DIGITAL 2022

CHINA

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

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IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we published previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. In addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some people may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

GLOBAL HEADLINES

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GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES AT A WORLDWIDE LEVEL

TOTAL POPULATION	MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
7.91 BILLION	8.28 BILLION	4.95 BILLION	4.62 BILLION
YEAR-ON-YEAR CHANGE +1.0%	YEAR-ON-YEAR CHANGE +2.9%	YEAR-ON-YEAR CHANGE +4.0%	YEAR-ON-YEAR CHANGE +10.1%
URBANISATION 57.0%	TOTAL vs. POPULATION 104.6%	TOTAL vs. POPULATION 62.5%	TOTAL vs. POPULATION 58.4%

KEPIOS

KEPIOS

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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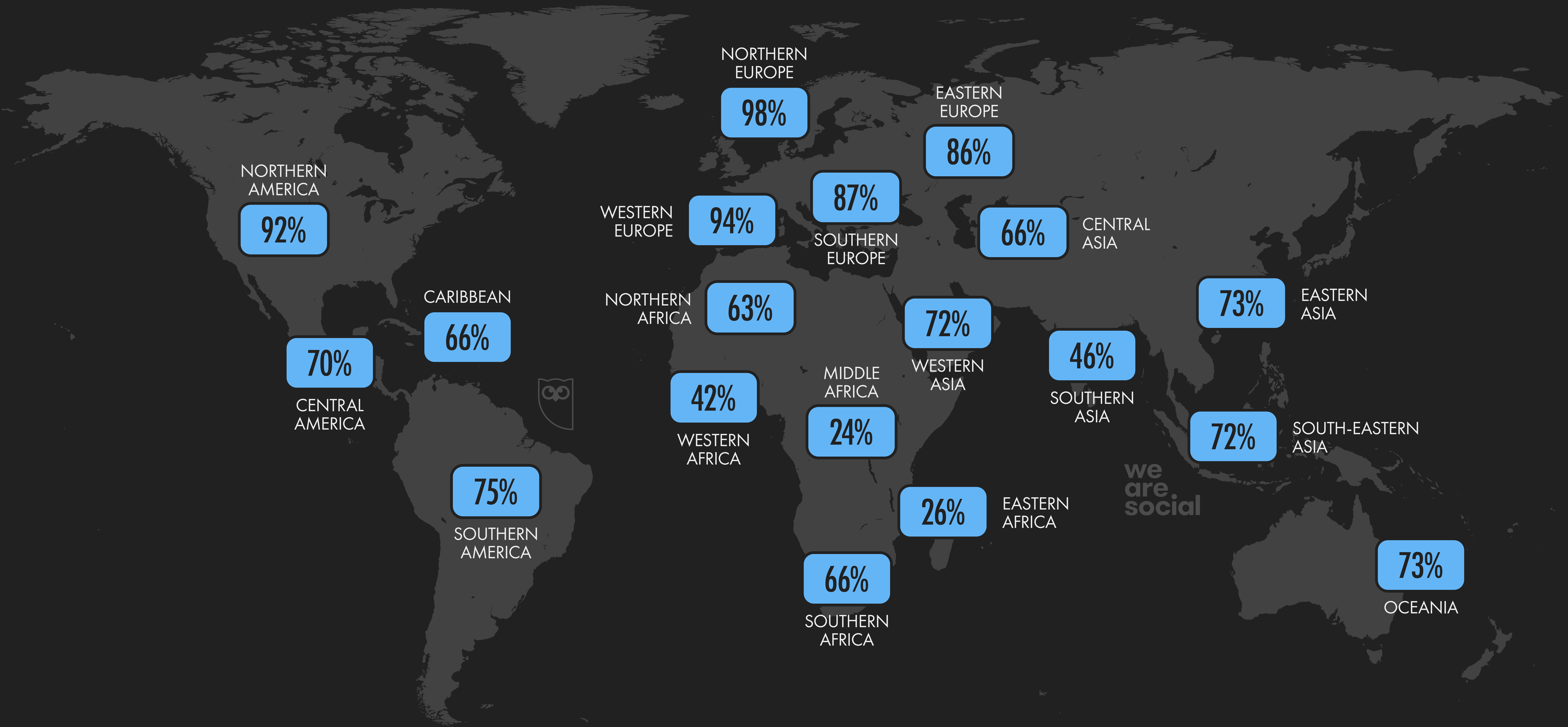
INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

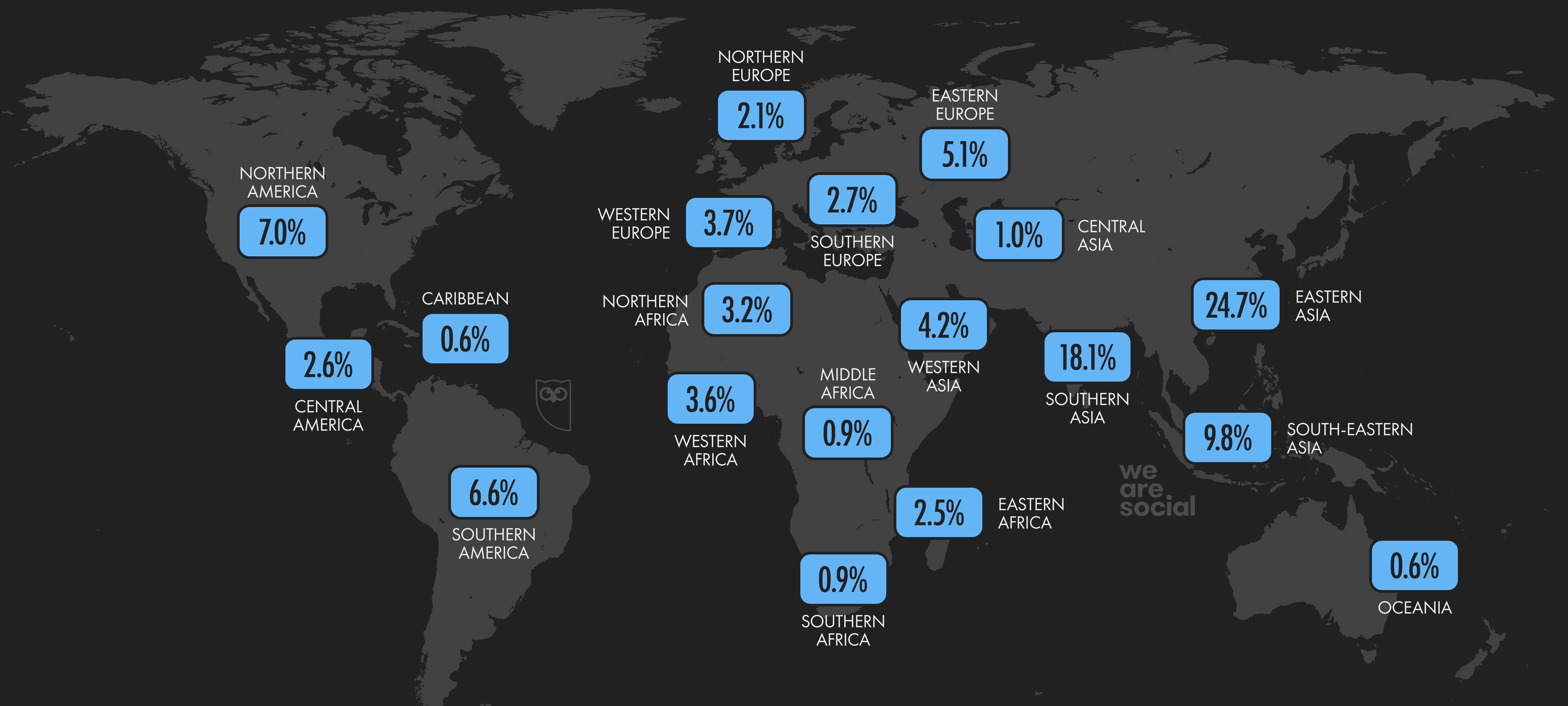
GLOBAL OVERVIEW



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTE:** REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES.

SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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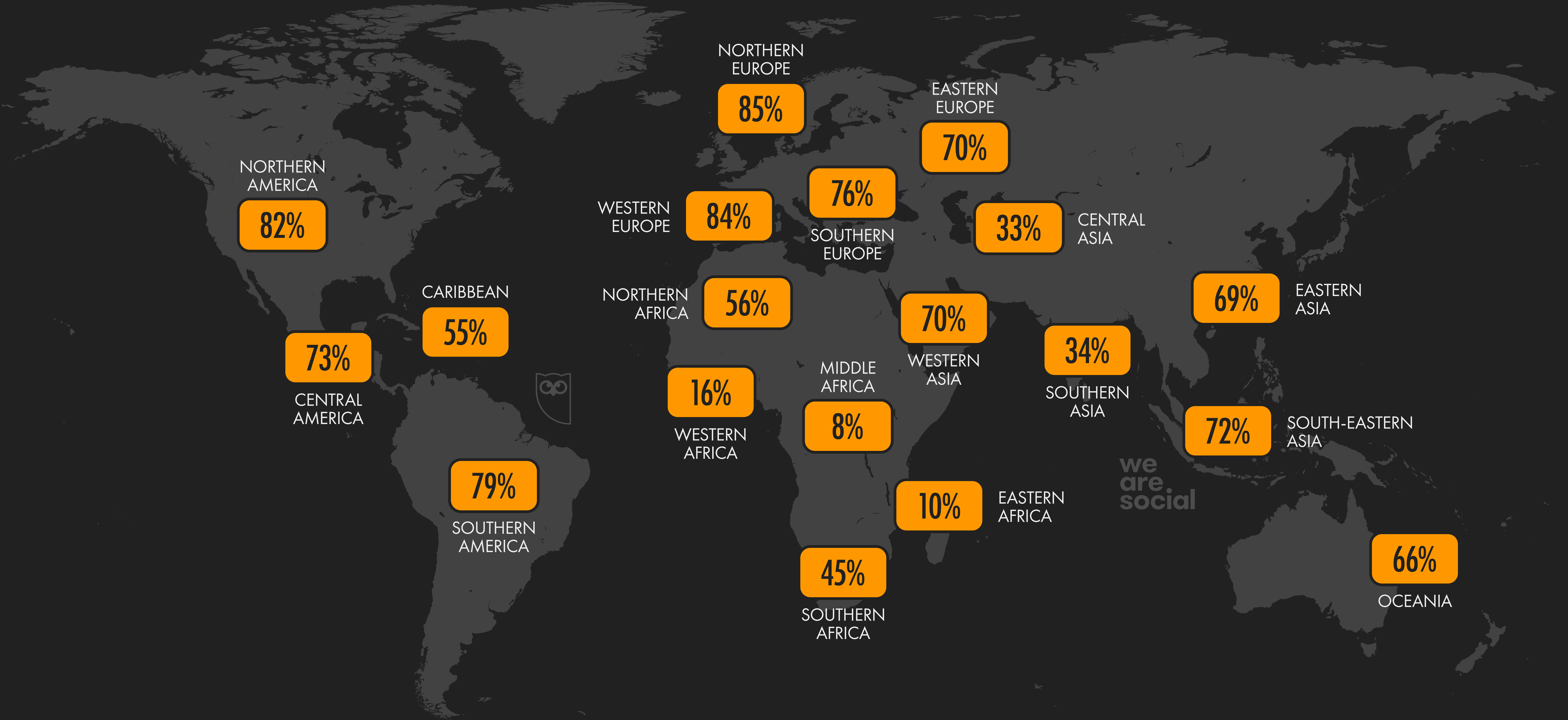
SOCIAL MEDIA USERS vs. TOTAL POPULATION

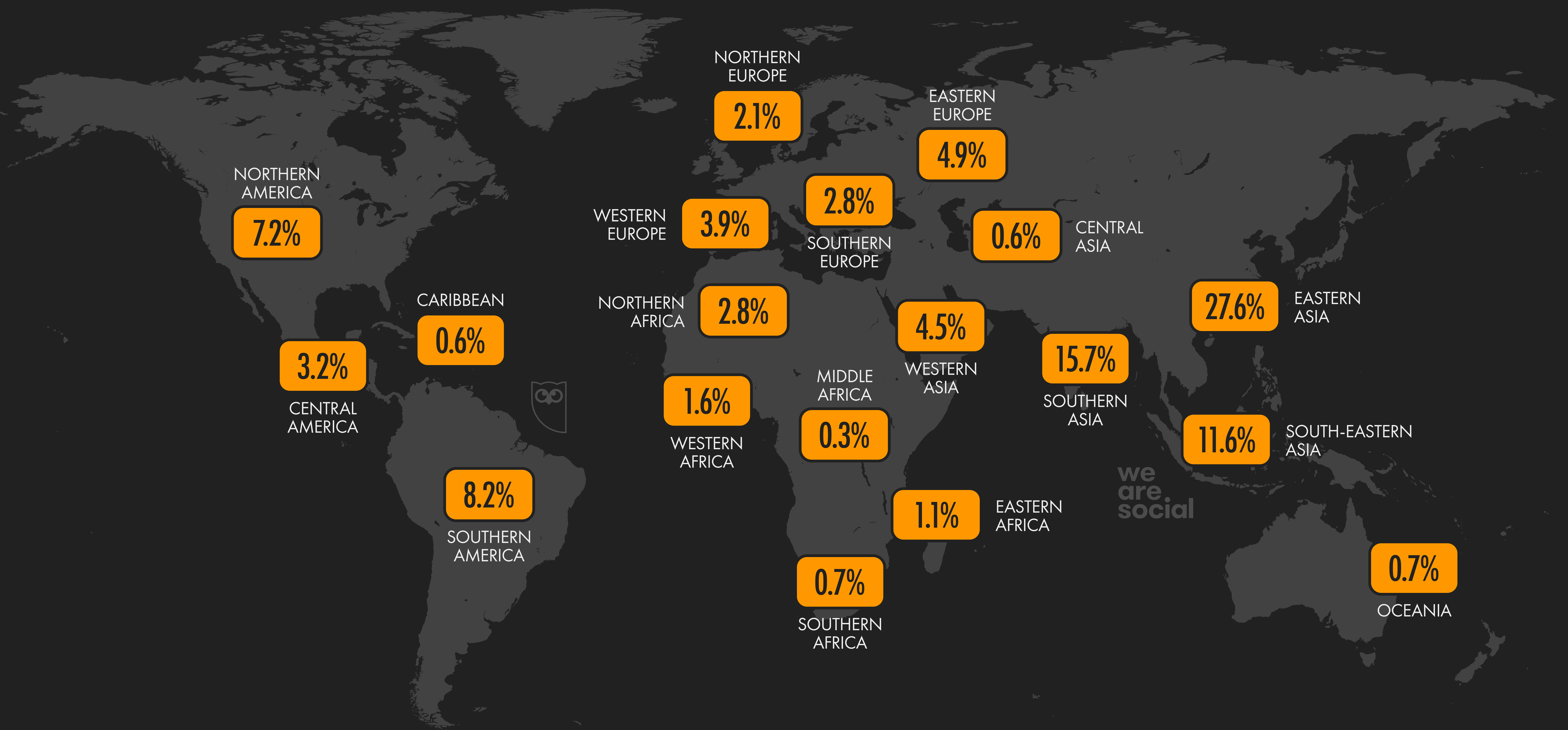
ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. NOTES: DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. COMPARABILITY: SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

SHARE OF GLOBAL SOCIAL MEDIA USERS

ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS



SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES.

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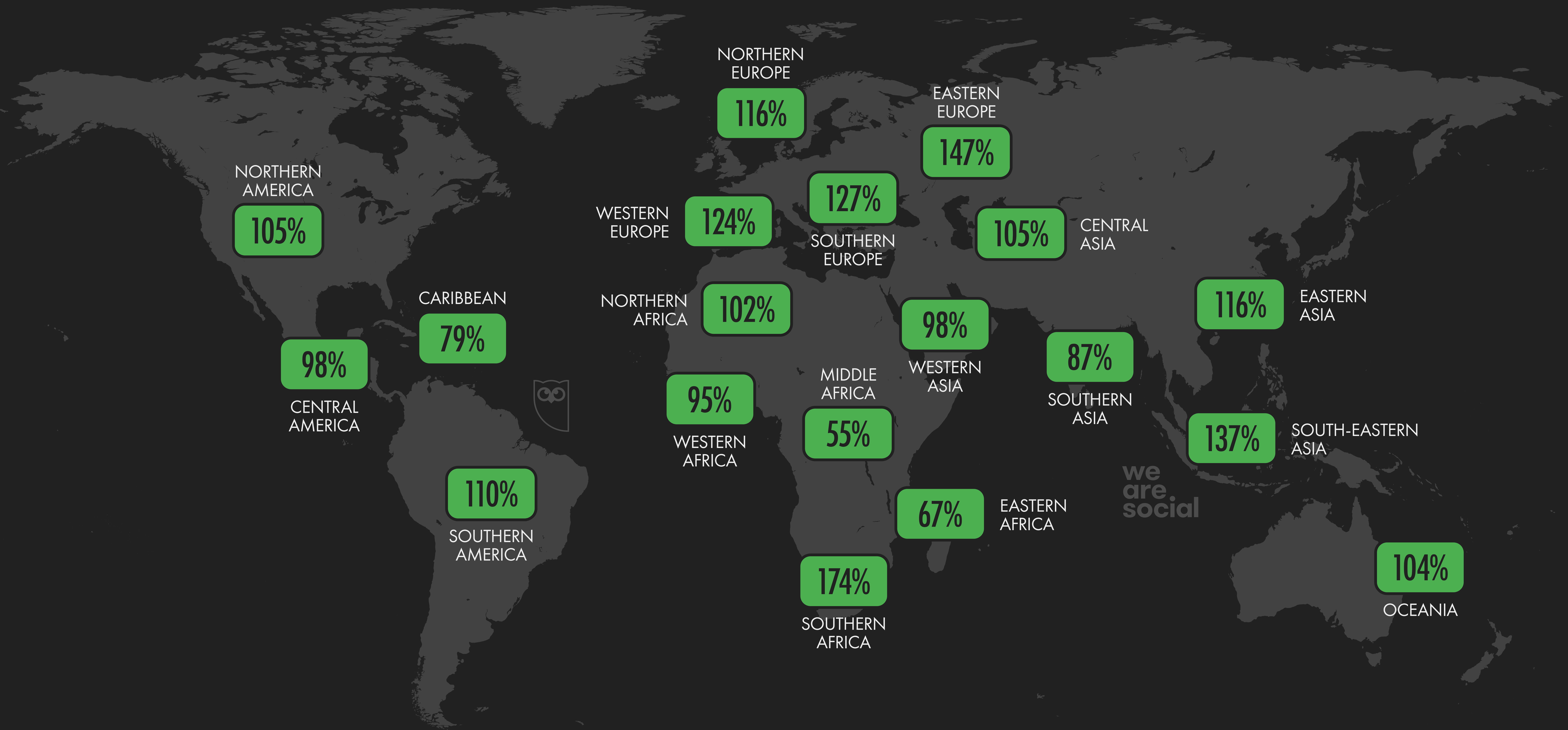
MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. **NOTE:** FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** BASE CHANGES.

EXPLORE OUR COMPLETE COLLECTION OF DIGITAL 2022 GLOBAL DATA

CLICK HERE TO READ OUR FLAGSHIP DIGITAL 2022 GLOBAL OVERVIEW REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

CLICK HERE TO READ OUR DIGITAL 2022 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

Hootsuite's Perspective

Digital Trends

Three ways to embrace change and gain an edge on social media in 2022

Stretch the social experience

There's more to social commerce than having a "buy now" button in your posts. Social media has become a top channel for online brand research, second only to search engines, and is widely used for every stage of the purchase journey. That's why businesses are reimagining what their commerce experience looks like. To win in 2022, you must create a thoughtful path that leads to and extends far beyond the point of purchase on social.

Share the care

Once upon a time, businesses could afford to dabble in social customer service. But since the pandemic, most have relied on a more robust customer care strategy to find their happily ever after. In 2022, brands will continue to meet customers where they are by making social a core channel for customer care, and social marketers—who understand this channel intuitively and know the customers deeply—should be brought on board to help.

Get acquainted with Gen Z

Gen Z is currently the largest demographic group globally. They spend an average of 3 hours on social media per day, and social is their go-to channel for everything from entertainment and news, to shopping and messaging. These digital natives are driving where social is headed next. And even if Gen Z isn't your target audience, understanding their influence on the digital and social universe will help give your brand a competitive advantage in 2022 (and beyond).

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ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

CHINA

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
1.45 BILLION	1.63 BILLION	1.02 BILLION	983.3 MILLION
URBANISATION	vs. POPULATION	vs. POPULATION	vs. POPULATION
63.4%	112.6%	70.9%	68.0%

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SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

CHINA

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+0.3%	+1.8%	+3.6%	+5.6%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+4.6 MILLION	+29 MILLION	+36 MILLION	+53 MILLION

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

WE ARE SOCIAL

DIGITAL CULTURE AT A GLANCE

CN

THE PEOPLE, TERMS AND MEDIA PEOPLE ARE ENGAGING WITH ONLINE

WORD OF THE YEAR
伤害不大，侮辱极强
LITTLE HARM BUT HUGE INSULT
(DIGITALING, 2021)

MOST STREAMED SONG
漠河舞厅 - 柳爽
MOHE DANCE HALL - LIU SHUANG
(TENCENT, 2021)

MOST POPULAR BILIBILIER
罗翔
LUO XIANG
(BILIBILI, 2021)

MOST STREAMED TV SHOW
叛逆者
THE REBEL
(BILIBILI, 2021)

MOST TALKED ABOUT CELEBRITY
吴亦凡
KRIS WU
(ABC NEWS, 2021)

HIGHEST GROSSING MOVIE
长津湖
THE BATTLE AT LAKE CHANGJIN
(WIKIPEDIA, 2021)

READ MORE ABOUT LOCAL CULTURE ON OUR BLOG **HERE**.

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

CHINA

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL POPULATION	MEDIAN AGE OF THE POPULATION
1.45 BILLION	48.7%	51.3%	+0.3% +4.6 MILLION	39.1

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM^2)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
63.4%	154.1	96.8%	95.2%	98.5%

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA.

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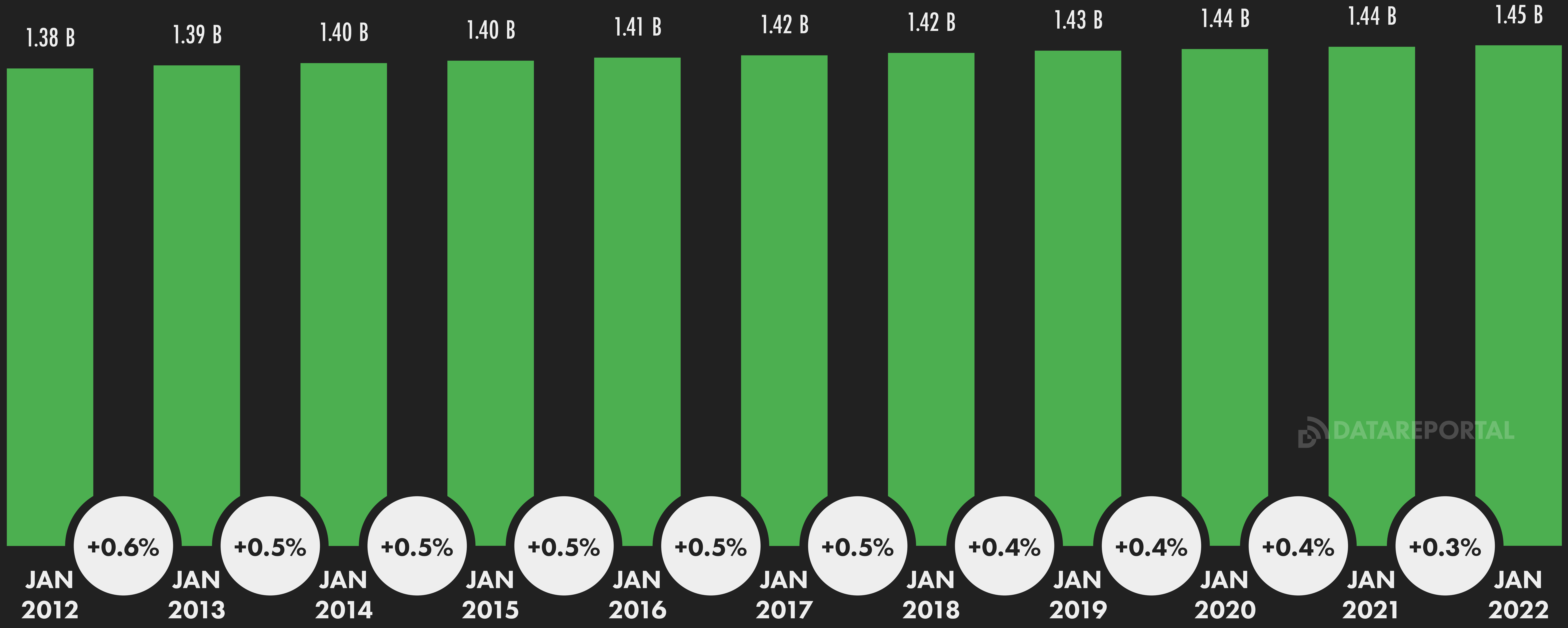
POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE

CHINA



SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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POPULATION BY AGE

SHARE OF THE TOTAL POPULATION BY AGE GROUP

CHINA

TOTAL POPULATION	POPULATION AGED 0-4	POPULATION AGED 5-12	POPULATION AGED 13-17	POPULATION AGED 18-24
1.45 BILLION	5.6%	9.5%	5.8%	8.1%

POPULATION AGED 25-34	POPULATION AGED 35-44	POPULATION AGED 45-54	POPULATION AGED 55-64	POPULATION AGED 65+
14.6%	14.2%	16.2%	13.2%	12.8%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES.

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

CHINA

ANY KIND OF MOBILE PHONE	SMART PHONE	FEATURE PHONE	LAPTOP OR DESKTOP COMPUTER	TABLET DEVICE
94.7%	94.7%	3.9%	52.3%	35.5%
YEAR-ON-YEAR CHANGE -1.7% (-160 BPS)	YEAR-ON-YEAR CHANGE -1.7% (-160 BPS)	YEAR-ON-YEAR CHANGE -13.3% (-60 BPS)	YEAR-ON-YEAR CHANGE +4.2% (+210 BPS)	YEAR-ON-YEAR CHANGE +12.3% (+390 BPS)

GAMES CONSOLE	SMART WATCH OR SMART WRISTBAND	TV STREAMING DEVICE	SMART HOME DEVICE	VIRTUAL REALITY DEVICE
13.3%	33.7%	9.8%	20.0%	6.0%
YEAR-ON-YEAR CHANGE +13.7% (+160 BPS)	YEAR-ON-YEAR CHANGE +23.4% (+640 BPS)	YEAR-ON-YEAR CHANGE +42.0% (+290 BPS)	YEAR-ON-YEAR CHANGE +25.8% (+410 BPS)	YEAR-ON-YEAR CHANGE +33.3% (+150 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.
NOTE: PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

CHINA

TIME SPENT USING THE INTERNET	TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)	TIME SPENT USING SOCIAL MEDIA	TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
5H 15M	2H 57M	1H 57M	2H 31M
YEAR-ON-YEAR CHANGE -2.2% (-7 MINS)	YEAR-ON-YEAR CHANGE -8.3% (-16 MINS)	YEAR-ON-YEAR CHANGE -5.6% (-7 MINS)	YEAR-ON-YEAR CHANGE -8.5% (-14 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES	TIME SPENT LISTENING TO BROADCAST RADIO	TIME SPENT LISTENING TO PODCASTS	TIME SPENT USING A GAMES CONSOLE
1H 21M	1H 14M	1H 07M	1H 15M
YEAR-ON-YEAR CHANGE -11.0% (-10 MINS)	YEAR-ON-YEAR CHANGE +2.8% (+2 MINS)	YEAR-ON-YEAR CHANGE -10.7% (-8 MINS)	YEAR-ON-YEAR CHANGE -7.4% (-6 MINS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

INTERNET

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

CHINA

TOTAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS	AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE PHONES
1.02 BILLION	70.9%	+3.6% +36 MILLION	5H 15M -2.2% (-7 MINS)	91.1%

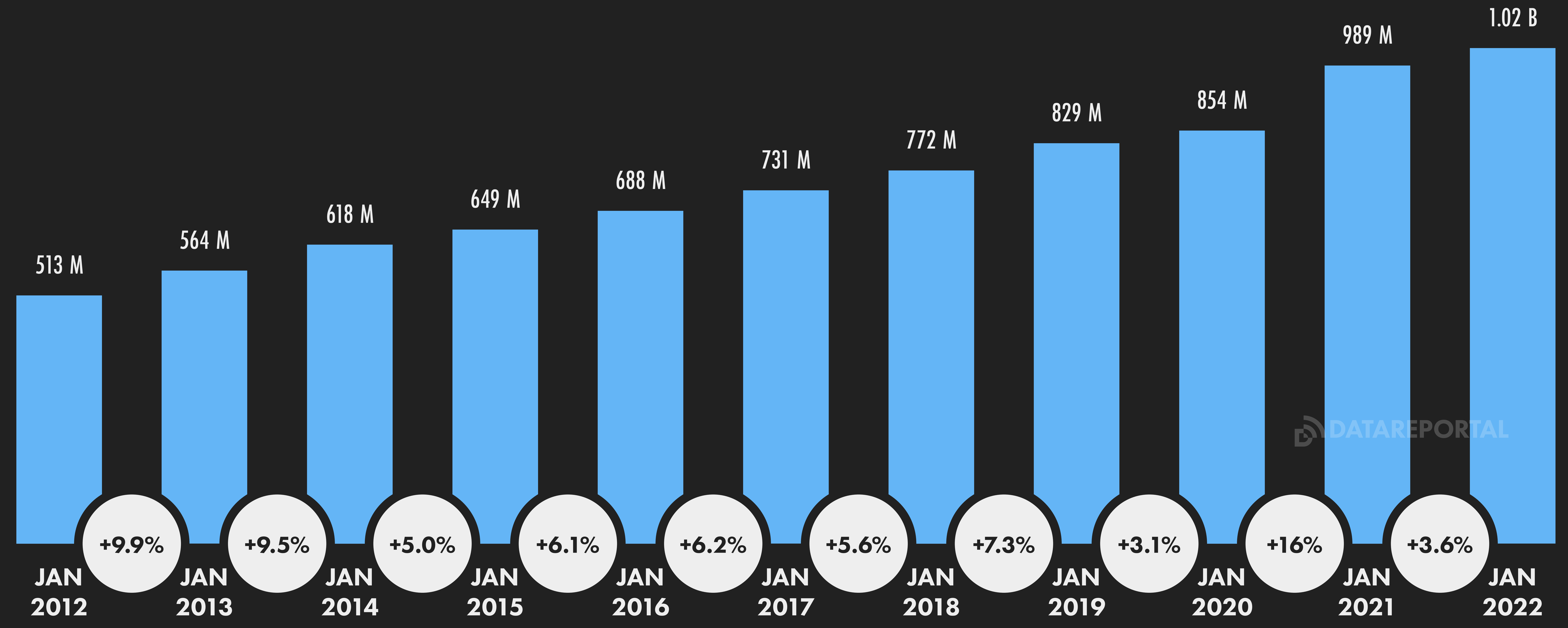
KEPIOS KEPIOS GWI.

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2021), BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR MORE DETAILS. **NOTES:** "YOY" FIGURES SHOW YEAR-ON-YEAR GROWTH. FOR CHANGE IN TIME, "H" DENOTES HOURS AND "M" DENOTES MINUTES. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE

CHINA



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH AFTER 2020 MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

CHINA

INTERNET USERS: ITU	INTERNET USERS: CIA WORLD FACTBOOK	INTERNET USERS: INTERNETWORLDSTATS
1.02 BILLION	1.02 BILLION	989.1 MILLION
vs. POPULATION 70.6%	vs. POPULATION 70.6%	vs. POPULATION 68.4%

KEPIOS

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY TO OUR LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES TO OUR LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

CHINA

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES	TIME SPENT USING THE INTERNET ON MOBILE PHONES	TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS	MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
5H 15M	3H 06M	2H 09M	58.9%

GWI. KEPIOS

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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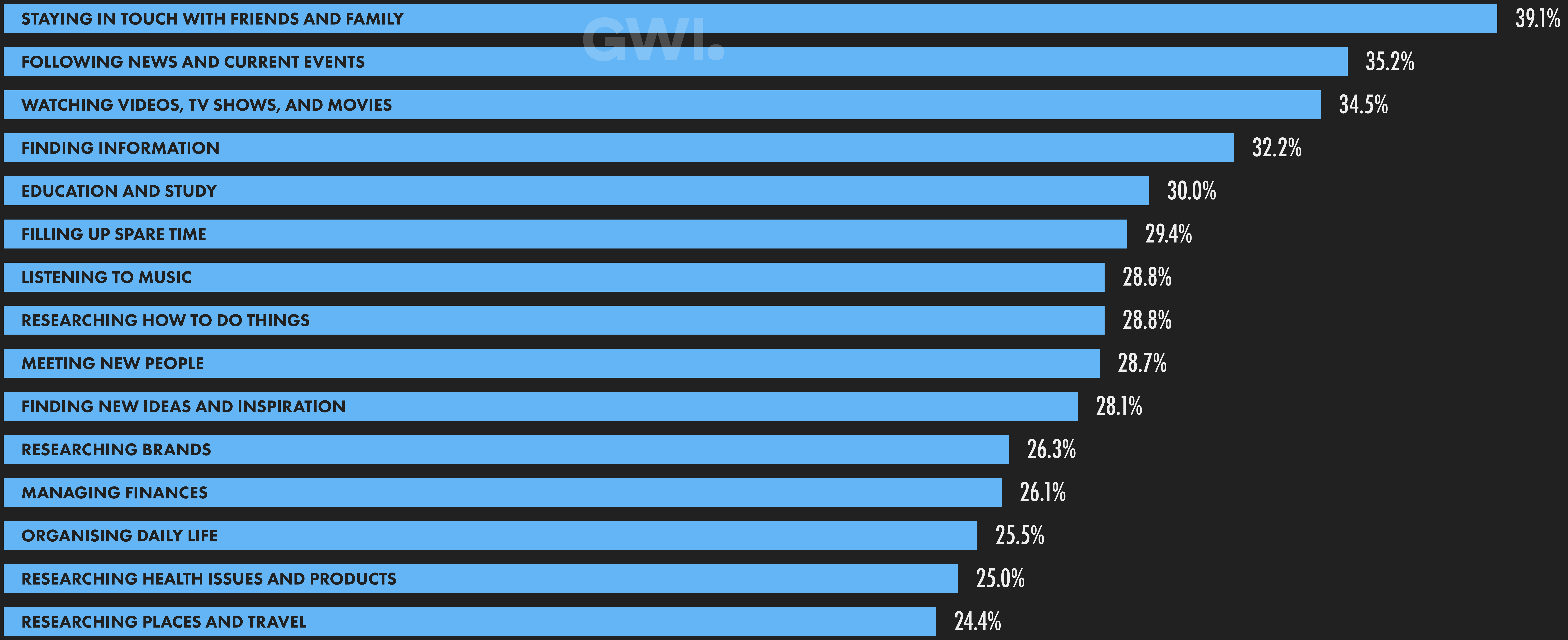
MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

CHINA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

CHINA

DEVICE	PERCENTAGE	YEAR-ON-YEAR CHANGE
MOBILE PHONE (ANY)	91.1%	-2.5% (-230 BPS)
LAPTOP OR DESKTOP (ANY)	68.3%	+13.5% (+810 BPS)
SMART PHONE	90.1%	-2.8% (-260 BPS)
FEATURE PHONE	4.2%	+31.3% (+100 BPS)
TABLET DEVICE	29.8%	+22.6% (+550 BPS)
PERSONAL LAPTOP OR DESKTOP	59.0%	+8.5% (+460 BPS)
WORK LAPTOP OR DESKTOP	36.1%	+18.8% (+570 BPS)
CONNECTED TELEVISION	29.3%	+16.3% (+410 BPS)
SMART HOME DEVICE	16.8%	[NEW DATA POINT]
GAMES CONSOLE	9.1%	+62.5% (+350 BPS)

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTES:** "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

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INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) OF MOBILE AND FIXED INTERNET CONNECTIONS

CHINA

MEDIAN DOWNLOAD SPEED OF CELLULAR MOBILE INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN CELLULAR MOBILE INTERNET CONNECTION SPEED	MEDIAN DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN FIXED INTERNET CONNECTION SPEED
96.84 MBPS	+79.9% +43.01 MBPS	146.62 MBPS	+55.6% +52.40 MBPS

SOURCE: OOKLA. **NOTE:** FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND (MBPS) IN NOVEMBER 2021. **COMPARABILITY:** THE VALUES FOR INTERNET CONNECTION SPEEDS THAT WE FEATURED IN PREVIOUS REPORTS REFLECTED MEAN CONNECTION SPEEDS, WHEREAS WE NOW FEATURE MEDIAN CONNECTION SPEEDS, WHICH OFFER A MORE REPRESENTATIVE INDICATION OF THE CONNECTION SPEEDS THAT "TYPICAL" USERS CAN EXPECT. AS A RESULT, VALUES SHOWN HERE ARE NOT COMPARABLE WITH THE VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

CHINA

MOBILE PHONES	LAPTOP AND DESKTOP COMPUTERS	TABLET DEVICES	OTHER DEVICES
64.32%	34.82%	0.86%	0%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+6.6% (+400 BPS)	-9.8% (-378 BPS)	-20.4% (-22 BPS)	[UNCHANGED]

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

CHINA

BROWSER	SHARE	YEAR-ON-YEAR CHANGE
CHROME	50.86%	+12.2% (+554 BPS)
SAFARI	10.53%	+26.9% (+223 BPS)
MICROSOFT EDGE	4.06%	+111% (+214 BPS)
FIREFOX	2.90%	-7.6% (-24 BPS)
SAMSUNG INTERNET	0.42%	-8.7% (-4 BPS)
OPERA	0.22%	-12.0% (-3 BPS)
UC BROWSER	11.56%	-26.0% (-406 BPS)
OTHER	19.45%	-22.2% (-554 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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MOST-VISITED WEBSITES: ALEXA RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO ALEXA INTERNET, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC

CHINA

#	WEBSITE	TIME PER DAY	PAGES PER DAY
01	TMALL.COM	07M 01S	3.83
02	BAIDU.COM	05M 16S	4.92
03	QQ.COM	03M 51S	3.88
04	SOHU.COM	03M 38S	4.56
05	TAOBAO.COM	04M 17S	3.49
06	360.CN	03M 17S	4.23
07	JD.COM	03M 32S	4.35
08	WEIBO.COM	02M 45S	3.31
09	SINA.COM.CN	02M 50S	3.36
10	PANDA.TV	02M 51S	5.43

#	WEBSITE	TIME PER DAY	PAGES PER DAY
11	ZHANQI.TV	02M 52S	5.41
12	XINHUANET.COM	02M 55S	5.64
13	ALIPAY.COM	03M 04S	3.35
14	GOOGLE.COM.HK	04M 34S	5.90
15	CSDN.NET	03M 16S	4.89
16	YY.COM	02M 49S	5.24
17	HUANQIU.COM	02M 50S	5.17
18	TIANYA.CN	02M 54S	5.14
19	17OK.COM	02M 17S	4.02
20	HAOSOU.COM	07M 11S	14.50

SOURCE: ALEXA INTERNET, USING FIGURES PUBLISHED IN DECEMBER 2021. **NOTES:** ALEXA INTERNET IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON ALEXA VOICE PLATFORMS. "TIME PER DAY" FIGURES REPRESENT THE AVERAGE DAILY AMOUNT OF TIME THAT GLOBAL VISITORS SPEND ON EACH DOMAIN, MEASURED IN MINUTES AND SECONDS. "PAGES PER DAY" REPRESENT THE AVERAGE NUMBER OF PAGES THAT GLOBAL VISITORS OPEN ON THE DOMAIN EACH DAY. BECAUSE FIGURES FOR "TIME PER DAY" AND "PAGES PER DAY" REFLECT GLOBAL ACTIVITY, VALUES WILL BE THE SAME ACROSS ALL COUNTRIES. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

SEARCH ENGINE MARKET SHARE

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

CHINA

GOOGLE	BING	BAIDU	YAHOO!
2.22%	3.94%	86.82%	0.02%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-39.3% (-144 BPS)	+32.2% (+96 BPS)	+16.7% (+1,245 BPS)	[UNCHANGED]

YANDEX	DUCKDUCKGO	ECOSIA	OTHER
0.17%	0%	0.01%	6.82%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+143% (+10 BPS)	[UNCHANGED]	[FROM 0%] (+1 BPS)	-63.9% (-1,208 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY

CHINA

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK	VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS	USE IMAGE RECOGNITION TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH	USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK
32.9%	32.9%	30.8%	26.0%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

CHINA

ANY KIND OF VIDEO	95.6%
MUSIC VIDEO	44.1%
COMEDY, MEME, OR VIRAL VIDEO	26.5%
TUTORIAL OR HOW-TO VIDEO	23.2%
VIDEO LIVESTREAM	36.3%
EDUCATIONAL VIDEO	25.8%
PRODUCT REVIEW VIDEO	29.4%
SPORTS CLIP OR HIGHLIGHTS VIDEO	33.8%
GAMING VIDEO	30.0%
INFLUENCER VIDEOS AND VLOGS	31.1%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

STREAMING TV CONTENT VIA THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH TV CONTENT VIA STREAMING SERVICES (E.G. NETFLIX) EACH MONTH

CHINA

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO STREAM TV CONTENT OVER THE INTERNET	INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV	AVERAGE DAILY TIME INTERNET USERS AGED 16 TO 64 SPEND WATCHING STREAMING TV	TIME SPENT WATCHING STREAMING TV AS A PERCENTAGE OF TOTAL TIME SPENT WATCHING TV
94.1%	98.7%	1H 33M	52.5%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

LISTENING TO ONLINE AUDIO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO LISTEN TO EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

CHINA

LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO SHOWS OR STATIONS	LISTEN TO PODCASTS	LISTEN TO AUDIO BOOKS
38.6%	28.4%	19.2%	32.8%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

CHINA

ANY DEVICE	SMARTPHONE	LAPTOP OR DESKTOP	GAMES CONSOLE
77.4%	58.8%	28.1%	20.4%

TABLET	HAND-HELD GAMING DEVICE	MEDIA STREAMING DEVICE	VIRTUAL REALITY HEADSET
12.5%	16.4%	13.6%	12.7%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

CHINA

NUMBER OF HOMES WITH SMART HOME DEVICES

67.58 MILLION

YEAR-ON-YEAR CHANGE

+16% (+9.3 MILLION)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

$20.11 BILLION

YEAR-ON-YEAR CHANGE

+34% (+$5.1 BILLION)

VALUE OF SMART HOME APPLIANCES MARKET

$10.37 BILLION

YEAR-ON-YEAR CHANGE

+37% (+$2.8 BILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

$2.81 BILLION

YEAR-ON-YEAR CHANGE

+30% (+$656 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET

$3.03 BILLION

YEAR-ON-YEAR CHANGE

+33% (+$755 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

$1.71 BILLION

YEAR-ON-YEAR CHANGE

+29% (+$387 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

$1.06 BILLION

YEAR-ON-YEAR CHANGE

+34% (+$267 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

$1.13 BILLION

YEAR-ON-YEAR CHANGE

+34% (+$290 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

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AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

CHINA

PENETRATION OF SMART HOME DEVICES	ARPU: SPEND ON ALL SMART HOME DEVICES	ARPU: SMART HOME APPLIANCES	ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
14.5%	$298	$342	$122
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+15% (+115 BPS)	+16% (+$40.36)	+3.1% (+$10.36)	-0.3% (-$0.34)

ARPU: SMART HOME SECURITY DEVICES	ARPU: SMART HOME ENTERTAINMENT DEVICES	ARPU: SMART HOME COMFORT & LIGHTING	ARPU: SMART HOME ENERGY MANAGEMENT
$103	$60.32	$35.42	$47.01
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+1.3% (+$1.30)	+1.1% (+$0.63)	+2.1% (+$0.72)	-1.9% (-$0.89)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

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USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

CHINA

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH	USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH	OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
22.1%	30.6%	5.7%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

CHINA

EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET	WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA	DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME	USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME	USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME
[N/A]	26.8%	32.6%	43.4%	29.3%

GWI. KEPIOS GWI.

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL vs WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM'S "DIGITAL NEWS REPORT 2021". FIGURES REPRESENT THE FINDINGS OF A GLOBAL STUDY OF ONLINE NEWS CONSUMERS AGED 18+ IN 46 COUNTRIES AROUND THE WORLD (SEE DIGITALNEWSREPORT.ORG FOR MORE DETAILS). DATA FOR ALL OTHER DATA POINTS VIA GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

SOCIAL MEDIA

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

CHINA

NUMBER OF SOCIAL MEDIA USERS	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS	AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA	YEAR-ON-YEAR CHANGE IN TIME SPENT USING SOCIAL MEDIA	AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
983.3 MILLION	+5.6% +53 MILLION	1H 57M	-5.6% -7 MINS	8.0

SOCIAL MEDIA USERS vs. TOTAL POPULATION	SOCIAL MEDIA USERS vs. POPULATION AGE 13+	SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS	FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS	MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS
68.0%	80.1%	95.9%	48.8%	51.2%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; TECHRASA; OCDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q3 2021). SEE GWI.COM FOR MORE DETAILS. **NOTE:** FIGURE FOR "AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH" INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS.

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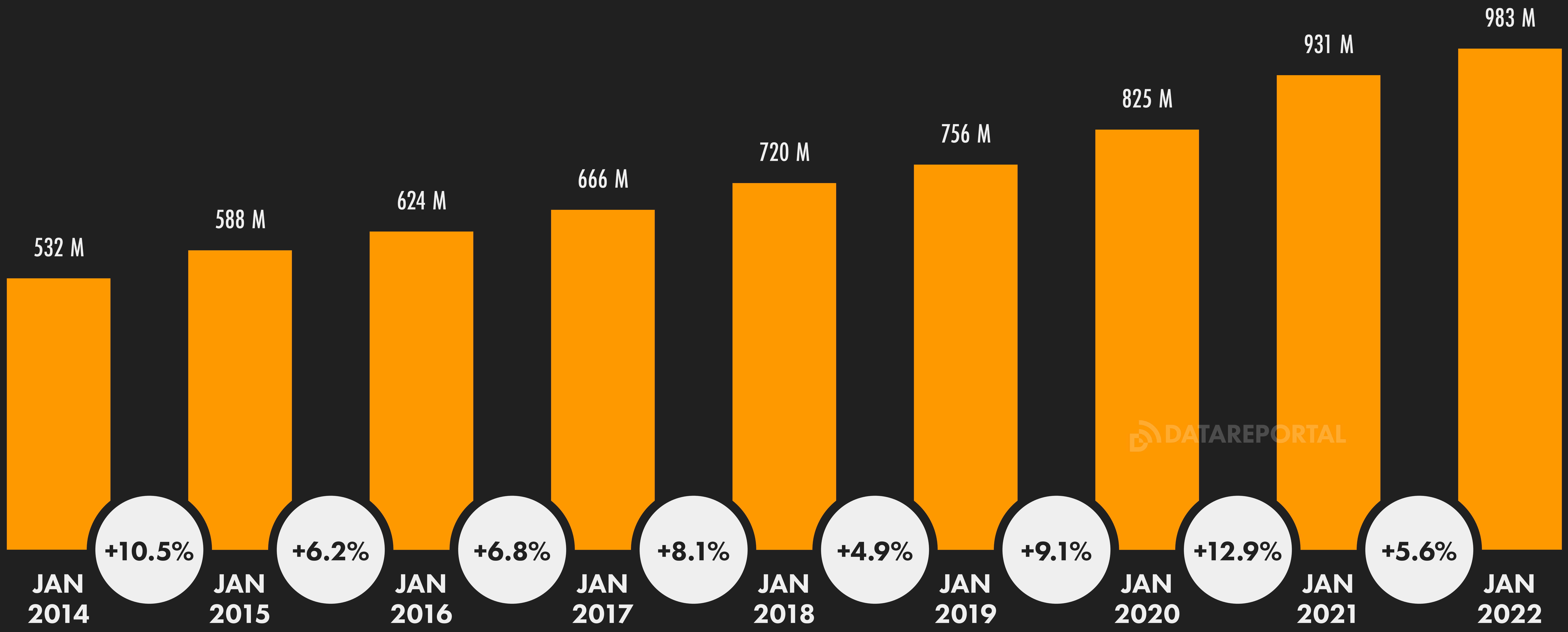
2022

SOCIAL MEDIA USERS OVER TIME

NUMBER OF SOCIAL MEDIA USERS AND YEAR-ON-YEAR CHANGE

CHINA



SOURCES: KEPIOS ANALYSIS; CNNIC. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** CHANGES IN DATA SOURCES MAY MEAN THAT FIGURES SHOWN IN THIS REPORT ARE NOT COMPARABLE WITH FIGURES PUBLISHED IN OUR PREVIOUS REPORTS.

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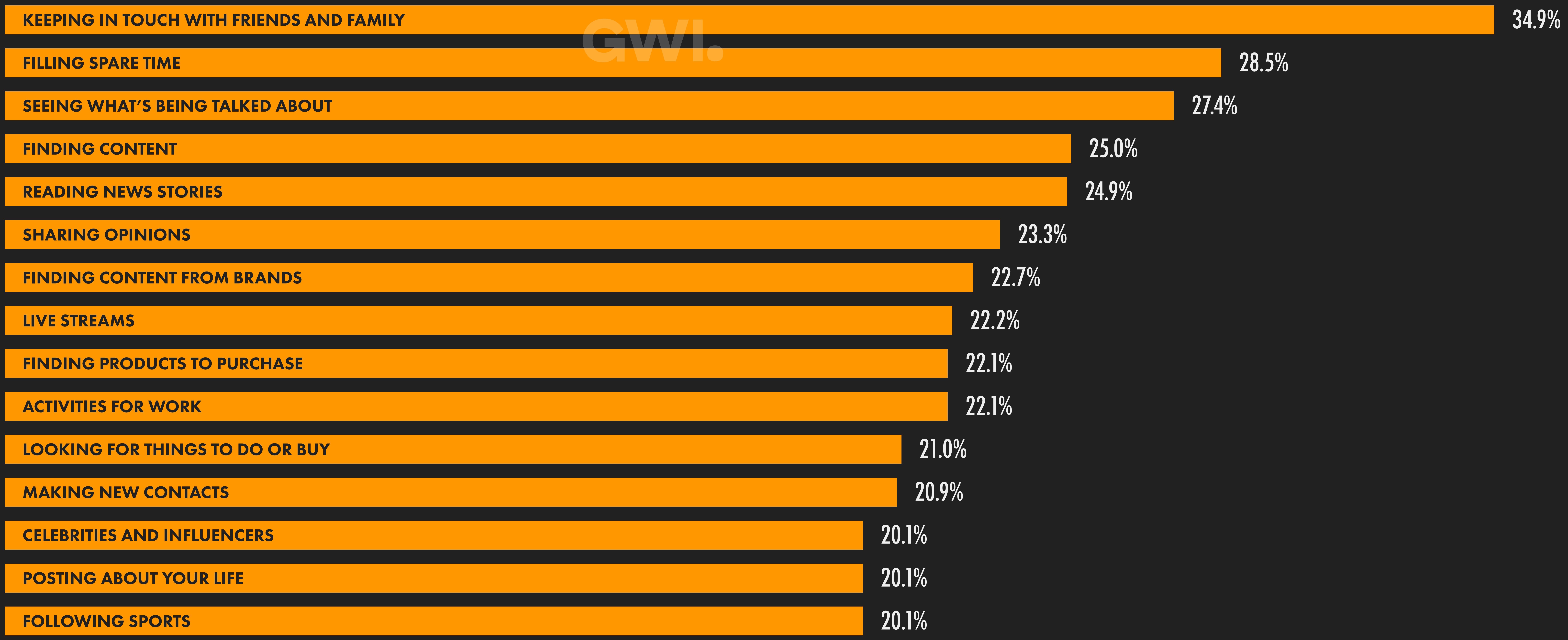
MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

CHINA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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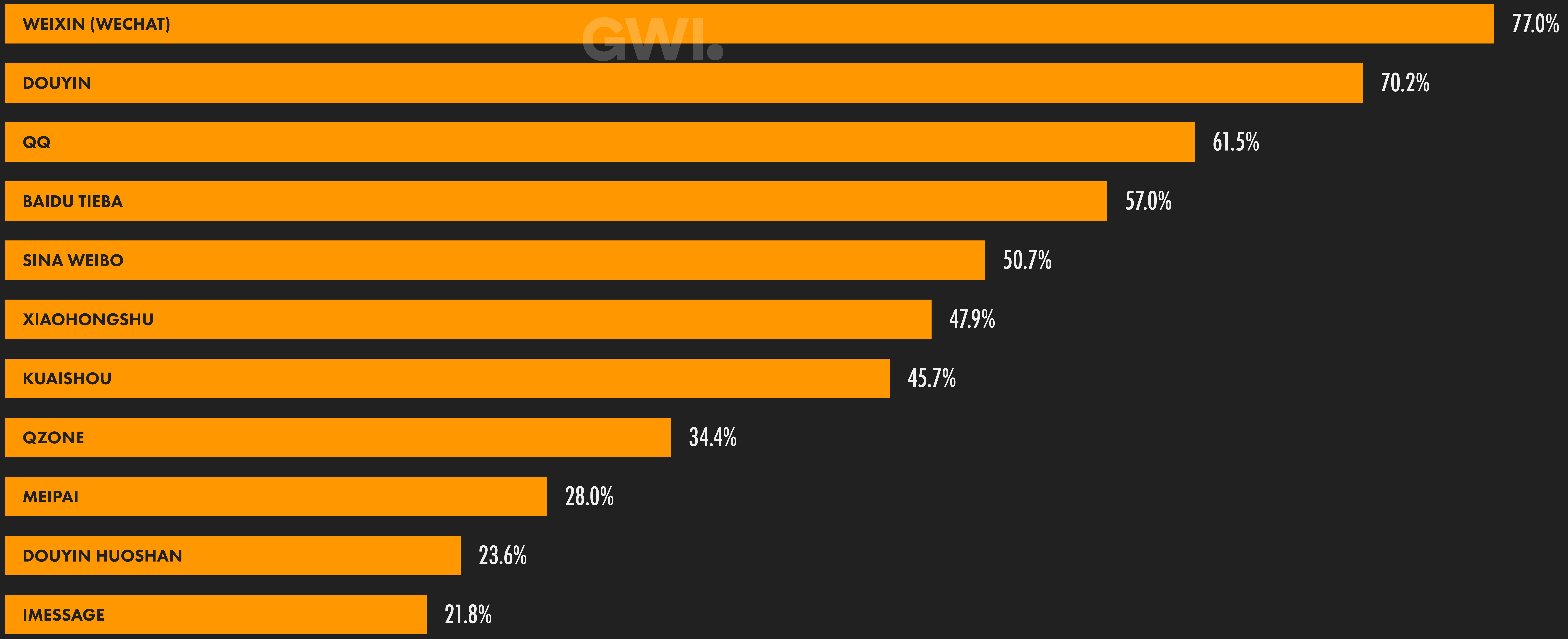
MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

CHINA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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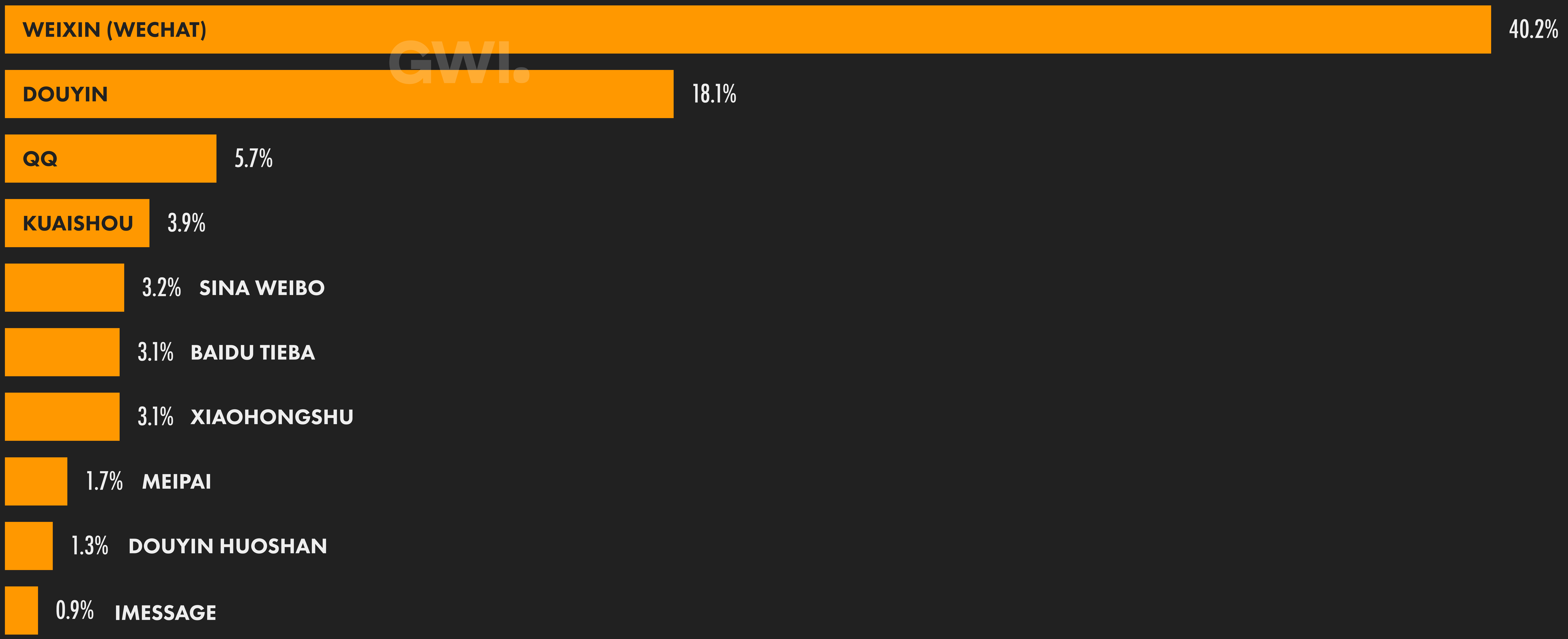
FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

CHINA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

CHINA

ANY KIND OF SOCIAL MEDIA PLATFORM	SOCIAL NETWORKS	QUESTION & ANSWER SITES (E.G. QUORA)	FORUMS AND MESSAGE BOARDS
83.7%	32.9%	21.5%	21.9%

MESSAGING AND LIVE CHAT SERVICES	MICRO-BLOGS (E.G. TWITTER)	VLOGS (BLOGS IN A VIDEO FORMAT)	ONLINE PINBOARDS (E.G. PINTEREST)
22.8%	25.7%	17.6%	12.9%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST).

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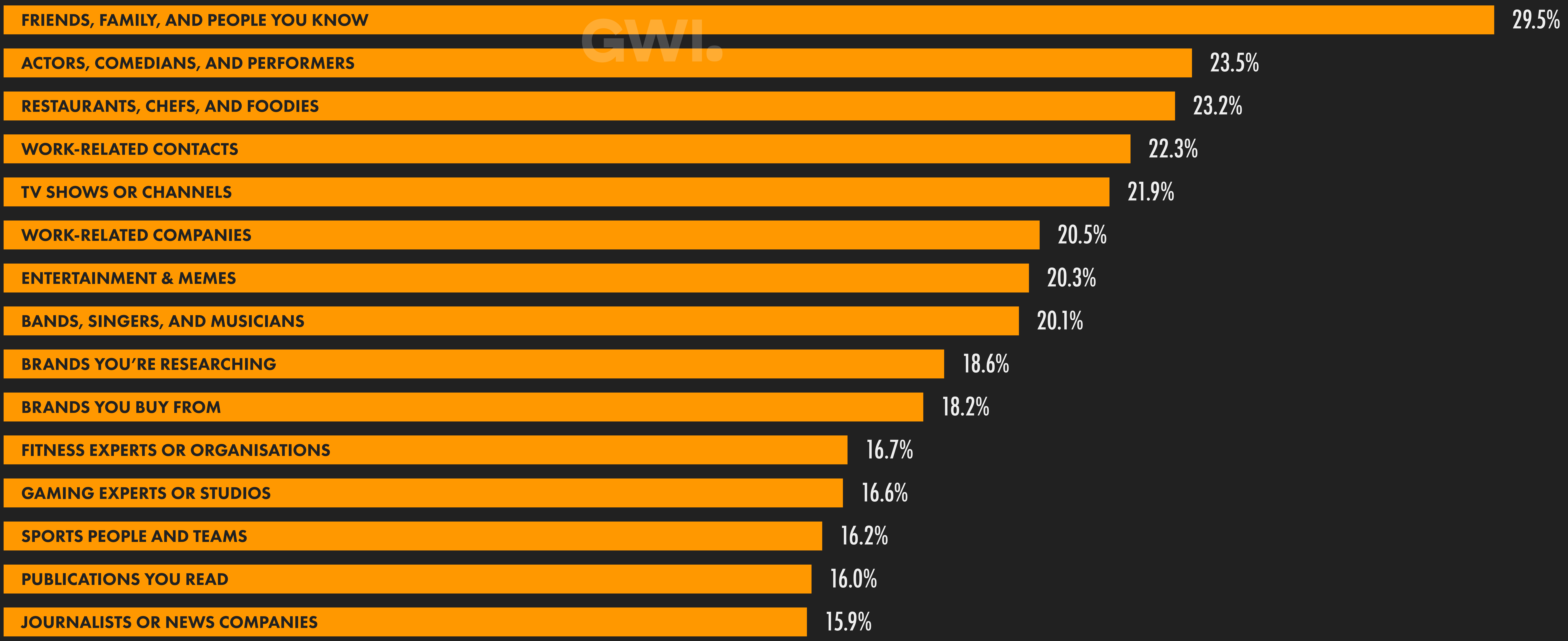
TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

CHINA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

MOBILE

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

CHINA

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)	NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS	SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
1.63 BILLION	112.6%	+1.8% +29 MILLION	99.6%

SOURCE: GSMA INTELLIGENCE. **NOTES:** TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. **COMPARABILITY:** BASE CHANGES. VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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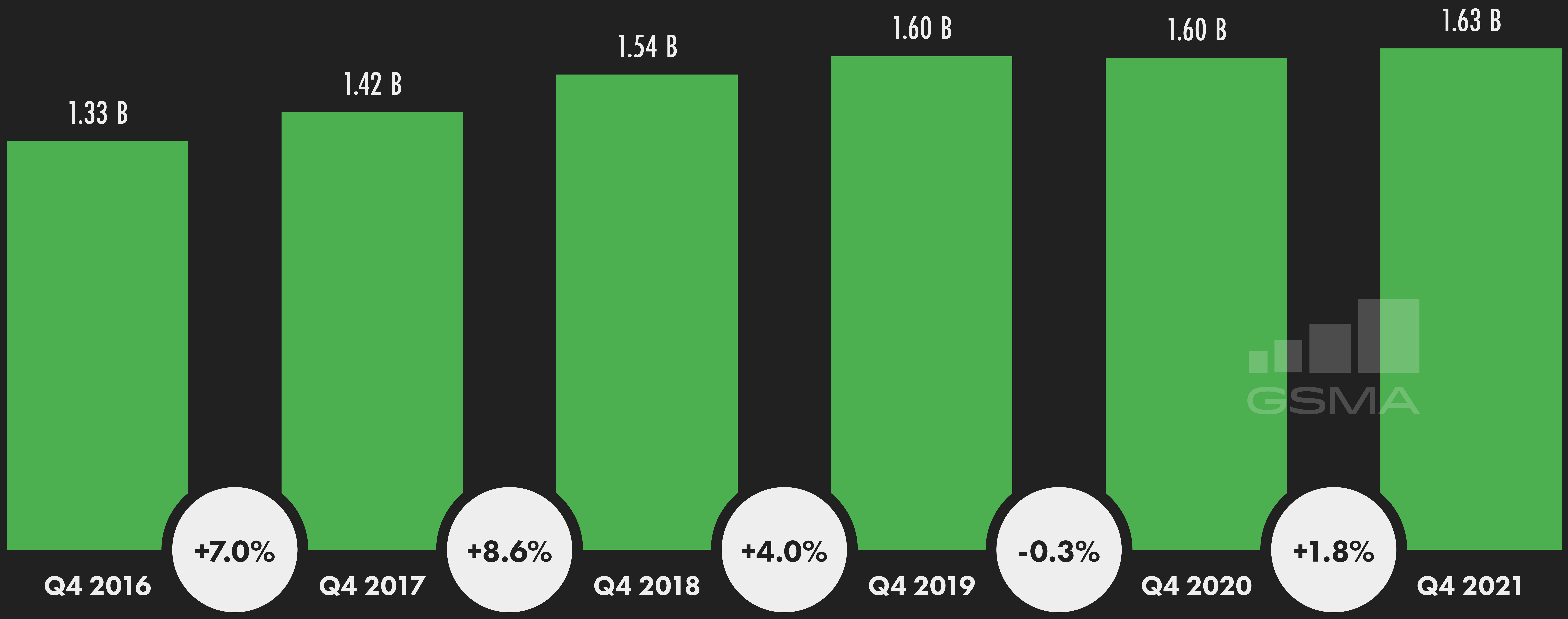
CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE

CHINA



SOURCE: GSMA INTELLIGENCE. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE REVISIONS. NUMBERS MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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AFFORDABILITY OF MOBILE INTERNET ACCESS

THE COST OF BUYING A SMARTPHONE HANDSET AND 1GB OF CELLULAR MOBILE DATA, AND COMPARISONS WITH AVERAGE MONTHLY INCOME

CHINA

PRICE OF THE CHEAPEST SMARTPHONE HANDSET (IN USD)

$97.54

PRICE OF THE CHEAPEST SMARTPHONE HANDSET vs. AVERAGE INCOME

10.5%

AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA (IN USD)

$0.52

AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA vs. AVERAGE INCOME

0.06%

SOURCES: HANDSET PRICES: ALLIANCE FOR AFFORDABLE INTERNET; ACCESS THE FULL DATASET AT A4AI.ORG. MOBILE DATA PRICES: CABLE.CO.UK; WORLD BANK. **COMPARABILITY:** VALUE FOR HANDSET PRICES vs. MONTHLY INCOME AS PUBLISHED BY A4AI, AND MAY USE A DIFFERENT VALUE FOR AVERAGE MONTHLY INCOME COMPARED WITH THE DATA USED TO CALCULATE THE PRICE OF 1GB OF MOBILE DATA vs. MONTHLY INCOME. AS A RESULT, VALUES MAY NOT CORRELATE ACROSS DATA POINTS.

FEB 2022

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM

CHINA

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
79.94%	19.28%	0.02%	0%	0.76%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-0.4% (-29 BPS)	+3.6% (+67 BPS)	[FROM 0%] (+2 BPS)	[UNCHANGED]	-34.5% (-40 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER 2021. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN JANUARY AND DECEMBER 2021

CHINA

AVERAGE TIME THAT EACH USER SPENDS USING A SMARTPHONE EACH DAY	TOTAL NUMBER OF MOBILE APP DOWNLOADS	YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS	ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)	YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON APPS AND IN-APP PURCHASES
3H 10M	98.38 BILLION	+2%	$56.76 BILLION	+17%

APP ANNIE KEPIOS APP ANNIE

SOURCES: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2021. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

APP ANNIE APP RANKING: ACTIVE USERS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY AVERAGE NUMBER OF MONTHLY ACTIVE BETWEEN JANUARY AND DECEMBER 2021

CHINA

#	MOBILE APP	COMPANY
01	WEIXIN (WECHAT)	TENCENT
02	DOUYIN	BYTEDANCE
03	PINDUODUO	XUNMENG
04	ALIPAY	ANT FINANCIAL SERVICES GROUP
05	KUAISHOU	KUAISHOU
06	TAOBAO	ALIBABA GROUP
07	BAIDU	BAIDU
08	QQ	TENCENT
09	QQ BROWSER	TENCENT
10	TOUTIAO	BYTEDANCE

#	MOBILE GAME	COMPANY
01	HONOUR OF KINGS	TENCENT
02	GAME FOR PEACE	TENCENT
03	ANIPOP	HAPPY ELEMENTS
04	MINI WORLD BLOCK ART	MINIWAN
05	LEAGUE OF LEGENDS: WILD RIFT	TENCENT
06	LANDLORD POKER	TENCENT
07	MINECRAFT POCKET EDITION	MICROSOFT
08	JJ DOUDIZHU	JJWORLD
09	QQ SPEED	TENCENT
10	SNAKE OFF	WEIPAI

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN JANUARY AND DECEMBER 2021, EXCLUDING PRE-INSTALLED APPS (E.G. YOUTUBE ON ANDROID PHONES, IMESSAGE ON IPHONES).

APP ANNIE APP RANKING: IOS DOWNLOADS

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS FROM THE APPLE IOS APP STORE IN FULL-YEAR 2021

CHINA

#	MOBILE APP	COMPANY
01	DOUYIN	BYTEDANCE
02	KUAISHOU	KUAISHOU
03	WEIXIN (WECHAT)	TENCENT
04	NATIONAL ANTI FRAUD CENTRE	MINISTRY OF PUBLIC SECURITY
05	ALIPAY	ANT FINANCIAL SERVICES GROUP
06	PINDUODUO	XUNMENG
07	BAIDU	BAIDU
08	TENCENT VIDEO	TENCENT
09	IQIYI	BAIDU
10	QQ	TENCENT

#	MOBILE GAME	COMPANY
01	HONOUR OF KINGS	TENCENT
02	GAME FOR PEACE	TENCENT
03	ANIPOP	HAPPY ELEMENTS
04	LANDLORD POKER	TENCENT
05	LEAGUE OF LEGENDS: WILD RIFT	TENCENT
06	GENSHIN IMPACT	MIHOYO
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	MINECRAFT POCKET EDITION	MICROSOFT
09	SNAKE OFF	WEIPAI
10	QQ SPEED	TENCENT

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES ACTIVITY ON THE APPLE IOS APP STORE.

APP ANNIE APP RANKING: IOS CONSUMER SPEND

APP ANNIE'S RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND VIA THE APPLE IOS APP STORE IN FULL-YEAR 2021

CHINA

#	MOBILE APP	COMPANY
01	DOUYIN	BYTEDANCE
02	TENCENT VIDEO	TENCENT
03	IQIYI	BAIDU
04	QQ MUSIC	TENCENT
05	YOUKU	ALIBABA GROUP
06	KUAISHOU	KUAISHOU
07	QQ	TENCENT
08	MANGOTV	HAPPY SUNSHINE
09	BOSS ZHIPIN	KANZHUN
10	BILIBILI	BILIBILI

#	MOBILE GAME	COMPANY
01	HONOUR OF KINGS	TENCENT
02	GAME FOR PEACE	TENCENT
03	FANTASY WESTWARD JOURNEY	NETEASE
04	SANGOKUSHI STRATEGY	ALIBABA GROUP
05	GENSHIN IMPACT	MIHOYO
06	MOONLIGHT BLADE	TENCENT
07	RISE OF KINGDOMS	LILITH
08	YI NIAN XIAOYAO	G-BITS
09	CROSSFIRE	TENCENT
10	WESTWARD JOURNEY ONLINE	NETEASE

SOURCE: APP ANNIE "STATE OF MOBILE 2022" REPORT. SEE STATEOFMOBILE2022.COM FOR MORE DETAILS. **NOTES:** ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES MADE VIA THE APPLE IOS APP STORE, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

ECOMMERCE

FEB 2022

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE

CHINA

	TOTAL	FEMALE	MALE
ACCOUNT WITH A FINANCIAL INSTITUTION	80.2%	76.4%	84.0%
CREDIT CARD OWNERSHIP	20.8%	18.2%	23.4%
DEBIT CARD OWNERSHIP	66.8%	63.1%	70.3%
MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)	[N/A]	[N/A]	[N/A]
MADE OR RECEIVED DIGITAL PAYMENTS IN THE PAST YEAR	67.9%	64.1%	71.7%
MADE A PURCHASE ON THE INTERNET IN THE PAST YEAR	45.3%	46.7%	43.9%
USED ONLINE BANKING IN THE PAST YEAR	39.8%	38.9%	40.7%
USED THE INTERNET TO PAY BILLS IN THE PAST YEAR	39.5%	37.4%	41.7%

SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK

CHINA

PURCHASED A PRODUCT OR SERVICE ONLINE	ORDERED GROCERIES VIA AN ONLINE STORE	BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE	USED AN ONLINE PRICE COMPARISON SERVICE	USED A BUY NOW, PAY LATER SERVICE
64.4%	31.7%	16.8%	25.5%	31.0%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

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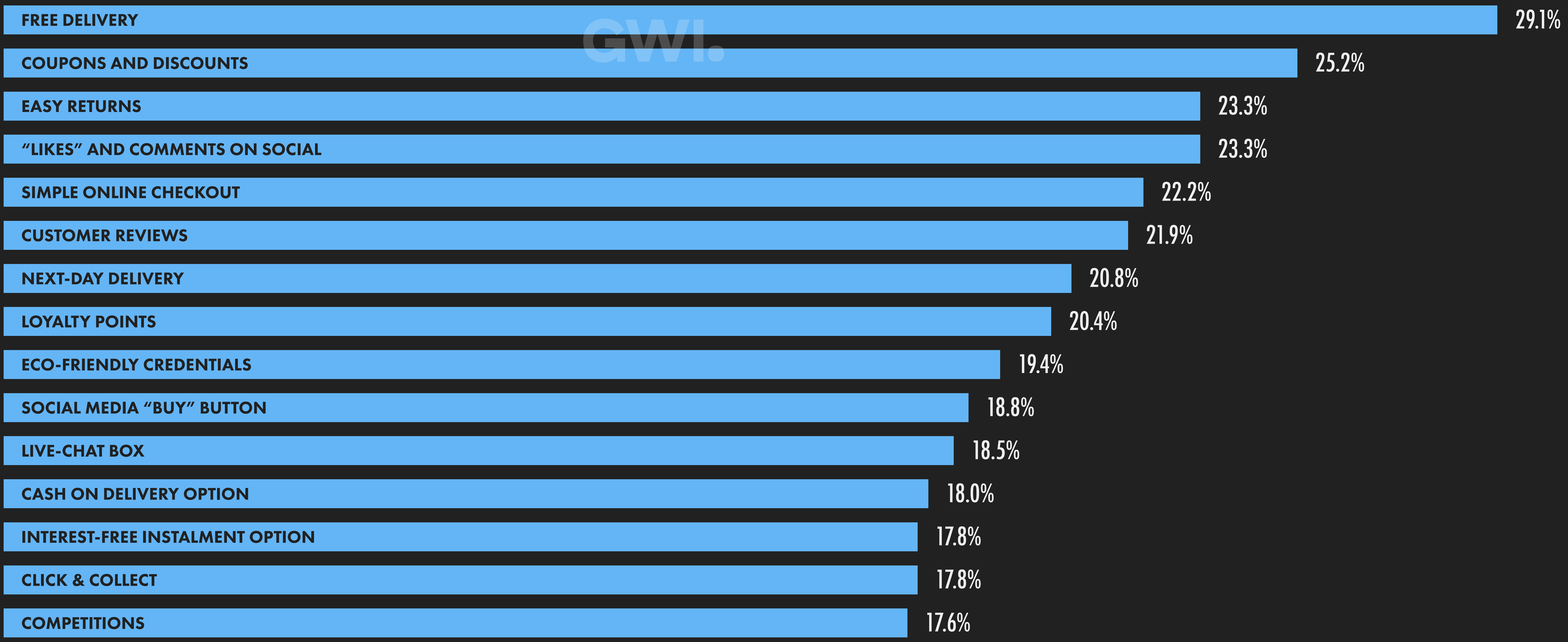
ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

CHINA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)

CHINA

NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA THE INTERNET	TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD)	AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE USER (USD)	SHARE OF CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONES
994.0 MILLION	**$1.49 TRILLION**	**$1,494**	**81.2%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+6.6% (+62 MILLION)	**+11% (+$145 BILLION)**	**+3.9% (+$56.38)**	**+1.2% (+97 BPS)**

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ECOMMERCE: CONSUMER GOODS CATEGORIES

ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (U.S. DOLLARS, B2C ONLY)

CHINA

ELECTRONICS	FASHION	FURNITURE	TOYS, HOBBY, DIY
$398.0 BILLION	$297.5 BILLION	$104.6 BILLION	$190.4 BILLION
YEAR-ON-YEAR CHANGE +3.3% (+$13 BILLION)	YEAR-ON-YEAR CHANGE +4.3% (+$12 BILLION)	YEAR-ON-YEAR CHANGE +0.06% (+$65 MILLION)	YEAR-ON-YEAR CHANGE +11% (+$18 BILLION)

PERSONAL & HOUSEHOLD CARE	FOOD	BEVERAGES	PHYSICAL MEDIA
$105.6 BILLION	$234.8 BILLION	$83.64 BILLION	$70.61 BILLION
YEAR-ON-YEAR CHANGE +9.6% (+$9.3 BILLION)	YEAR-ON-YEAR CHANGE +39% (+$66 BILLION)	YEAR-ON-YEAR CHANGE +32% (+$20 BILLION)	YEAR-ON-YEAR CHANGE +10% (+$6.6 BILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. THE "PERSONAL & HOUSEHOLD CARE" CATEGORY INCLUDES BEAUTY AND CONSUMER HEALTHCARE. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE TRAVEL AND TOURISM

ANNUAL SPEND ON ONLINE TRAVEL AND TOURISM SERVICES (U.S. DOLLARS)

CHINA

FLIGHTS	CAR RENTALS	TRAINS	LONG-DISTANCE BUSES
$23.86 BILLION	$7.52 BILLION	$19.61 BILLION	$636.1 MILLION
YEAR-ON-YEAR CHANGE -46% (-$20 BILLION)	YEAR-ON-YEAR CHANGE +19% (+$1.2 BILLION)	YEAR-ON-YEAR CHANGE -27% (-$7.1 BILLION)	YEAR-ON-YEAR CHANGE -50% (-$633 MILLION)

HOTELS	PACKAGE HOLIDAYS	VACATION RENTALS	CRUISES
$31.22 BILLION	$13.48 BILLION	$2.98 BILLION	$140.0 MILLION
YEAR-ON-YEAR CHANGE +47% (+$10 BILLION)	YEAR-ON-YEAR CHANGE +46% (+$4.2 BILLION)	YEAR-ON-YEAR CHANGE +13% (+$341 MILLION)	YEAR-ON-YEAR CHANGE +98% (+$69 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

DIGITAL MEDIA SPEND

ANNUAL SPEND ON DIGITAL MEDIA DOWNLOADS AND SUBSCRIPTIONS

CHINA

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$66.04 BILLION	$48.82 BILLION	$12.78 BILLION	$2.20 BILLION	$2.24 BILLION
YEAR-ON-YEAR CHANGE +19% (+$11 BILLION)	YEAR-ON-YEAR CHANGE +17% (+$7.3 BILLION)	YEAR-ON-YEAR CHANGE +27% (+$2.7 BILLION)	YEAR-ON-YEAR CHANGE +12% (+$241 MILLION)	YEAR-ON-YEAR CHANGE +20% (+$370 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ONLINE FOOD DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE FOOD DELIVERY SERVICES

CHINA

NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS	TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD)	YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS	AVERAGE ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS PER USER (USD)
766.7 MILLION	+15.4% +102 MILLION	$159.0 BILLION	+18.6% +$25 BILLION	$207 YOY: +2.7%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

FEB 2022

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

CHINA

NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS (USD)	YEAR-ON-YEAR CHANGE IN THE VALUE OF DIGITAL PAYMENT TRANSACTIONS	AVERAGE ANNUAL VALUE OF DIGITAL PAYMENTS PER USER (USD)
987.8 MILLION	+6.6% +61 MILLION	$2.89 TRILLION	+18.1% +$443 BILLION	$2,928 YOY: +11%

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

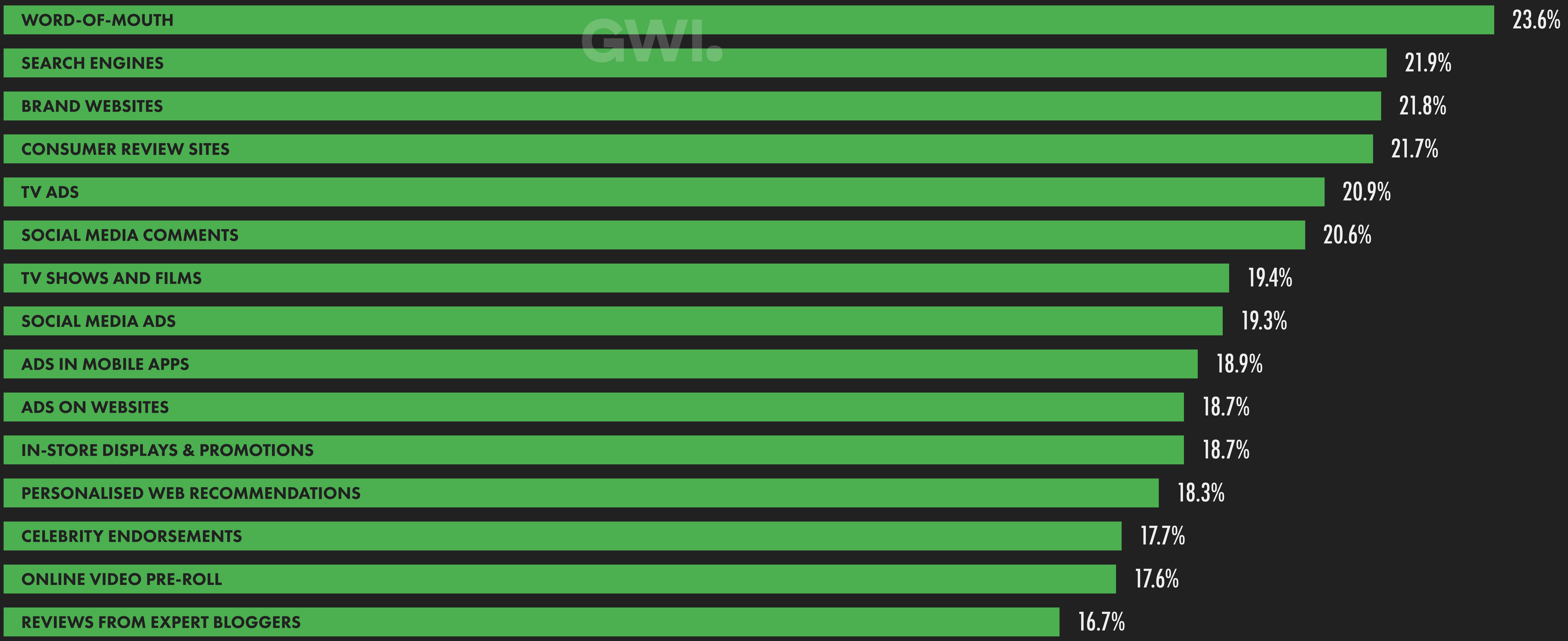
DIGITAL MARKETING

FEB 2022

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

CHINA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

CHINA

RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE	VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS	CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS	CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS	DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS
42.6%	21.0%	16.7%	17.7%	17.1%

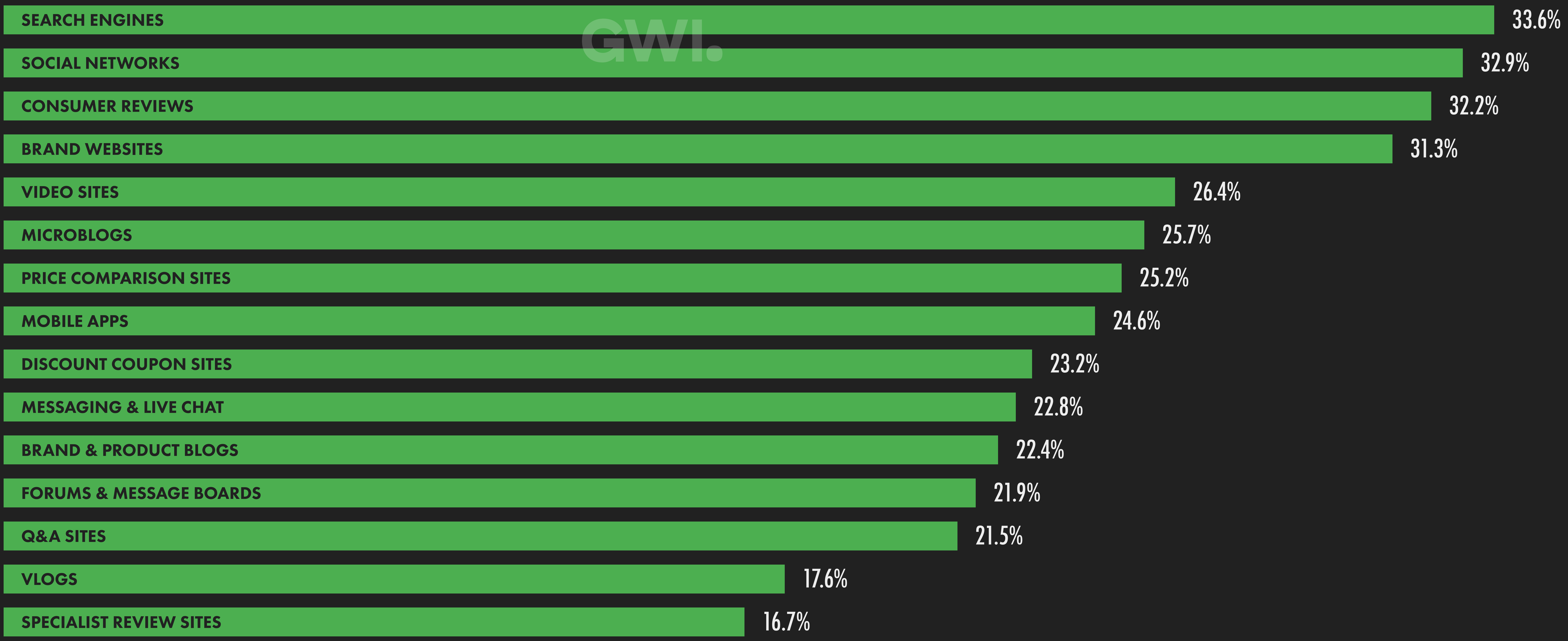
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

FEB 2022

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

CHINA



SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)

CHINA

TOTAL	SEARCH ADS	BANNER ADS	VIDEO ADS	CLASSIFIEDS
$103.3 BILLION	$36.83 BILLION	$40.70 BILLION	$19.30 BILLION	$6.43 BILLION
YEAR-ON-YEAR CHANGE +16% (+$14 BILLION)	YEAR-ON-YEAR CHANGE +12% (+$4.0 BILLION)	YEAR-ON-YEAR CHANGE +17% (+$6.0 BILLION)	YEAR-ON-YEAR CHANGE +21% (+$3.3 BILLION)	YEAR-ON-YEAR CHANGE +12% (+$694 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

SOCIAL MEDIA ADVERTISING OVERVIEW

SOCIAL MEDIA'S SHARE OF THE DIGITAL ADVERTISING MARKET

CHINA

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND
43.7%	+5.1%	$45.13	+21.5%
	+210 BPS	BILLION	+$8.0 BILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

PROGRAMMATIC ADVERTISING OVERVIEW

SHARE OF DIGITAL ADVERTISING FULFILLED VIA PROGRAMMATIC TECHNOLOGIES

CHINA

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
84.6%	+1.3% +105 BPS	$87.39 BILLION	+17.1% +$13 BILLION

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2021, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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We make ideas powered by people. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape.

We work with the world's biggest brands, including adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

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Hootsuite's Perspective

Digital Advertising Trends

Social ads blend in (to stand out)

Ads that interrupt the social media experience aren't working anymore. Consumers respond better to content that fits organically into the platforms they're using. In 2022, 51% of marketers say they plan to spend more on social advertising, according to our Social Trends 2022 survey. But to truly capture the attention of consumers, they'll have to get creative and ensure their ads mimic the social experiences offered by the individual networks.

Integrated ad strategies boost ROI confidence

Of the marketers we surveyed, the majority of those *most* confident in quantifying the ROI of social have completely integrated their social advertising strategies with other channels like TV, print, OOH, and digital. Moving away from siloed social ad strategies not only allows businesses to better measure social's impact, but also helps increase the effectiveness of their other marketing activities.

Paid and organic strategies unite

Our Social Trends 2022 survey shows that 92% of organizations have at least somewhat integrated their paid and organic social efforts. Social marketers have learned that even though paid and organic content can be used to achieve different goals, looking at both strategies holistically can bring about amazing results and accelerate growth.

With Hootsuite, you can manage your paid and organic content side-by-side.

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Statista offers insights and facts on industries from 150+ countries. Markets, companies and consumers from all over the world are highlighted.

Reliable and efficient research basis

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GSMA™ Intelligence

Definitive data and analysis for the mobile industry

3 Global Offices

Delhi Barcelona London

Serves over **800** organisations

40,000 users worldwide

Extensive Datasets

We provide data on every mobile operator in every country worldwide, with over 30 million data points, updated daily.

Topical and Timely Research

Annually, GSMA Intelligence publishes over 100 reports and exclusive analyses, adding greater insight into our data and supporting our customers in making stronger business choices.

Pinpoint Accuracy

Our forecasting experts provide a five-year (and beyond) view into the future, enabling long-term investment planning. Updated quarterly, our forecasts are consistently accurate within +/- 2.5 % of reported data.

Industry Trusted

We serve a wide array of industries in the mobile ecosystem and beyond, including most of the world's mobile operators plus major vendors, regulators, international institutions and vertical sectors ranging from automotive to retail.

SEMRUSH

Semrush .Trends

Data. Insights. Impact.

Semrush .Trends provides instant market overview and competitive digital insights for those who are looking to grow their business.

It enables an in-depth view of market conditions and trends for creating a growth-driven marketing strategy.

Accurate data for real-time market and competitive insights

All-encompassing insights for any website, industry or market across 190 countries & regions

A single solution with 50+ tools for your strategic vision

Similarweb provides insights for any website, app, industry and market

100M+
Websites

4.7M+
Apps

190+
Countries

210+
Industries

1B+
Search Terms

250M+
E-commerce product SKUs

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: *This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at* https://datareportal.com/notes-on-data.

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide a more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

DISCLAIMER AND IMPORTANT NOTES

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