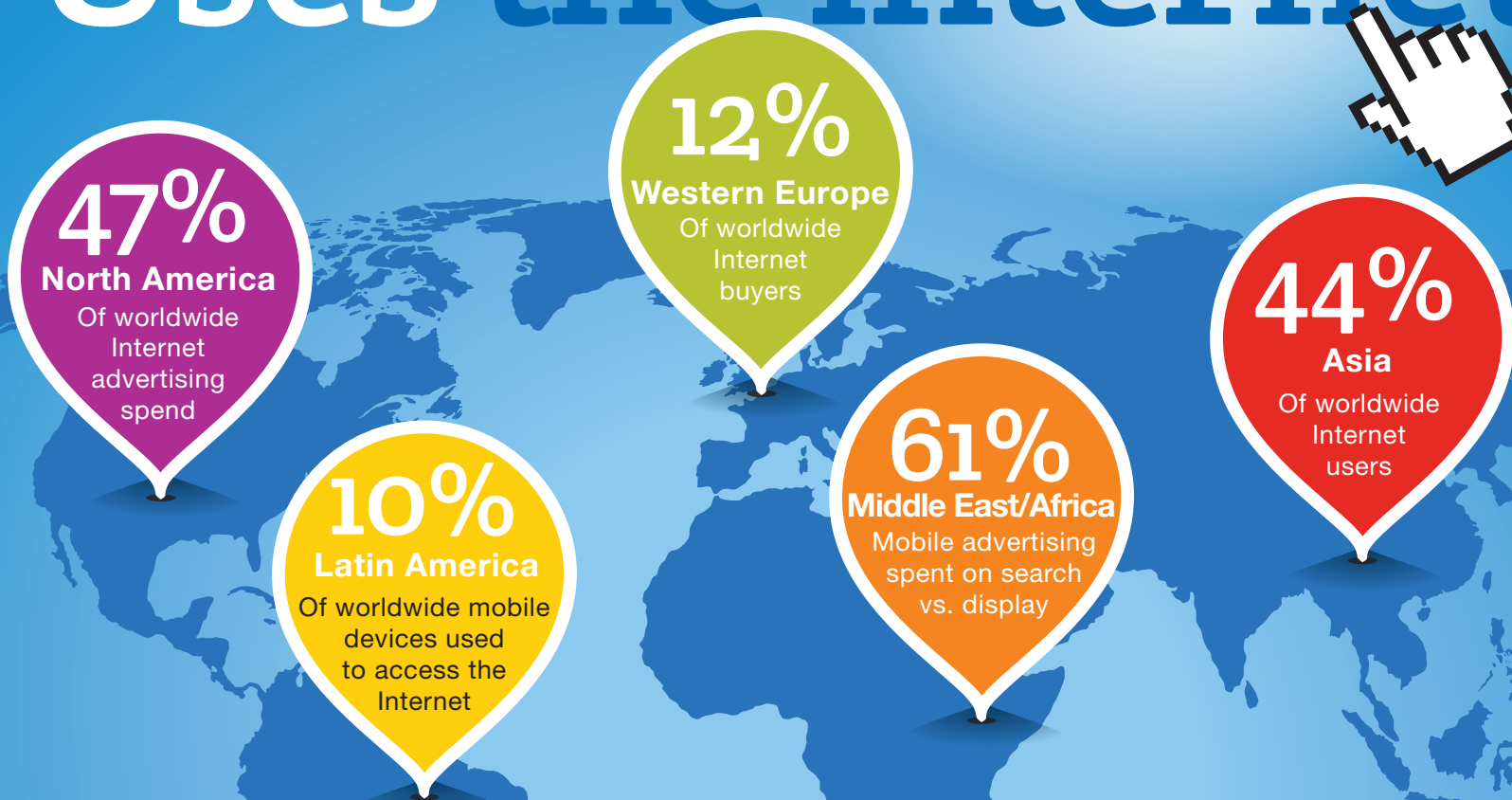


How the World Uses the Internet



<p>Canada Highest % of population using the Internet in North America: 87%</p>	<p>Netherlands Highest broadband penetration in Western Europe: 91%</p>	<p>Singapore Highest per capita ecommerce spending on mobile devices: \$2,094</p>	<p>Brasil Highest amount spent buying clothing online in South America: \$5.5 billion</p>	<p>Turkey Highest total spending on Internet advertising in the Middle East & Africa: \$744 million</p>
<p>United States Highest usage per month per person in North America: 92 hours/month</p>	<p>Germany Highest number of mobile Internet buyers in Western Europe: 42 million</p>	<p>Russia Highest number of people using search websites in Eastern Europe: 78 million</p>	<p>China Highest number of mobile devices in Asia: 981 million</p>	<p>Indonesia Highest anticipated growth rate in number of Internet users in Asia: 17%</p>

What we are doing (2015)

- 1.2B** people: Streaming music
- 1B** people: Finding a new job
- 2.1B** people: Using email
- 2B** people: Reading news
- 1.5B** people: Using instant messaging
- 1.9B** people: Using social networks
- 1.7B** people: Online banking
- 1.4B** people: Using maps

Percent of World Wide Internet Users

2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

What we are buying (2015)

- \$51B**: Downloading e-books
- \$810B**: Travel
- \$120B**: Downloading apps
- \$35B**: Downloading videos
- \$109B**: Books, CDs & DVDs
- \$105B**: Online classes
- \$92B**: Online games
- \$70B**: Buying computer hardware

Percent of World Wide Internet Users (per Capita GDP weighted)

2009 2010 2011 2012 2013 2014 2015 2016 2017 2018



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Source: IDC New Media Market Model

IDC's NMMM is the industry-leading resource for Internet statistics and spending across the world, including 43 countries and 7 regions.