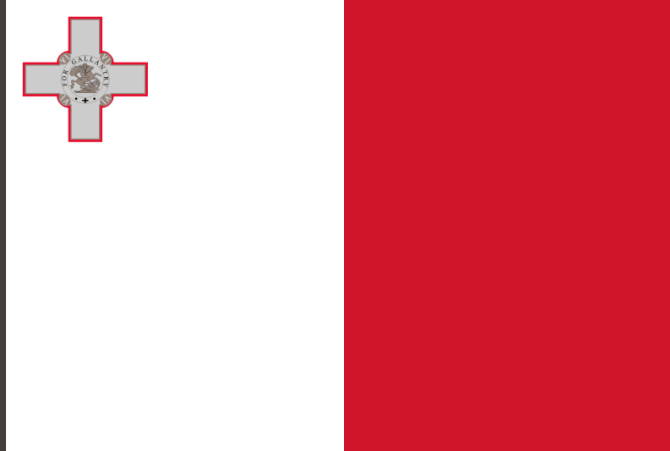


39%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



23%



MALTA

**FEB
2014**

MALTA



411,277

TOTAL POPULATION



95%

URBAN

RURAL (5%)

286,885

INTERNET USERS



70%

INTERNET PENETRATION

240,000

ACTIVE FACEBOOK USERS



58%

FACEBOOK PENETRATION

539,500

ACTIVE MOBILE SUBSCRIPTIONS



131%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

MALTA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



236K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



57%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



174K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



42%

**FEB
2014**

MALTA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



81%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



19%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



43%



MOLDOVA

**FEB
2014**

MOLDOVA



3,619,925

TOTAL POPULATION



47%

URBAN

53%

RURAL

1,585,973

INTERNET USERS



44%

INTERNET PENETRATION

380,000

ACTIVE FACEBOOK USERS



10%

FACEBOOK PENETRATION

4,080,143

ACTIVE MOBILE SUBSCRIPTIONS



113%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

MOLDOVA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



185K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



5%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



184K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



5%

**FEB
2014**

MOLDOVA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



75%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



25%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



35%



MONTENEGRO

**FEB
2014**

MONTENEGRO



653,474

TOTAL POPULATION



62%

URBAN

38%

RURAL

373,655

INTERNET USERS



57%

INTERNET PENETRATION

320,000

ACTIVE FACEBOOK USERS



49%

FACEBOOK PENETRATION

1,126,000

ACTIVE MOBILE SUBSCRIPTIONS



172%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

MONTENEGRO: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



177K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



27%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



200K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



31%

**FEB
2014**

MONTENEGRO: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



69%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



31%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



23%



NETHERLANDS

**FEB
2014**

NETHERLANDS



16,805,037

TOTAL POPULATION



83%

URBAN

17%

RURAL

15,559,488

INTERNET USERS



93%

INTERNET PENETRATION

8,800,000

ACTIVE FACEBOOK USERS



52%

FACEBOOK PENETRATION

19,643,000

ACTIVE MOBILE SUBSCRIPTIONS



117%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

NETHERLANDS: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



3H 44M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



66%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 26M

**FEB
2014**

NETHERLANDS: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



78%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1 H 20M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



44%

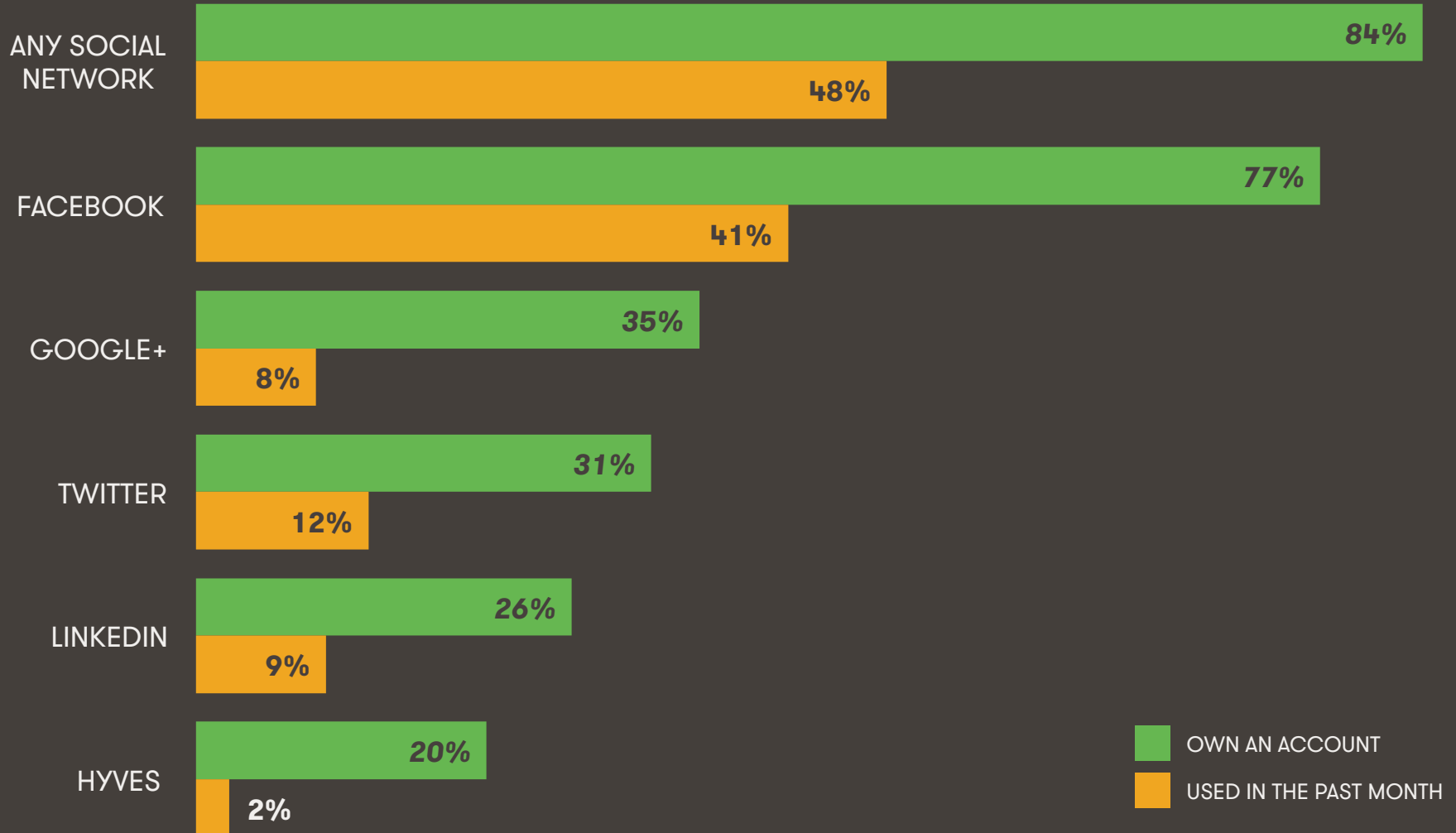
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



7%

**FEB
2014**

NETHERLANDS: SOCIAL MEDIA USE



**FEB
2014**

NETHERLANDS: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



52%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



81%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



74%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



18%

**FEB
2014**

NETHERLANDS: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



10.2M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



61%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



7.4M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



44%

**FEB
2014**

NETHERLANDS: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



38%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

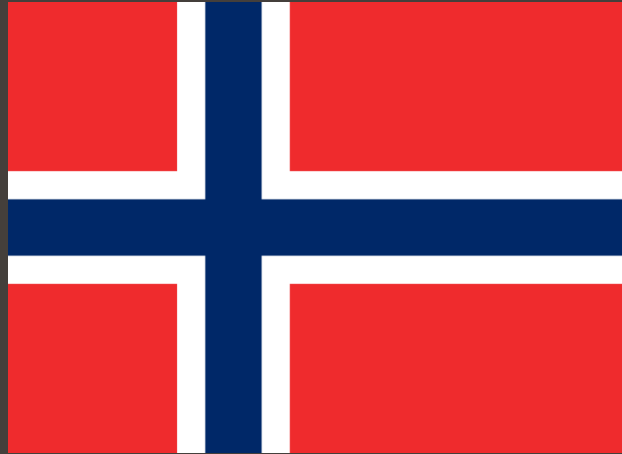


62%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



52%



NORWAY

**FEB
2014**

NORWAY: SNAPSHOT



4,722,701

TOTAL POPULATION



79%

URBAN

21%

RURAL

4,471,907

INTERNET USERS



95%

INTERNET PENETRATION

3,000,000

ACTIVE FACEBOOK USERS



64%

FACEBOOK PENETRATION

5,732,000

ACTIVE MOBILE SUBSCRIPTIONS



121%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

NORWAY: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



68%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



84%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



68%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



33%

**FEB
2014**

NORWAY: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



4.0M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



84%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.6M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



55%

**FEB
2014**

NORWAY: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



24%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



76%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



50%



POLAND

**FEB
2014**

POLAND: DATA SNAPSHOT



38,383,809

TOTAL POPULATION



61%

URBAN

39%

RURAL

24,969,935

INTERNET USERS



65%

INTERNET PENETRATION

12,000,000

ACTIVE FACEBOOK USERS



31%

FACEBOOK PENETRATION

50,840,000

ACTIVE MOBILE SUBSCRIPTIONS



132%

MOBILE PENETRATION

**FEB
2014**

POLAND: INTERNET INDICATORS

FEB 2014 UPDATE

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 50M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



44%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 48M

**FEB
2014**

POLAND: SOCIAL INDICATORS

FEB 2014 UPDATE

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



59%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1 H 38M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



32%

PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES

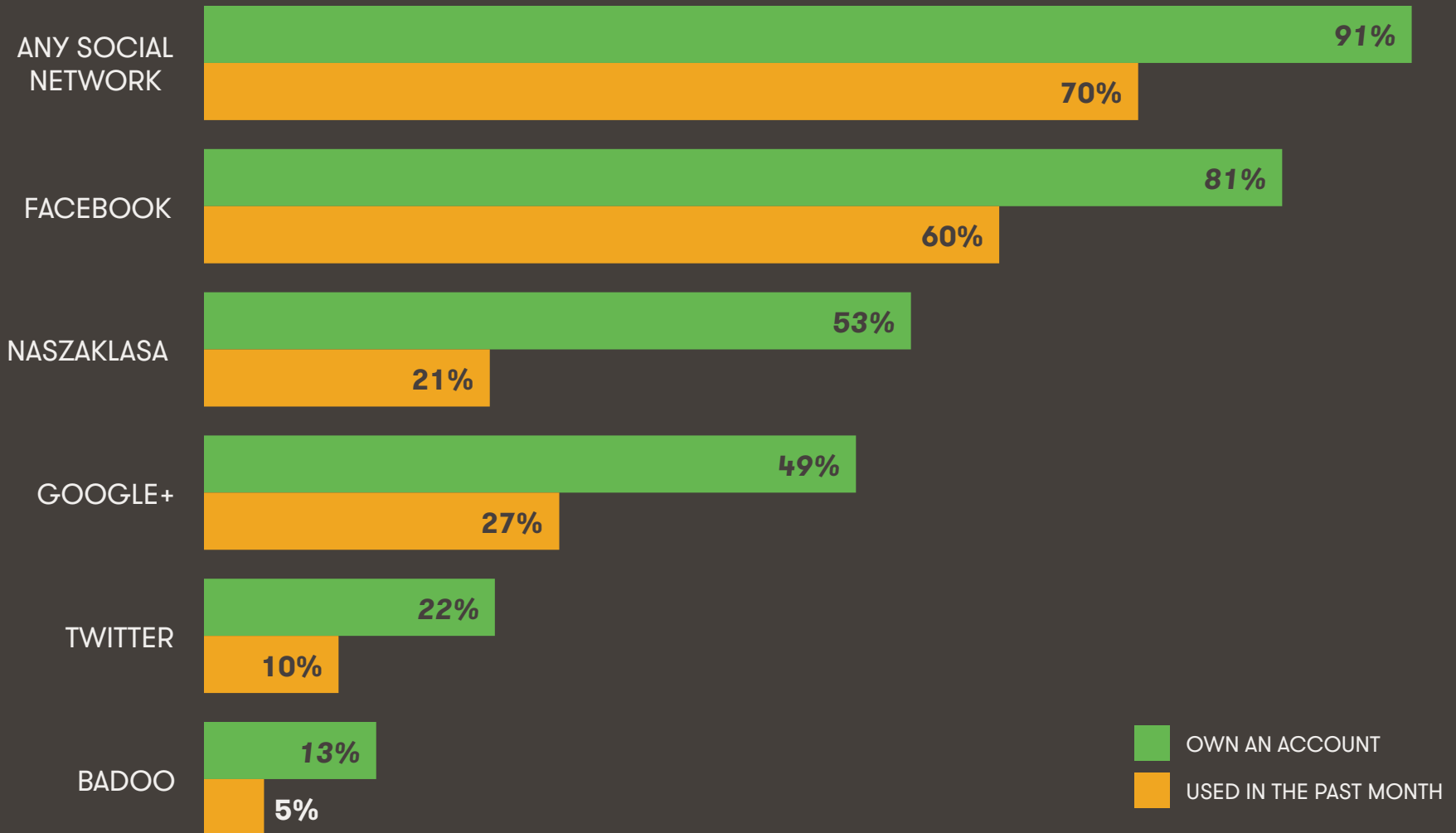


14%

**FEB
2014**

POLAND: SOCIAL MEDIA USE

FEB 2014 UPDATE



**FEB
2014**

POLAND: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



35%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



90%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



78%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



28%

**FEB
2014**

POLAND: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



18.9M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



49%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



7.2M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



19%

**FEB
2014**

POLAND: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



54%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



46%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



44%



PORTUGAL

**FEB
2014**

PORTUGAL



10,799,270

TOTAL POPULATION



61%

URBAN

39%

RURAL

6,900,134

INTERNET USERS



64%

INTERNET PENETRATION

5,200,000

ACTIVE FACEBOOK USERS



48%

FACEBOOK PENETRATION

12,312,000

ACTIVE MOBILE SUBSCRIPTIONS



114%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

PORTUGAL: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



32%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



90%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



79%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



21%

**FEB
2014**

PORTUGAL: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



3.5M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



32%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



3.2M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



30%

**FEB
2014**

PORTUGAL: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



73%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



27%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



59%



ROMANIA

**FEB
2014**

ROMANIA



21,790,479

TOTAL POPULATION



58%

URBAN

42%

RURAL

10,924,252

INTERNET USERS



50%

INTERNET PENETRATION

7,000,000

ACTIVE FACEBOOK USERS



32%

FACEBOOK PENETRATION

22,700,000

ACTIVE MOBILE SUBSCRIPTIONS



104%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

ROMANIA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



28%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



90%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



84%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



34%

**FEB
2014**

ROMANIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



5.2M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



24%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



4.6M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



21%

**FEB
2014**

ROMANIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



70%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



30%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



37%



RUSSIA

**FEB
2014**

RUSSIA: DATA SNAPSHOT



142,500,482

TOTAL POPULATION



73%

URBAN

27%

RURAL

75,926,004

INTERNET USERS



53%

INTERNET PENETRATION

46,800,000

ACTIVE VKONTAKTE USERS



33%

VKONTAKTE PENETRATION

261,886,329

ACTIVE MOBILE SUBSCRIPTIONS



184%

MOBILE PENETRATION

**FEB
2014**

RUSSIA: INTERNET INDICATORS

FEB 2014 UPDATE

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 45M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



37%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 26M

**FEB
2014**

RUSSIA: SOCIAL INDICATORS

FEB 2014 UPDATE

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



50%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 56M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



44%

PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES

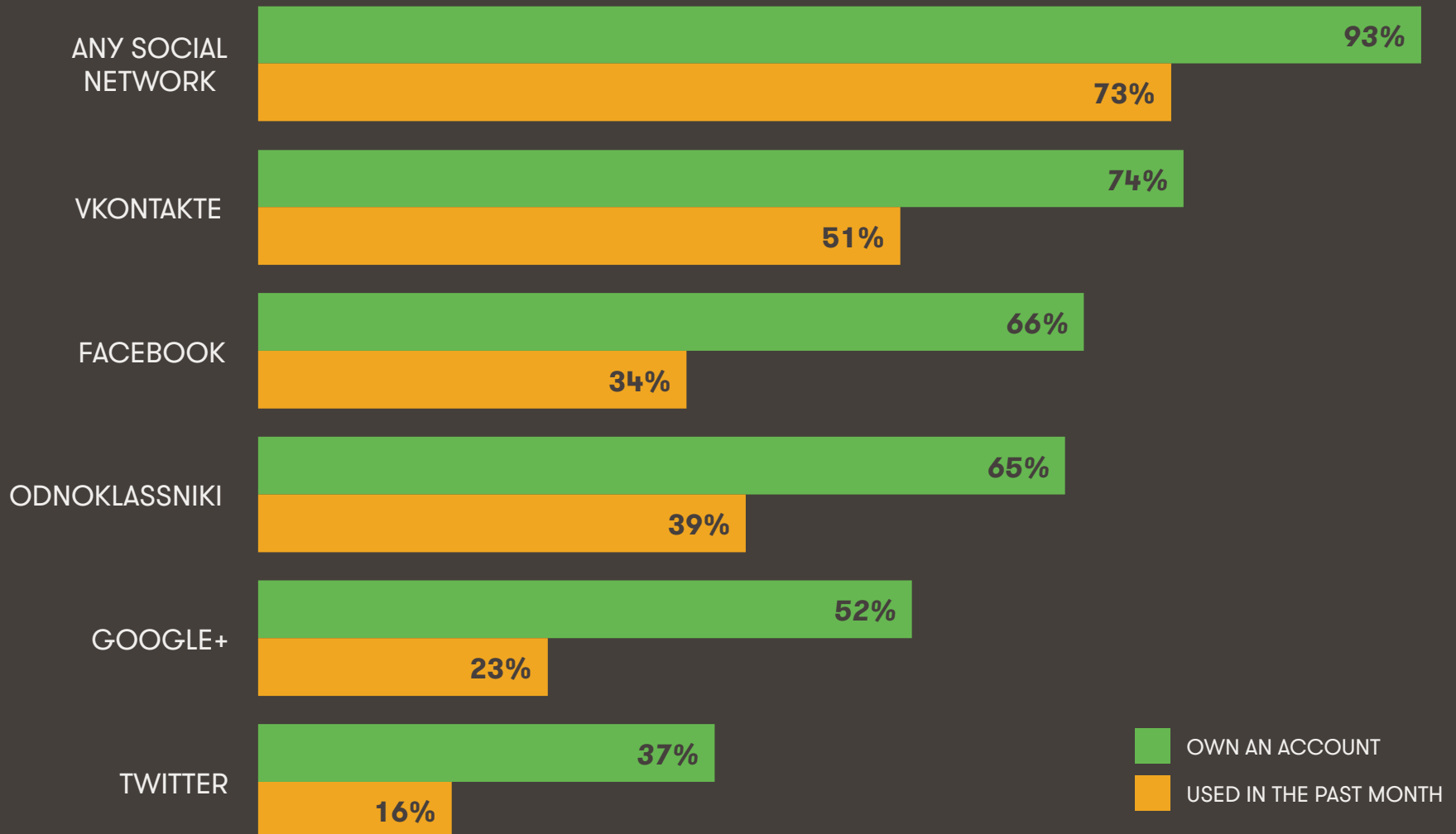


11%

**FEB
2014**

RUSSIA: SOCIAL MEDIA USE

FEB 2014 UPDATE



**FEB
2014**

RUSSIA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



36%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



93%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



82%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



39%

**FEB
2014**

RUSSIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



75.3M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



53%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



15.8M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



11%

**FEB
2014**

RUSSIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



84%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



16%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



20%



SERBIA

**FEB
2014**

SERBIA



7,243,007

TOTAL POPULATION



56%

URBAN

44%

RURAL

3,500,047

INTERNET USERS



48%

INTERNET PENETRATION

3,800,000

ACTIVE FACEBOOK USERS



52%

FACEBOOK PENETRATION

9,138,000

ACTIVE MOBILE SUBSCRIPTIONS



126%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

SERBIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



2.9M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



40%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.4M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



33%

**FEB
2014**

SERBIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



66%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



34%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



19%



SLOVAKIA

**FEB
2014**

SLOVAKIA



5,488,339

TOTAL POPULATION



55%

URBAN

45%

RURAL

4,386,470

INTERNET USERS



80%

INTERNET PENETRATION

2,200,000

ACTIVE FACEBOOK USERS



40%

FACEBOOK PENETRATION

6,095,000

ACTIVE MOBILE SUBSCRIPTIONS



111%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

SLOVAKIA: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



46%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



88%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



84%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



30%

**FEB
2014**

SLOVAKIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



1.9M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



35%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



1.4M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



25%

**FEB
2014**

SLOVAKIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



51%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



49%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



37%



SLOVENIA

**FEB
2014**

SLOVENIA



1,992,690

TOTAL POPULATION



50%

URBAN

50%

RURAL

1,397,632

INTERNET USERS



70%

INTERNET PENETRATION

800,000

ACTIVE FACEBOOK USERS



40%

FACEBOOK PENETRATION

2,246,000

ACTIVE MOBILE SUBSCRIPTIONS



113%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

SLOVENIA: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



741K

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



37%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



520K

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



26%

**FEB
2014**

SLOVENIA: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



29%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



71%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



48%



SPAIN

**FEB
2014**

SPAIN



47,370,542

TOTAL POPULATION



77%

URBAN

23%

RURAL

33,870,948

INTERNET USERS



72%

INTERNET PENETRATION

19,600,000

ACTIVE FACEBOOK USERS



41%

FACEBOOK PENETRATION

55,740,000

ACTIVE MOBILE SUBSCRIPTIONS



118%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

SPAIN: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



3H 59M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



61%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 45M

**FEB
2014**

SPAIN: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



66%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 28M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



44%

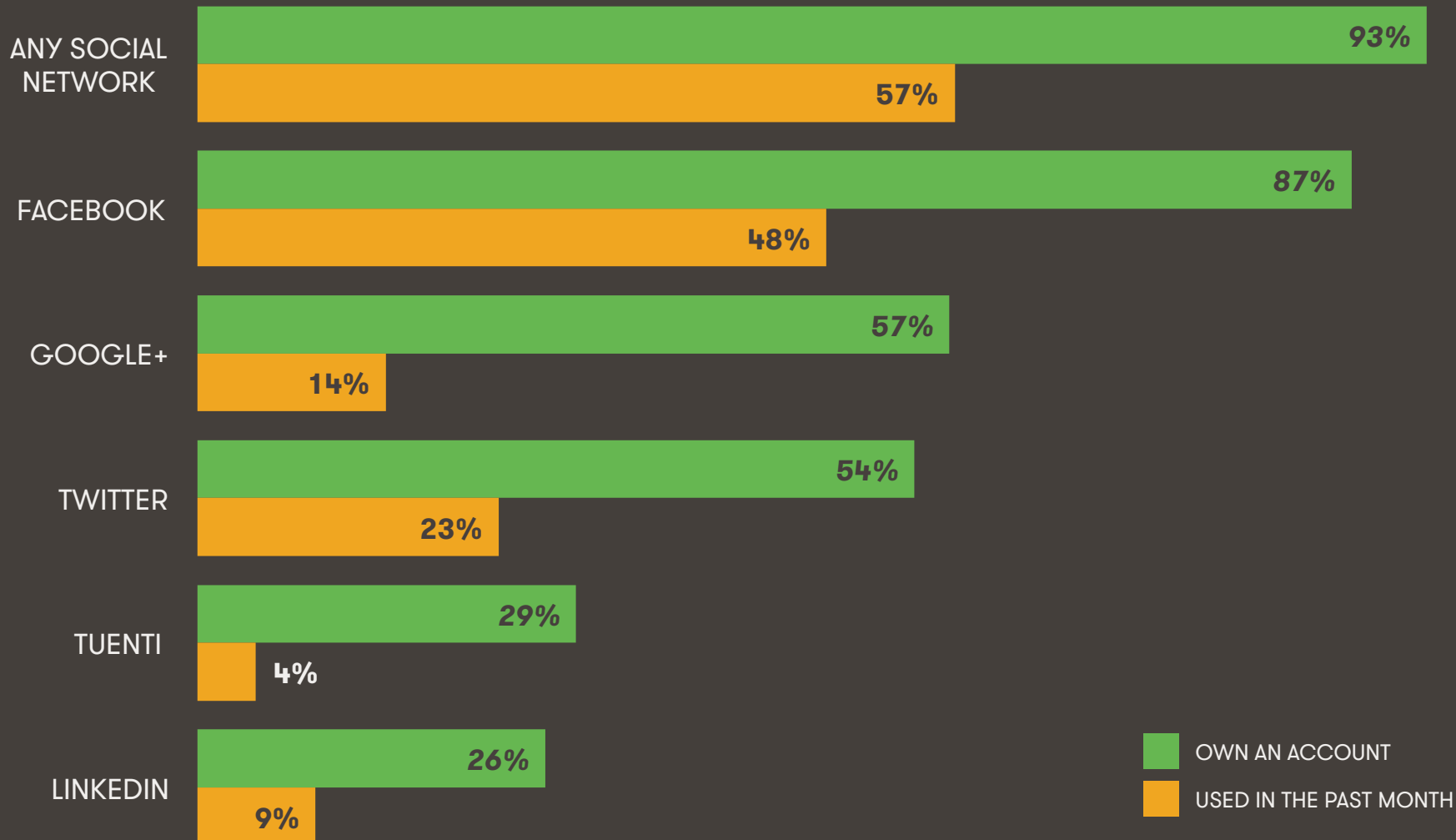
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



11%

**FEB
2014**

SPAIN: SOCIAL MEDIA USE



**FEB
2014**

SPAIN: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



55%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



89%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



80%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



25%

**FEB
2014**

SPAIN: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



25.0M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



53%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



15.4M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



33%

**FEB
2014**

SPAIN: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



33%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

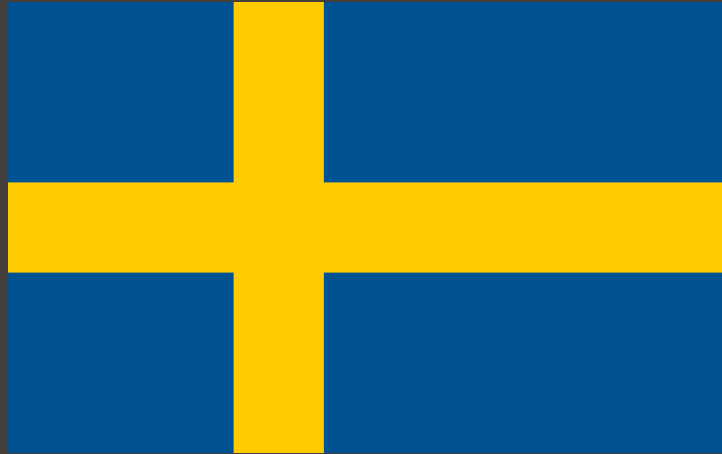


67%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



56%



SWEDEN

**FEB
2014**

SWEDEN



9,119,423

TOTAL POPULATION



85%

URBAN

15%

RURAL

8,557,561

INTERNET USERS



94%

INTERNET PENETRATION

5,200,000

ACTIVE FACEBOOK USERS



57%

FACEBOOK PENETRATION

11,643,201

ACTIVE MOBILE SUBSCRIPTIONS



128%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

SWEDEN: INTERNET INDICATORS

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 10M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



73%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 25M

**FEB
2014**

SWEDEN: SOCIAL INDICATORS

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



80%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1 H 25M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



46%

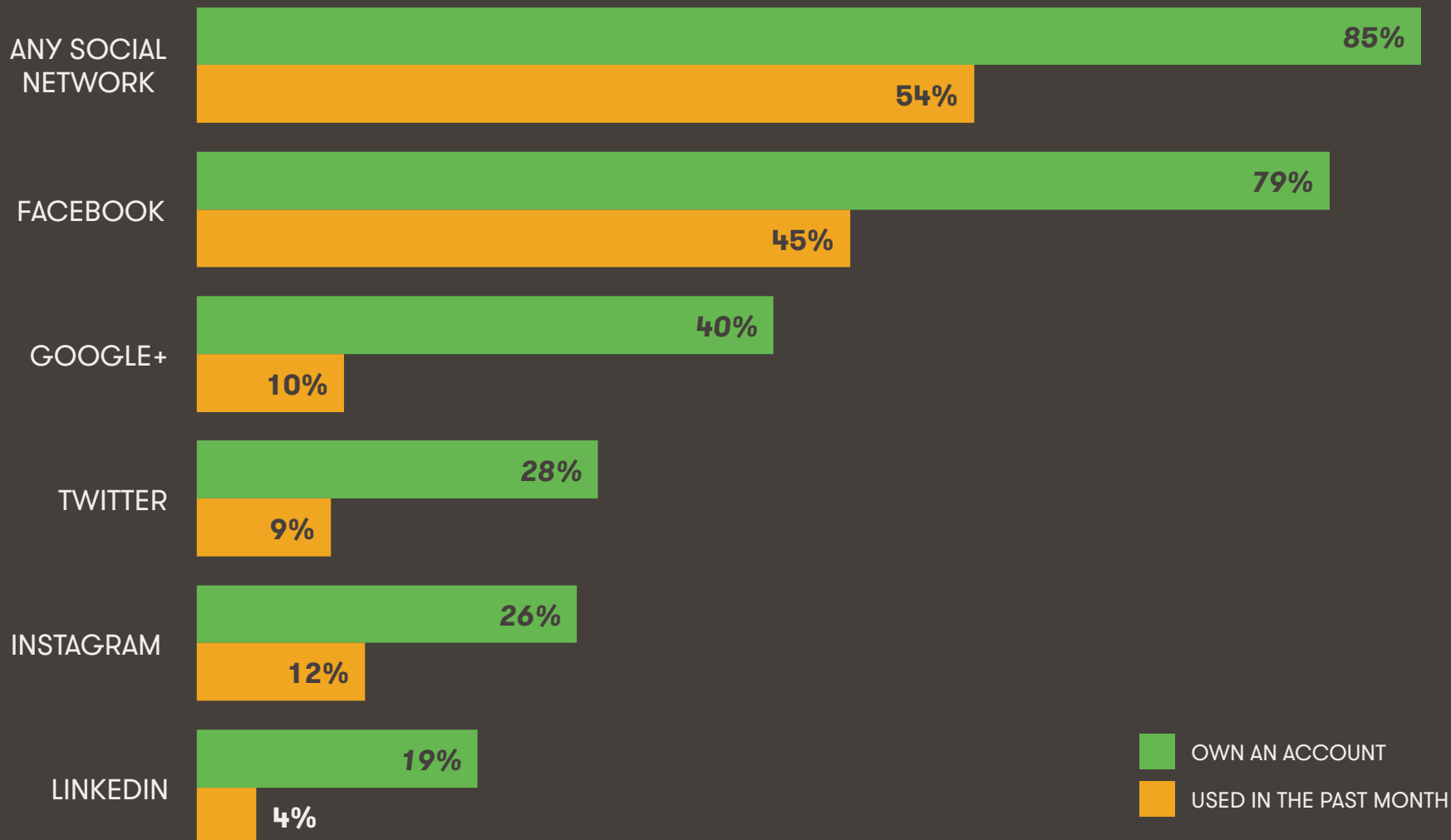
PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES



11%

**FEB
2014**

SWEDEN: SOCIAL MEDIA USE



**FEB
2014**

SWEDEN: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



63%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



92%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



79%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



33%

**FEB
2014**

SWEDEN: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



9.2M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



101%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



4.4M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



48%

**FEB
2014**

SWEDEN: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



34%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

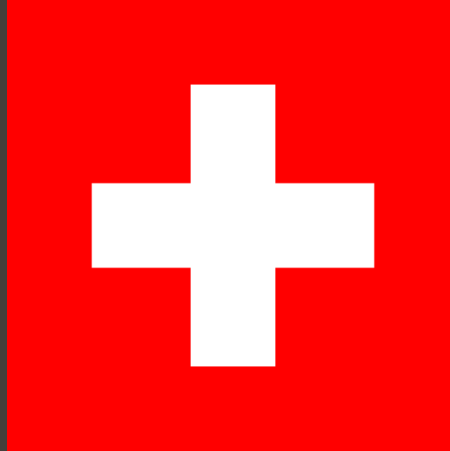


66%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



76%



SWITZERLAND

**FEB
2014**

SWITZERLAND



7,996,026

TOTAL POPULATION



74%

URBAN

26%

RURAL

6,752,540

INTERNET USERS



84%

INTERNET PENETRATION

3,400,000

ACTIVE FACEBOOK USERS



43%

FACEBOOK PENETRATION

10,460,000

ACTIVE MOBILE SUBSCRIPTIONS



131%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

SWITZERLAND: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



54%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



92%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



81%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



36%

**FEB
2014**

SWITZERLAND: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



3.3M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



41%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



2.8M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



35%

**FEB
2014**

SWITZERLAND: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



38%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



62%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



56%



UKRAINE

**FEB
2014**

UKRAINE



44,573,205

TOTAL POPULATION



69%

URBAN

31%

RURAL

15,115,820

INTERNET USERS



34%

INTERNET PENETRATION

12,000,000

ACTIVE VKONTAKTE USERS



27%

VKONTAKTE PENETRATION

59,344,000

ACTIVE MOBILE SUBSCRIPTIONS



133%

MOBILE SUBSCRIPTION PENETRATION

**FEB
2014**

UKRAINE: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



14%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



93%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



85%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



44%

**FEB
2014**

UKRAINE: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



2.5M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



6%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



4.1M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



9%

**FEB
2014**

UKRAINE: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



92%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID

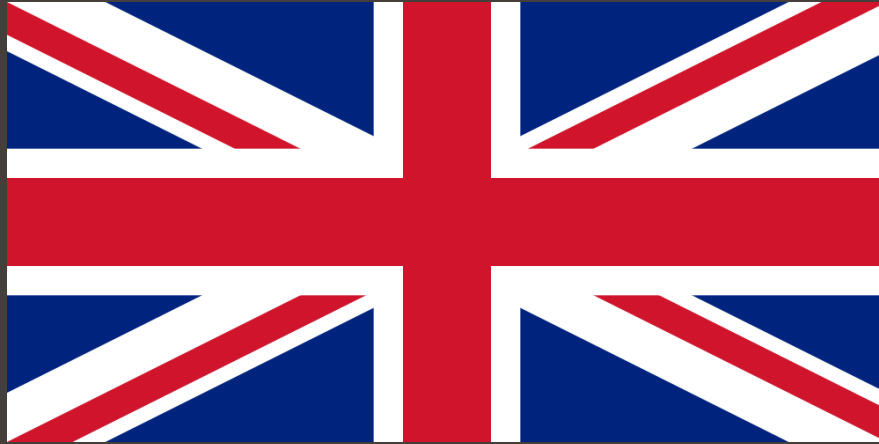


8%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



4%



UNITED KINGDOM

**FEB
2014**

UK: DATA SNAPSHOT



63,395,574

TOTAL POPULATION



80%

URBAN

20%

RURAL

54,861,245

INTERNET USERS



87%

INTERNET PENETRATION

36,000,000

ACTIVE FACEBOOK USERS



57%

FACEBOOK PENETRATION

82,109,000

ACTIVE MOBILE SUBSCRIPTIONS



130%

MOBILE PENETRATION

**FEB
2014**

UK: INTERNET INDICATORS

FEB 2014 UPDATE

AVERAGE TIME THAT INTERNET
USERS SPEND USING THE
INTERNET EACH DAY THROUGH
A DESKTOP OR LAPTOP



4H 06M

MOBILE INTERNET
PENETRATION AS A
PERCENTAGE OF
TOTAL POPULATION



62%

AVERAGE TIME THAT
MOBILE INTERNET USERS
SPEND USING MOBILE
INTERNET EACH DAY



1H 34M

**FEB
2014**

UK: SOCIAL INDICATORS

FEB 2014 UPDATE

SOCIAL MEDIA
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



74%

AVERAGE TIME SOCIAL
MEDIA USERS SPEND
ON SOCIAL MEDIA
EACH DAY



1H 36M

PERCENTAGE OF
MOBILE USERS USING
SOCIAL MEDIA APPS
ON THEIR PHONE



45%

PERCENTAGE OF
MOBILE USERS USING
LOCATION-BASED
SERVICES

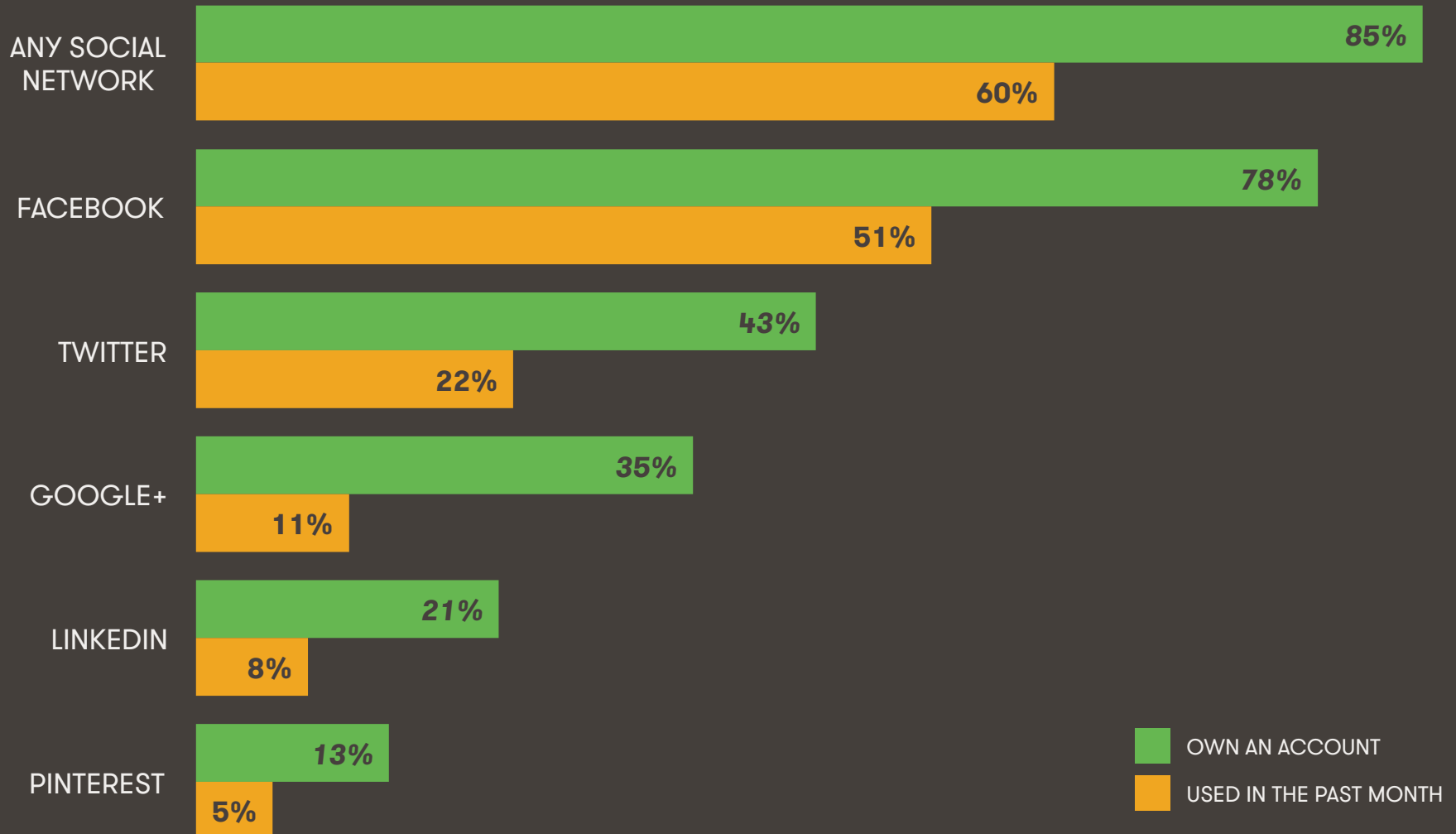


9%

**FEB
2014**

UK: SOCIAL MEDIA USE

FEB 2014 UPDATE



**FEB
2014**

UK: SMARTPHONE USAGE

SMARTPHONE
PENETRATION AS A
PERCENTAGE OF THE
TOTAL POPULATION



62%

SMARTPHONE USERS
SEARCHING FOR
LOCAL INFORMATION
VIA THEIR PHONE



87%

SMARTPHONE USERS
RESEARCHING
PRODUCTS VIA
THEIR PHONE



73%

SMARTPHONE USERS
WHO HAVE MADE A
PURCHASE VIA THEIR
PHONE



39%

**FEB
2014**

UK: MOBILE STATS

NUMBER OF
ACTIVE MOBILE
BROADBAND
SUBSCRIPTIONS



45.4M

MOBILE BROADBAND
SUBSCRIPTIONS AS A
PERCENTAGE OF THE
TOTAL POPULATION



72%

ACTIVE SOCIAL MEDIA
USERS ACCESSING
SOCIAL MEDIA ON A
MOBILE DEVICE



30.0M

PENETRATION OF
MOBILE SOCIAL AS A
PERCENTAGE OF THE
TOTAL POPULATION



47%

**FEB
2014**

UK: CONTRACT TYPE

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE PRE-PAID



46%

PERCENTAGE OF TOTAL
MOBILE SUBSCRIPTIONS
THAT ARE POST-PAID



54%

PERCENTAGE OF MOBILE
SUBSCRIPTIONS THAT
ARE 3G CONNECTIONS



63%

**we
are.
social**

**FIND OUT MORE AT
WEARESOCIAL.SG**

GET IN TOUCH WITH OUR TEAMS IN EUROPE:

UNITED KINGDOM



@WEARESOCIAL



TALKTOUS@WEARESOCIAL.NET



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CONVERSATION@WEARESOCIAL.FR



+33 [0]1 73 00 32 70



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ITALIA



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+39 [0]2 3655 1868



[HTTP://WEARESOCIAL.IT](http://WEARESOCIAL.IT)

DEUTSCHLAND



@WEARESOCIALDE



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+49 [0]89 8099 110 20



[HTTP://WEARESOCIAL.DE](http://WEARESOCIAL.DE)

DATA SOURCES USED IN THIS REPORT

Population data

Latest available data from the United States Census Bureau (mid-2013 data), correct as at February 2014.

Internet user data

Latest available data from InternetWorldStats.com, correct as at February 2014; usage data extrapolated from GlobalWebIndex Wave 12 (Q4 2013).

Social media user data

Latest site-reported monthly active user data from Facebook, Google+, Qzone, Sina Weibo, Tencent Weibo, Twitter, and VKontakte, correct as at February 2014; usage data extrapolated from GlobalWebIndex's *Active Usage: Social Platforms* (Wave 12 Q4 2013).

Mobile phone user data

Latest available data from Ericsson Mobility Report (November 2013), the International Telecommunication Union (ITU), The GSM Association (Q4 2013), and the CIA Government Factbook, correct as at February 2014; usage data extrapolated from GlobalWebIndex's *Active Usage: Social Platforms* (Wave 12 Q4 2013), and Google's *Our Mobile Planet* Report (May 2013).

we are. social

WE ARE SOCIAL IS A GLOBAL CONVERSATION AGENCY.

WE HELP BRANDS TO LISTEN TO, UNDERSTAND,
AND ENGAGE IN CONVERSATIONS IN SOCIAL MEDIA.

WE'RE ALREADY HELPING MANY OF THE WORLD'S
TOP BRANDS, INCLUDING ADIDAS, UNILEVER,
DIAGEO, NESTLÉ, HEINZ, AND LVMH.

IF YOU'D LIKE TO CHAT ABOUT US HELPING YOU
TOO, CALL US ON +65 6423 1051, OR EMAIL
US AT SAYHELLO@WEARESOCIAL.SG.

FIND OUT MORE AT WEARESOCIAL.SG.



WE ARE SOCIAL SINGAPORE



SIMON KEMP, MANAGING DIRECTOR



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