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%

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UNIQUE MOBILE PHONE USERS



**5.15** BILLION

PENETRATION:

66%

INTERNET USERS



4.57

PENETRATION:

59%

ACTIVE SOCIAL MEDIA USERS



3.96

PENETRATION:

51%

SOURCES: KEPIOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GLOBALWEBINDEX; EUROSTAT; CNNIC; APIII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; SOCIAL MEDIA COMPANIES' ANNOUNCEMENTS AND EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR (ALL LATEST AVAILABLE DATA IN JULY 202 COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES. DATA MAY NOT BE DIRECTLY COMPARABLE TO PREVIOUS REPORTS.



