

The Global Social Media Landscape

SOCIAL MEDIA USERS ACROSS WORLD REGIONS

Social media attracts audiences from around the world, with every 3 out of 5 coming from Asia Pacific.



USER SEGMENTS

3 out of 5 social media users are 'FOMO' networkers.



DAILY TIME SPENT ON SOCIAL

The growth in daily time spent on social media is slowing down globally.



TOP 5 SOCIAL MEDIA PLATFORMS BY MONTHLY VISITORS

GLOBAL (Excl. China)

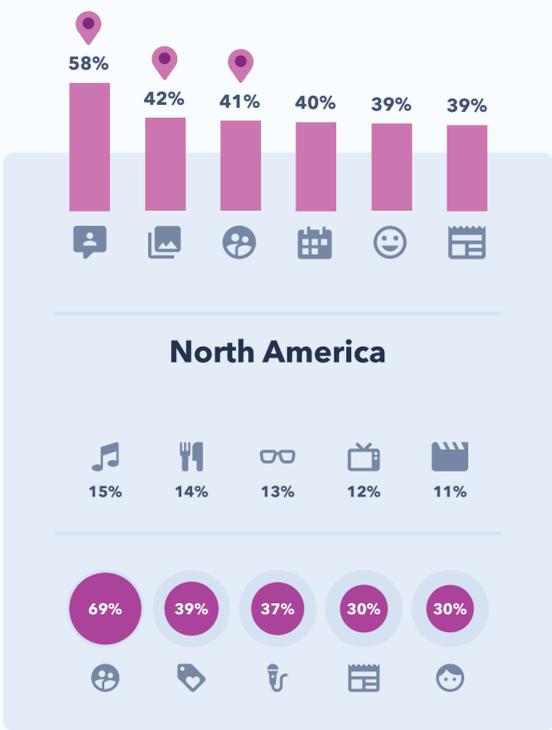


CHINA



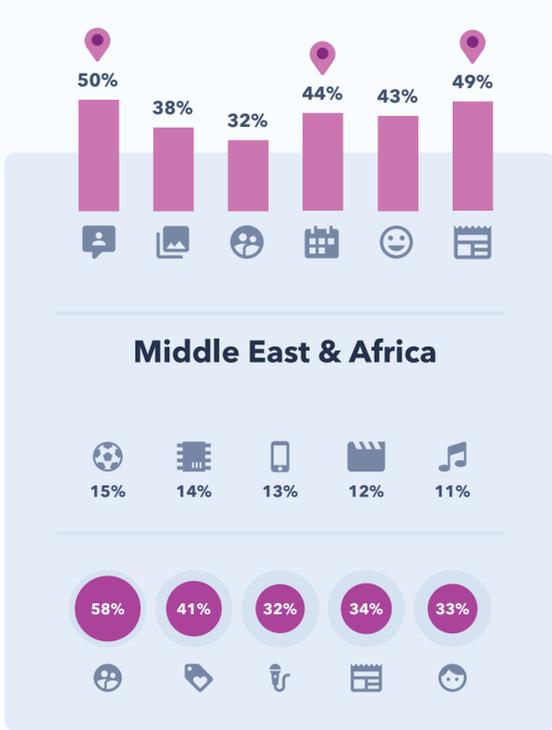
WHY THEY'RE ON SOCIAL MEDIA

Social media is universally popular, but use cases vary strongly by region. Users are repurposing similar platforms to their personal tastes.



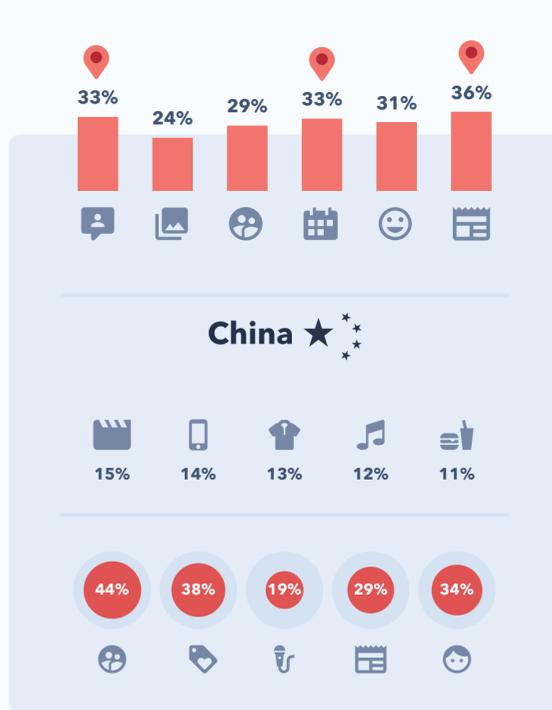
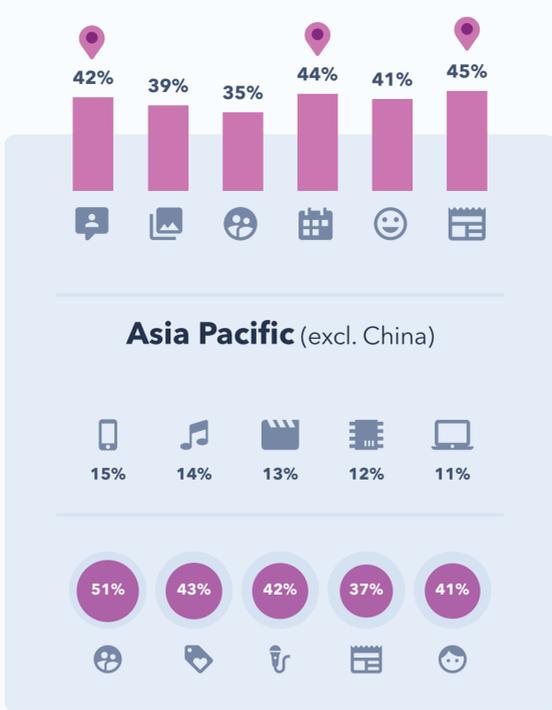
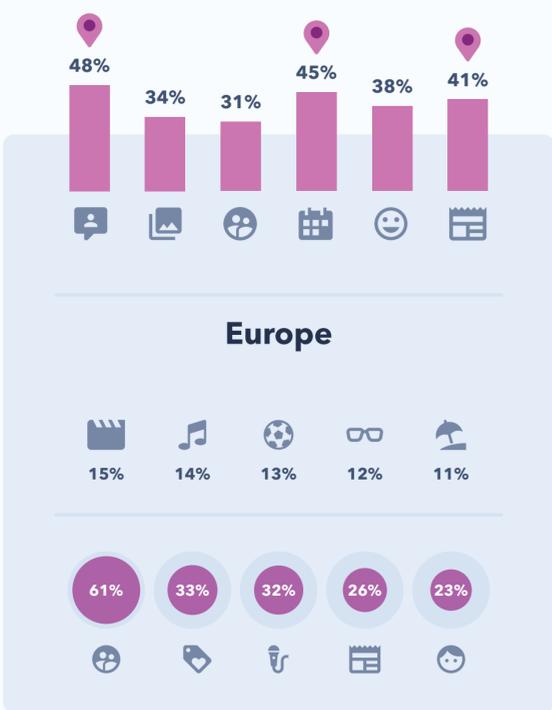
STUDENTS MAKE TIME FOR ENTERTAINMENT

Films and music are two of the most popular topics of discussion online among social media users, across world regions.



WHO THEY FOLLOW ON SOCIAL MEDIA

Personal networks and news have universal appeal, but brands, actors and singers don't do equally well across regions.



KEY



REASONS

TOPICS DISCUSSED ONLINE

PEOPLE FOLLOWING

REASONS FOR USING SOCIAL MEDIA

- To stay in touch with what my friends are doing
- To share photos or videos with others
- Because a lot of my friends are on them
- To fill up spare time
- To find funny or entertaining content
- To stay up-to-date with news and current events

WHAT ARE SOCIAL MEDIA USERS TALKING ABOUT?

- Computers
- Fashion/clothing
- Food/restaurants
- Films
- Mobile phones
- Music
- Politics
- Snack products
- Sports
- Technology
- Television
- Travel/vacations

TYPES OF PEOPLE FOLLOWED ON SOCIAL MEDIA

- People you know in real life
- Brands you like
- Singers, musicians or bands
- News/media organizations
- Actors