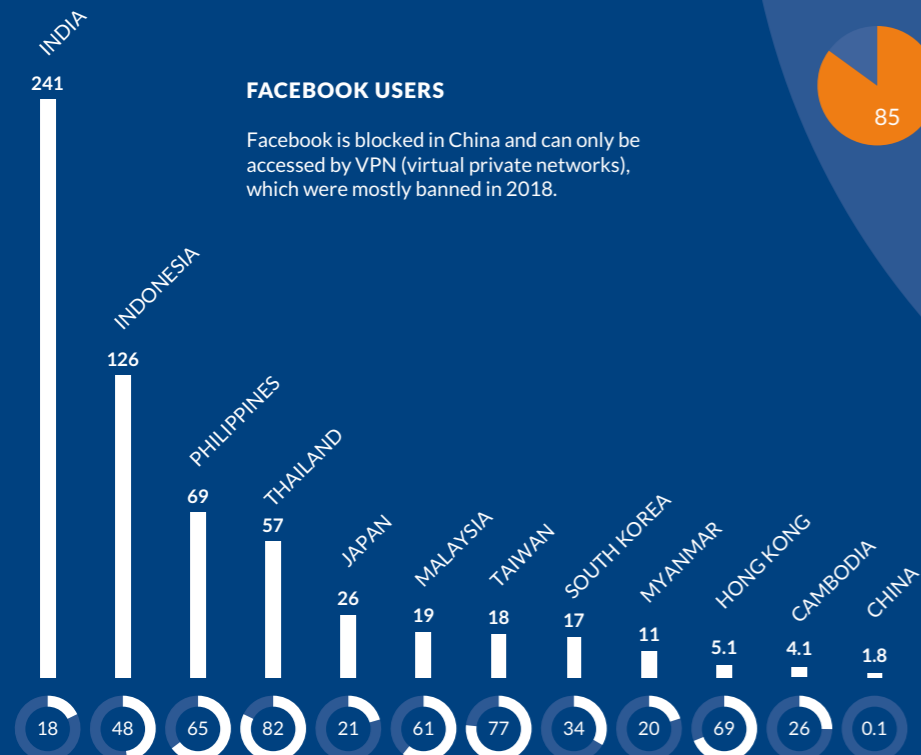


# ASIA GETS CONNECTED

How well connected is Asia and how ready is it to go digital? A big part of the growth in new unique mobile subscribers is expected to be driven by Asian nations, especially India, China, Pakistan, Indonesia and Bangladesh. But overall, Asia also has more ground to cover compared to Europe and North America as the region is lagging behind in terms of connectivity, both in terms of mobile-phone and Internet penetration.

## TIME SPENT PER DAY

	ON THE INTERNET, (AVERAGE USAGE, ANY DEVICE)	ON SOCIAL MEDIA (VIA A MOBILE PHONE)
THAILAND	9h38m	3h10m
PHILIPPINES	9h29m	3h57m
INDONESIA	8h51m	3h23m
MALAYSIA	8h27m	3h00m
INDIA	7h25m	2h26m
SINGAPORE	7h09m	2h06m
VIETNAM	6h52m	2h37m
CHINA	6h30m	2h00m
USA	6h30m	2h01m
SOUTH KOREA	5h04m	1h12m
GERMANY	4h52m	1h13m
JAPAN	4h12m	0h48m



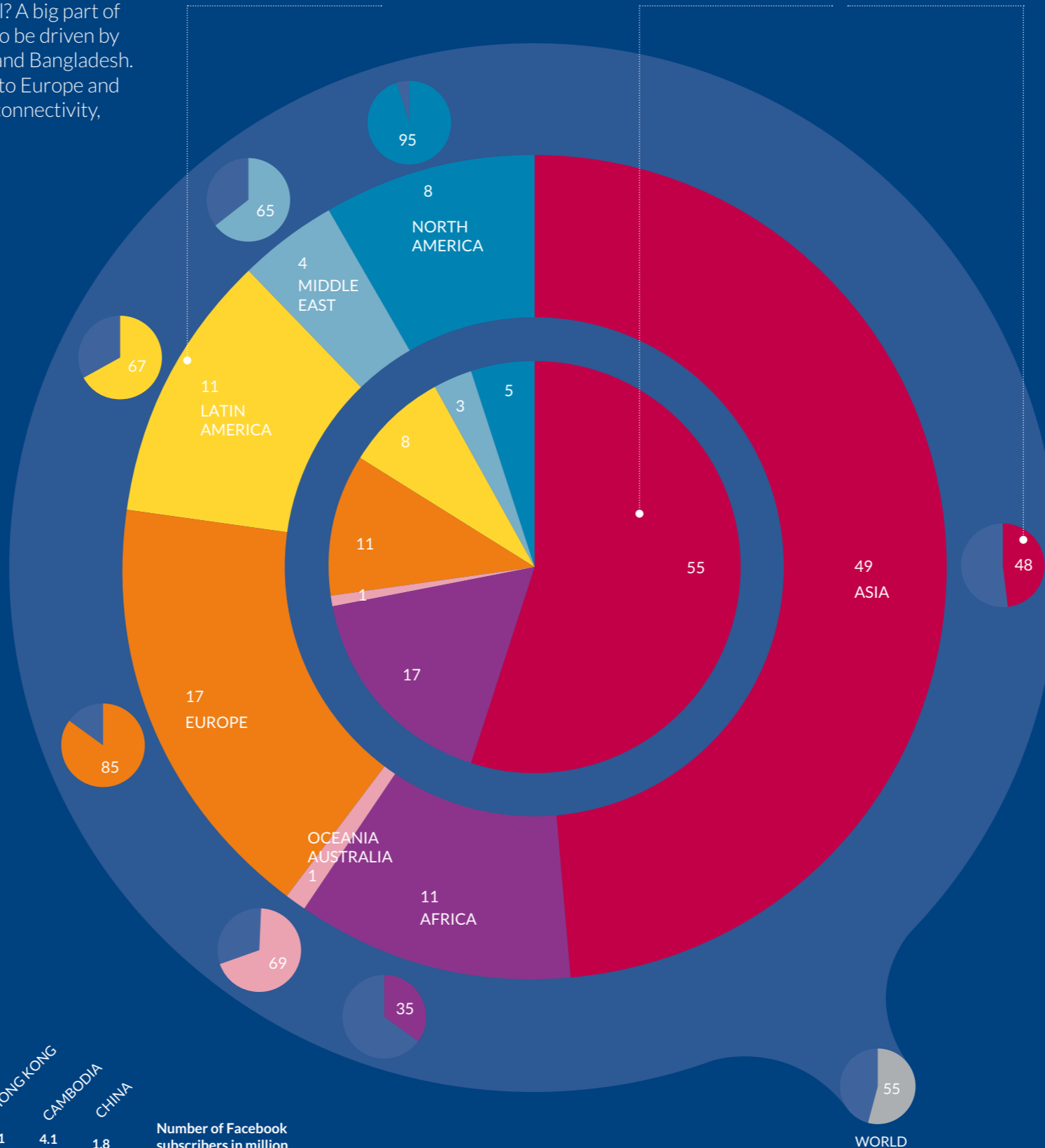
## FACEBOOK USERS

Facebook is blocked in China and can only be accessed by VPN (virtual private networks), which were mostly banned in 2018.

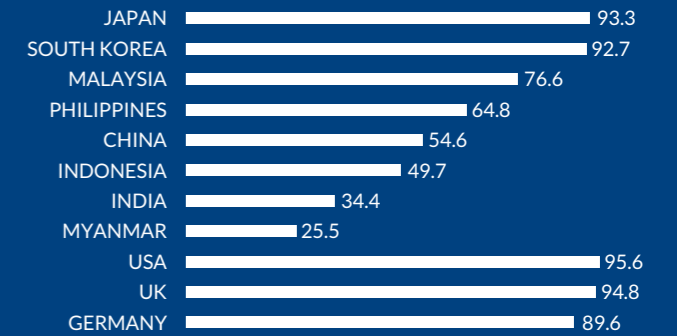
## INTERNET USERS PERCENT OF WORLD TOTAL

## POPULATION PERCENT OF WORLD TOTAL

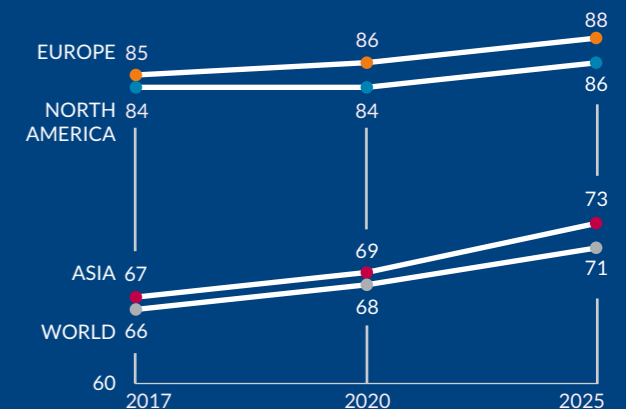
## PENETRATION RATE PERCENT OF POPULATION



## INTERNET PENETRATION PERCENT OF POPULATION



## UNIQUE MOBILE SUBSCRIBER PENETRATION PERCENTAGE OF POPULATION



## SMARTPHONE USERS AND PENETRATION IN PERCENT

