COUNTRIES COVERED IN THIS REPORT

BANGLADESH
BRUNEI
BHUTAN
CAMBODIA
CHINA
HONG KONG
INDIA
INDONESIA
JAPAN
SOUTH KOREA
LAOS
MACAU
MALAYSIA
MALDIVES
MONGOLIA
MYANMAR
NEPAL
PAKISTAN
PHILIPPINES
SINGAPORE
SRI LANKA
TAIWAN
THAILAND
VIETNAM
THE REGIONAL PICTURE

ASIA-WIDE DATA AND STATISTICS
CURRENT POPULATION OF ASIA:

3,715,000,000

SOURCE: UN, JUNE 2011
Asian countries account for 53% of the total world population.

Source: UN, June 2011
Asia’s population is still mostly rural, with around 58% of its population living in rural areas.

Source: UN Data, June 2011
25% of people living in Asia are below the age of 15.

Source: UN Data, June 2011
THE REGIONAL ASIAN PICTURE

3,714,544,017
ASIA’S TOTAL POPULATION

909,180,759
INTERNET USERS

750,463,600
USERS OF TOP SOCIAL NETWORKS

2,767,417,932
MOBILE SUBSCRIBERS

42%  58%
URBAN  RURAL

24%
INTERNET PENETRATION

20%
SOCIAL NETWORK PENETRATION

75%
MOBILE PENETRATION

SOURCES: UN DATA ACCESSED NOV 2011; INTERNET WORLD STATS ACCESSED NOV 2011; LATEST SITE-REPORTED FIGURES AS AT NOV 2011; OPERATOR-REPORTED FIGURES AS CITED ON WIKIPEDIA, ACCESSED NOV 2011
INTERNET USERS ACROSS ASIA:

909,000,000

SOURCE: INTERNETWORLDSTATS.COM, NOVEMBER 2011
INTERNET PENETRATION ACROSS ASIA IS ROUGHLY 24%
INTERNET PENETRATION BY ASIAN COUNTRY

SOUTH KOREA: 82%
BRUNEI: 79%
JAPAN: 78%
SINGAPORE: 72%
TAIWAN: 70%
HONG KONG: 69%
MALAYSIA: 59%
MACAU: 50%
CHINA: 36%
VIETNAM: 34%
MALDIVES: 34%
PHILIPPINES: 32%
THAILAND: 27%
INDONESIA: 24%
MONGOLIA: 17%
PAKISTAN: 12%
SRI LANKA: 11%
LAOS: 9%
INDIA: 8%
BHUTAN: 8%
NEPAL: 4%
CAMBODIA: 2%
BANGLADESH: 1%
MYANMAR: 0%

SOURCE: INTERNETWORLDSTATS.COM, NOVEMBER 2011
People in Asia account for 44% of the world’s internet users.

SOURCE: INTERNETWORLDSTATS.COM, NOVEMBER 2011
WEB USERS IN ASIA SPEND AN AVERAGE OF 16.5 HOURS PER MONTH USING THE INTERNET

SOURCE: COMSCORE, AS CITED IN THE ADMA SOCIAL AND DIGITAL MEDIA YEARBOOK 2011
OF INTERNET USERS IN ASIA INTEND TO MAKE ONLINE PURCHASES IN THE NEXT 6 MONTHS

SOURCE: NIELSEN, AS CITED IN THE ADMA SOCIAL AND DIGITAL MEDIA YEARBOOK 2011
65% OF INTERNET USERS IN ASIA USE ONLINE PRICE COMPARISON SERVICES

SOURCE: MICROSOFT ADVERTISING / AEGIS MEDIA, AS CITED IN THE ADMA SOCIAL AND DIGITAL MEDIA YEARBOOK 2011
SOCIAL MEDIA USERS ACROSS ASIA:

750,000,000

SOURCE: BASED ON LATEST SITE-REPORTED REGISTERED USER NUMBERS FOR THE MOST POPULAR SOCIAL NETWORK IN EACH COUNTRY, NOVEMBER 2011
SOCIAL NETWORKING PENETRATION BY ASIAN COUNTRY

<table>
<thead>
<tr>
<th>Country</th>
<th>Social Networking Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brunei</td>
<td>55%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>54%</td>
</tr>
<tr>
<td>South Korea</td>
<td>52%</td>
</tr>
<tr>
<td>Singapore</td>
<td>51%</td>
</tr>
<tr>
<td>Taiwan</td>
<td>42%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>41%</td>
</tr>
<tr>
<td>China</td>
<td>40%</td>
</tr>
<tr>
<td>Macau</td>
<td>37%</td>
</tr>
<tr>
<td>Maldives</td>
<td>36%</td>
</tr>
<tr>
<td>Philippines</td>
<td>28%</td>
</tr>
<tr>
<td>Japan</td>
<td>20%</td>
</tr>
<tr>
<td>Thailand</td>
<td>19%</td>
</tr>
<tr>
<td>Indonesia</td>
<td>19%</td>
</tr>
<tr>
<td>Bhutan</td>
<td>17%</td>
</tr>
<tr>
<td>Mongolia</td>
<td>9%</td>
</tr>
<tr>
<td>Vietnam</td>
<td>8%</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>8%</td>
</tr>
<tr>
<td>Nepal</td>
<td>5%</td>
</tr>
<tr>
<td>India</td>
<td>5%</td>
</tr>
<tr>
<td>Pakistan</td>
<td>3%</td>
</tr>
<tr>
<td>Cambodia</td>
<td>3%</td>
</tr>
<tr>
<td>Laos</td>
<td>2%</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>1%</td>
</tr>
<tr>
<td>Myanmar</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Source: Based on latest site-reported registered user numbers for the most popular social network in each country, November 2011.
LARGEST SOCIAL NETWORKS IN ASIA

QZONE 536 M
TENCENT 310 M
WEIBO 250 M
SINA WEIBO
FACEBOOK 172 M

SOURCE: LATEST SITE-REPORTED REGISTERED USER NUMBERS, NOVEMBER 2011
QZONE IS MORE THAN 3 TIMES BIGGER THAN FACEBOOK ACROSS ASIA

SOURCE: BASED ON LATEST SITE-REPORTED REGISTERED USER NUMBERS
The ‘Most Social’ Countries in the World are in Asia

- Philippines: 75%
- Indonesia: 75%
- Malaysia: 68%
- Russia: 64%
- Brazil: 64%

Source: Global Web Index, June 2011
81% of Asia’s top brands use social media

Source: Burson Marsteller
MOBILE SUBSCRIBERS ACROSS ASIA:

2,767,417,932

SOURCE: LATEST CARRIER-REPORTED REGISTERED SUBSCRIBERS, AS CITED IN WIKIPEDIA, NOVEMBER 2011
THREE QUARTERS OF ASIA’S POPULATION HAS A MOBILE PHONE

SOURCE: LATEST CARRIER-REPORTED REGISTERED SUBSCRIBERS, AS CITED IN WIKIPEDIA, NOVEMBER 2011; COMPARED TO UN DATA, JUNE 2011
MOBILE SUBSCRIPTION PENETRATION BY ASIAN COUNTRY

SOURCE: LATEST CARRIER-REPORTED REGISTERED SUBSCRIBER NUMBERS AS CITED IN WIKIPEDIA, NOVEMBER 2011 COMPARED TO UN DATA, JUNE 2011
People in Asia account for 55% of the world’s mobile subscribers.

Source: Latest carrier-reported registered subscribers, as cited in Wikipedia, November 2011.
MOBILE INTERNET USERS ACROSS ASIA:

623,000,000

SOURCE: EMARKETER, MAY 2011
69% of Asia’s internet users access via mobile devices

Source: Nielsen
THE VALUE OF **MOBILE COMMERCE** IN ASIA IN 2012 IS EXPECTED TO EXCEED **US$ 139 BILLION**

SOURCE: ZDNET ASIA, AS CITED IN THE ADMA SOCIAL AND DIGITAL MEDIA YEARBOOK 2011
COUNTRY BY COUNTRY
A CLOSER LOOK AT EACH ASIAN MARKET
BHUTAN

- **Total Population**: 708,265
- **Internet Users**: 53,280 (8% penetration)
- **Users on Top Social Network**: 62,680 (9% penetration)
- **Mobile Subscribers**: 400,183 (57% penetration)
- **Urban**: 33%
- **Rural**: 67%

Sources: UN Data accessed Nov 2011; Internet World Stats accessed Nov 2011; Latest site-reported figures as at Nov 2011; Operator-reported figures as cited on Wikipedia, accessed Nov 2011
CAMBODIA

13,395,682
TOTAL POPULATION

329,680
INTERNET USERS

412,360
USERS ON TOP SOCIAL NETWORK

10,189,746
MOBILE SUBSCRIBERS

20%
URBAN

80%
RURAL

2%
INTERNET PENETRATION

3%
SOCIAL NETWORK PENETRATION

76%
MOBILE PENETRATION

SOURCES: UN DATA ACCESSED NOV 2011; INTERNET WORLD STATS ACCESSED NOV 2011; LATEST SITE-REPORTED FIGURES AS AT NOV 2011; OPERATOR-REPORTED FIGURES AS CITED ON WIKIPEDIA, ACCESSED NOV 2011
HONG KONG

- **Total Population**: 7,108,100
- **Internet Users**: 4,878,713
- **Users on Top Social Network**: 3,828,000
- **Mobile Subscribers**: 11,231,419
- **Urban**: 100%
- **Internet Penetration**: 69%
- **Social Network Penetration**: 100+
- **Mobile Penetration**: 100%

Sources: UN Data accessed Nov 2011; Internet World Stats accessed Nov 2011; Latest site-reported figures as at Nov 2011; Operator-reported figures as cited on Wikipedia, accessed Nov 2011
INDIA

**Total Population**: 1,210,193,422

**Internet Users**: 100,000,000

**Users on Top Social Network**: 38,045,000

**Mobile Subscribers**: 858,370,000

**Urban**: 29%

**Rural**: 71%

**Internet Penetration**: 8%

**Social Network Penetration**: 3%

**Mobile Penetration**: 71%

INDONESIA

237,556,363
TOTAL POPULATION

39,600,000
INTERNET USERS

40,829,720
USERS ON TOP SOCIAL NETWORK

210,391,300
MOBILE SUBSCRIBERS

43% 57%
URBAN RURAL

17%
INTERNET PENETRATION

17%
SOCIAL NETWORK PENETRATION

89%
MOBILE PENETRATION

SOURCES: UN DATA ACCESSED NOV 2011; INTERNET WORLD STATS ACCESSED NOV 2011; LATEST SITE-REPORTED FIGURES AS AT NOV 2011; OPERATOR-REPORTED FIGURES AS CITED ON WIKIPEDIA, ACCESSED NOV 2011
LAOS

- **Total Population**: 6,348,800
- **Internet Users**: 527,400
- **Users on Top Social Network**: 109,180
- **Mobile Subscribers**: 3,819,929

**Penetration Rates**:
- **Internet Penetration**: 8%
- **Mobile Penetration**: 60%
- **Social Network Penetration**: 2%
- **Urban**: 27%
- **Rural**: 73%

Sources: UN Data Accessed Nov 2011; Internet World Stats Accessed Nov 2011; Latest Site-Reported Figures As At Nov 2011; Laos National Authority of Post and Telecoms, November 2010
MALDIVES

- **Total Population**: 317,280
- **Internet Users**: 107,460
- **Users on Top Social Network**: 114,320
- **Mobile Subscribers**: 465,824
- **Urban Internet Penetration**: 35%
- **Rural Internet Penetration**: 65%
- **Internet Penetration**: 34%
- **Social Network Penetration**: 36%
- **Mobile Penetration**: 100%

Sources: UN Data accessed Nov 2011; Internet World Stats accessed Nov 2011; Latest site-reported figures as at Nov 2011; Operator-reported figures as cited on Wikipedia, accessed Nov 2011.
MONGOLIA

TOTAL POPULATION: 2,826,500
INTERNET USERS: 350,000
USER ON TOP SOCIAL NETWORK: 236,520
MOBILE SUBSCRIBERS: 2,483,720

URBAN: 61%
RURAL: 39%
INTERNET PENETRATION: 12%
SOCIAL NETWORK PENETRATION: 8%
MOBILE PENETRATION: 88%

Sources: UN data accessed Nov 2011; Internet World Stats accessed Nov 2011; Latest site-reported figures as at Nov 2011; Operator-reported figures as cited on Wikipedia, accessed Nov 2011.
MYANMAR (BURMA)

- **Total Population**: 48,337,000
- **Internet Users**: 110,000
- **Social Network Users on Top Social Network**: N/A
- **Mobile Subscribers**: 850,500
- **Urban**: 31%
- **Rural**: 69%
- **Internet Penetration**: 0.23%
- **Social Network Penetration**: N/A
- **Mobile Penetration**: 2%

Sources: UN Data accessed Nov 2011; Internet World Stats accessed Nov 2011; There are no official reports of social media user numbers for Myanmar; Operator-reported figures as cited on Wikipedia, accessed Nov 2011.
NEPAL

- **Total Population**: 26,620,809
- **Internet Users**: 1,072,900
- **Users on Top Social Network**: 1,296,600
- **Mobile Subscribers**: 11,056,830

- **Urban**: 17%
- **Rural**: 83%

- **Internet Penetration**: 4%
- **Social Network Penetration**: 5%
- **Mobile Penetration**: 42%

PAKISTAN

177,671,000
TOTAL POPULATION

20,431,000
INTERNET USERS

35%
URBAN

65%
RURAL

5,506,740
USERS ON TOP SOCIAL NETWORK

12%
INTERNET PENETRATION

3%
SOCIAL NETWORK PENETRATION

107,900,000
MOBILE SUBSCRIBERS

61%
MOBILE PENETRATION

SOURCES: UN DATA ACCESSED NOV 2011; INTERNET WORLD STATS ACCESSED NOV 2011; LATEST SITE-REPORTED FIGURES AS AT NOV 2011; OPERATOR-REPORTED FIGURES AS CITED ON WIKIPEDIA, ACCESSED NOV 2011
SINGAPORE

5,076,700
TOTAL POPULATION

3,658,400
INTERNET USERS

2,602,920
USERS ON TOP SOCIAL NETWORK

7,322,553
MOBILE SUBSCRIBERS

100%
URBAN

72%
INTERNET PENETRATION

51%
SOCIAL NETWORK PENETRATION

100+
MOBILE PENETRATION

SOURCES: UN DATA ACCESSED NOV 2011; INTERNET WORLD STATS ACCESSED NOV 2011; LATEST SITE-REPORTED FIGURES AS AT NOV 2011; OPERATOR-REPORTED FIGURES AS CITED ON WIKIPEDIA, ACCESSED NOV 2011
SOUTH KOREA

- **Total Population**: 48,219,000
- **Internet Users**: 39,440,000
- **Users on Top Social Network**: 25,000,000
- **Mobile Subscribers**: 52,600,000

- **Urban Population**: 82%
- **Rural Population**: 18%
- **Internet Penetration**: 82%
- **Social Network Penetration**: 100%
- **Mobile Penetration**: 52%

SRI LANKA

**TOTAL POPULATION**
20,653,000

**INTERNET USERS**
1,776,900

**MOBILE SUBSCRIBERS**
18,013,623

**URBAN**
15%

**RURAL**
85%

**INTERNET PENETRATION**
9%

**SOCIAL NETWORK PENETRATION**
5%

**MOBILE PENETRATION**
87%

**USERS ON TOP SOCIAL NETWORK**
1,126,020

Sources: UN Data accessed Nov 2011; Internet World Stats accessed Nov 2011; Latest site-reported figures as at Nov 2011; Operator-reported figures as cited on Wikipedia, accessed Nov 2011.
TAIWAN

23,197,947
TOTAL POPULATION

16,147,000
INTERNET USERS

11,163,900
USERS ON TOP SOCIAL NETWORK

25,412,000
MOBILE SUBSCRIBERS

78%
URBAN

22%
RURAL

70%
INTERNET PENETRATION

48%
SOCIAL NETWORK PENETRATION

100+
MOBILE PENETRATION

Sources: UN Data accessed Nov 2011; Internet World Stats accessed Nov 2011; Latest site-reported figures as at Nov 2011; Operator-reported figures as cited on Wikipedia, accessed Nov 2011.
VIETNAM

85,846,997
TOTAL POPULATION

29,268,606
INTERNET USERS

6,800,000
USERS ON TOP SOCIAL NETWORK

129,729,035
MOBILE SUBSCRIBERS

30%
URBAN

70%
RURAL

34%
INTERNET PENETRATION

8%
SOCIAL NETWORK PENETRATION

100+
MOBILE PENETRATION

SOURCES: UN DATA ACCESSED NOV 2011; INTERNET WORLD STATS ACCESSED NOV 2011; LATEST SITE-REPORTED FIGURES AS AT NOV 2011; OPERATOR-REPORTED FIGURES AS CITED ON WIKIPEDIA, ACCESSED NOV 2011
MORE **ASIAN** SOCIAL, DIGITAL AND MOBILE STATS:
HTTP://WEARESOCIAL.SG
That's all Folks!

SIMON KEMP
MANAGING DIRECTOR
@ESKIMON
SIMON.KEMP@WEARESOCIAL.SG
HTTP://WEARESOCIAL.SG

LAM CAI YU
ACCOUNT EXECUTIVE
@HICAIS
CAIYU.LAM@WEARESOCIAL.SG
HTTP://WEARESOCIAL.SG