

JUL
2020

DIGITAL AROUND THE WORLD IN JULY 2020

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.79
BILLION

URBANISATION:
56%

UNIQUE MOBILE
PHONE USERS



5.15
BILLION

PENETRATION:
66%

INTERNET
USERS



4.57
BILLION

PENETRATION:
59%

ACTIVE SOCIAL
MEDIA USERS



3.96
BILLION

PENETRATION:
51%



we
are
social

