globalwebindex

Digital Snapshot: APAC

GlobalWebIndex trends and behaviors in Asia Pacific

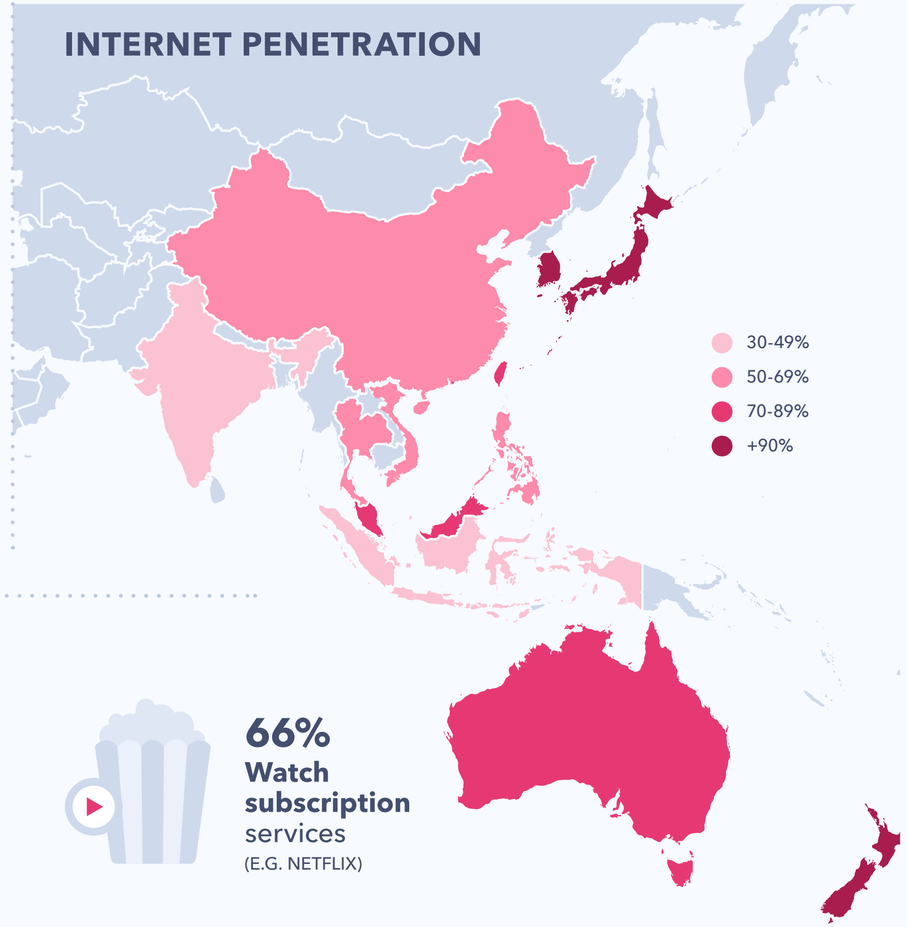
DEVICES OWNED

96% Smartphone

68% Laptop

32% Tablet

INTERNET PENETRATION



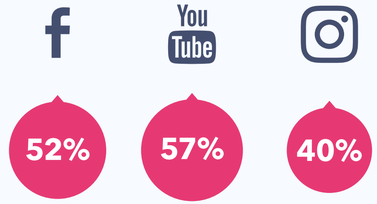
MEDIA

74% Use **music streaming** services

66% **Watch subscription** services (E.G. NETFLIX)

SOCIAL

% who visited the following last month



99% Use social media

PRIVACY

49% Use ad-blockers

34% Use a VPN

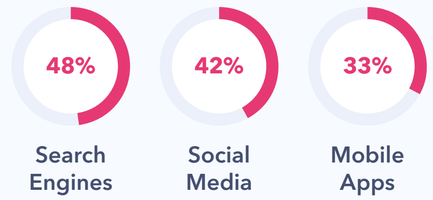
50% Delete cookies

COMMERCE

80% Search products online

79% Purchase products online

MAIN RESEARCH CHANNELS



Search Engines

Social Media

Mobile Apps

47% Use **mobile payment** services

73% Use **internet banking**

Source: GlobalWebIndex Q4 2018 **Base:** Internet Users aged 16-64

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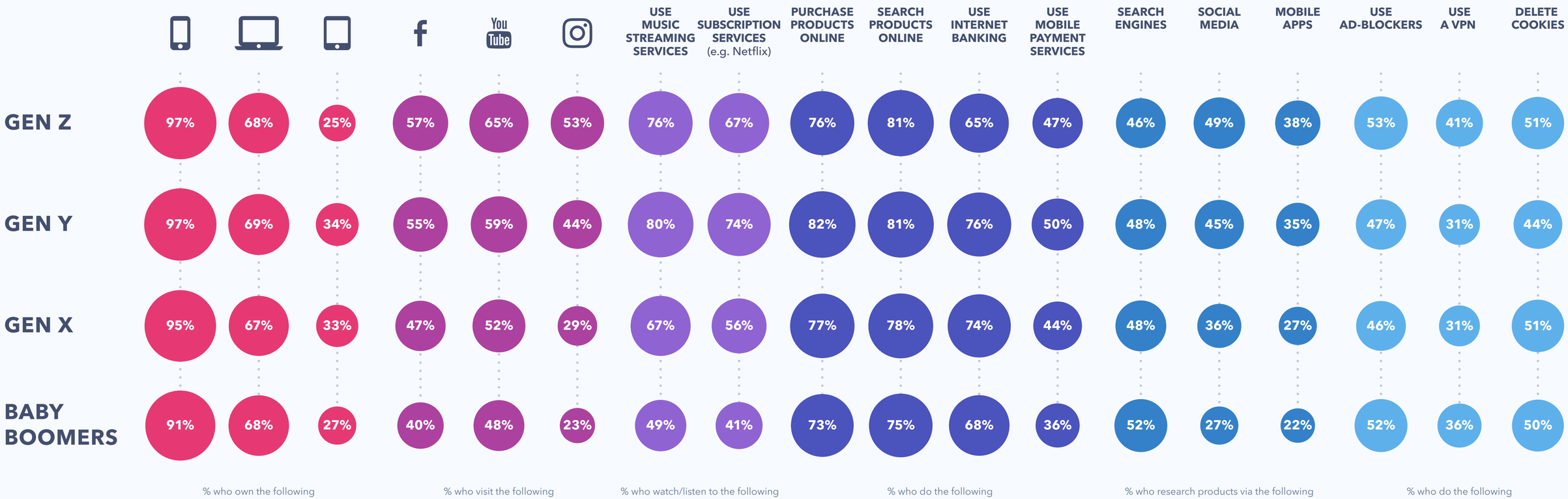
GlobalWebIndex trends and behaviors in Asia Pacific by Generation



Source: GlobalWebIndex Q4 2018 **Base:** Internet Users aged 16-64

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