



Prospek Industri

Periklanan Digital

Fakta

JAN
2016

DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



259.1
MILLION

URBANISATION: 55%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

88.1
MILLION

PENETRATION: 34%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

79.0
MILLION

PENETRATION: 30%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

326.3
MILLION

vs POPULATION: 126%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

66.0
MILLION

PENETRATION: 25%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

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ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+15%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS

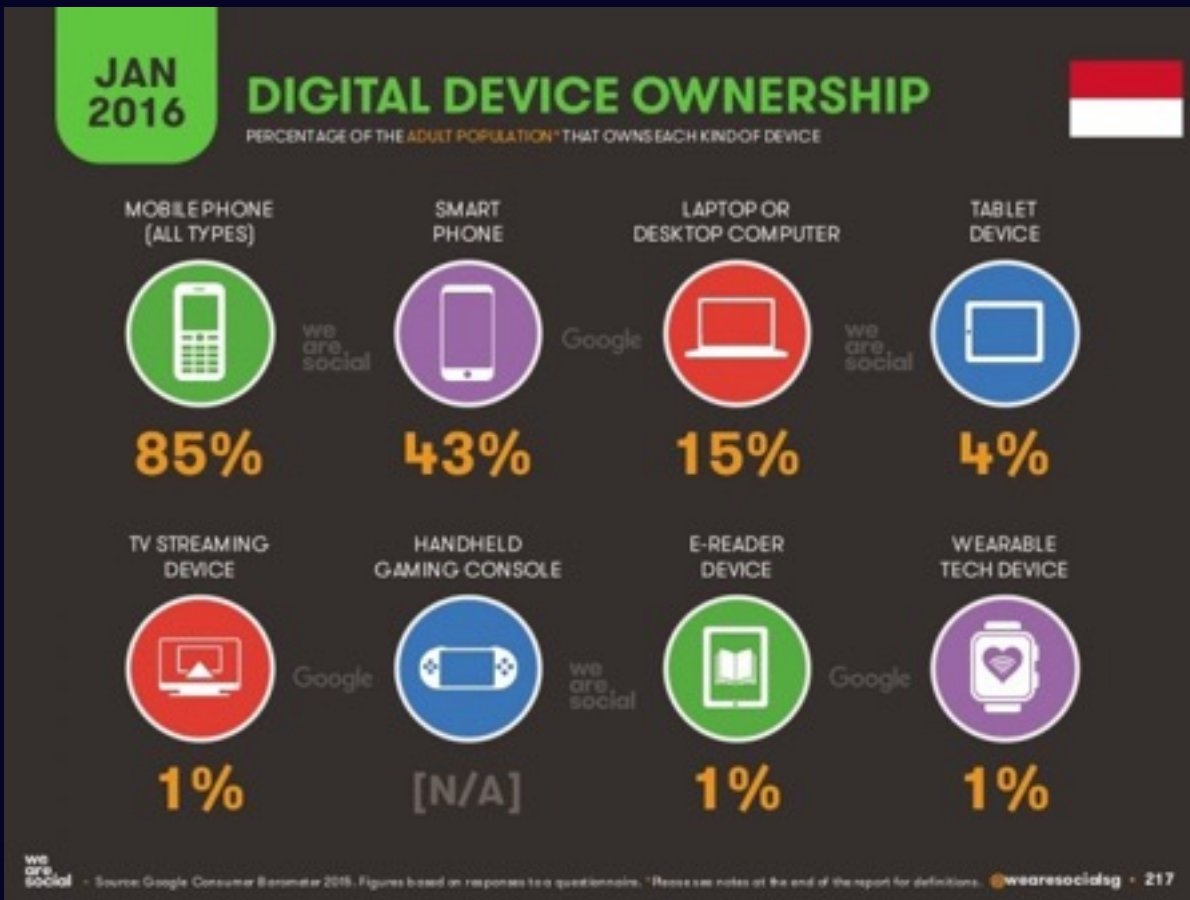


we
are
social

+6%

SINCE JAN 2015

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JAN
2016

TIME SPENT WITH MEDIA

SURVEY-BASED DATA; FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



AVERAGE DAILY USE
OF THE INTERNET
VIA A PC OR TABLET



4H 42M

AVERAGE DAILY USE
OF THE INTERNET
VIA A MOBILE PHONE



3H 33M

AVERAGE DAILY USE
OF SOCIAL MEDIA
VIA ANY DEVICE



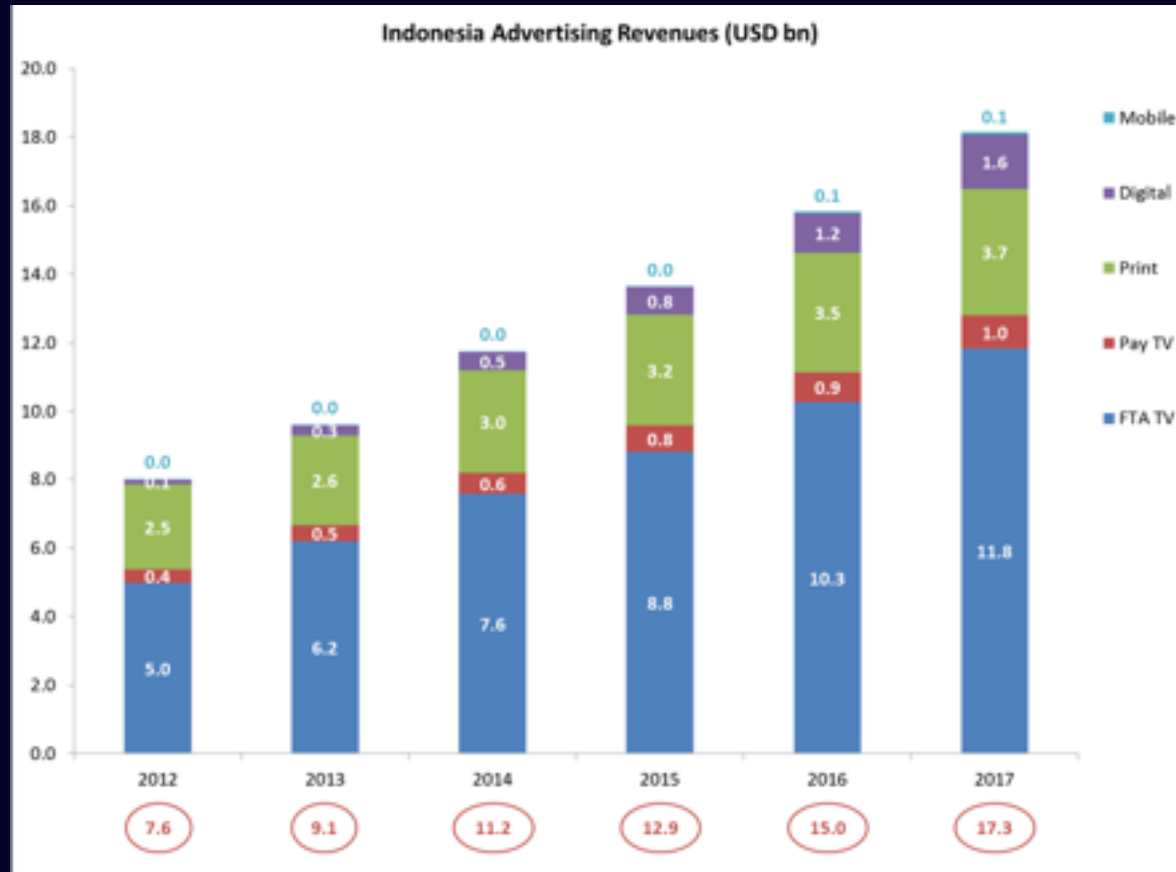
2H 51M

AVERAGE DAILY
TELEVISION
VIEWING TIME



2H 22M

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