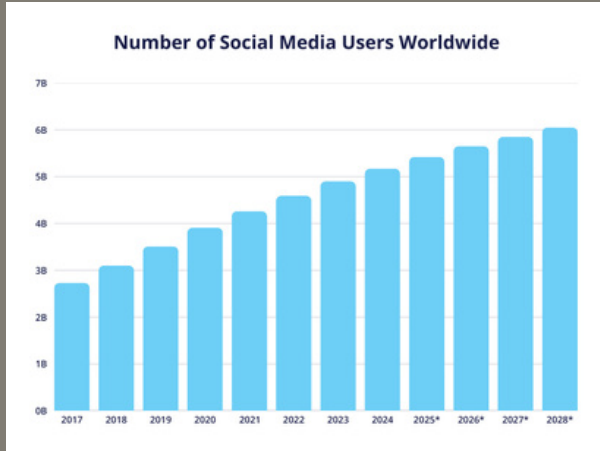


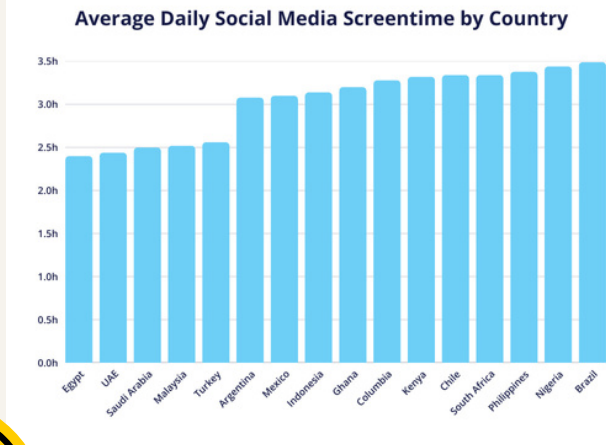
SOCIAL USAGE STATISTICS



AS OF JANUARY 2023, THE GLOBAL SOCIAL MEDIA USAGE RATE REACHED 59%. THIS TRANSLATES INTO ALMOST SIX OUT OF TEN PEOPLE USING SOCIAL NETWORKS WORLDWIDE. MORE THAN SIX BILLION PEOPLE WILL USE SOME FORM OF SOCIAL MEDIA IN 2028.

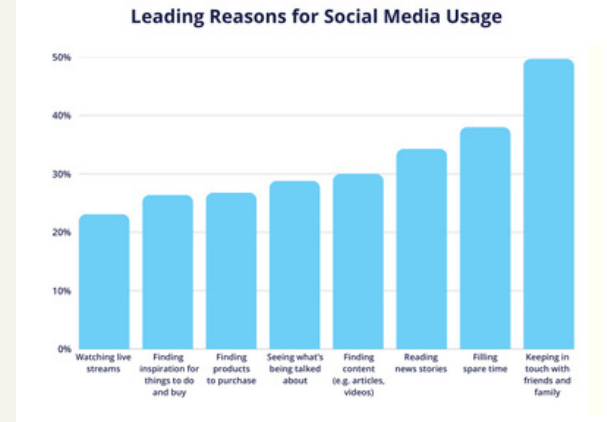


HOW MUCH TIME DO PEOPLE SPEND ON SOCIAL MEDIA?



INTERNET USERS SPEND 151 MINUTES EVERY DAY ON SOCIAL MEDIA. IN 2024, INTERNET USERS FROM BRAZIL, NIGERIA AND THE PHILIPPINES HAD THE HIGHEST AVERAGE TIME SPENT ON SOCIAL MEDIA, WHILE JAPAN, BELGIUM AND SOUTH KOREA HAD A LOW AVERAGE TIME SPENT ON SOCIAL MEDIA.

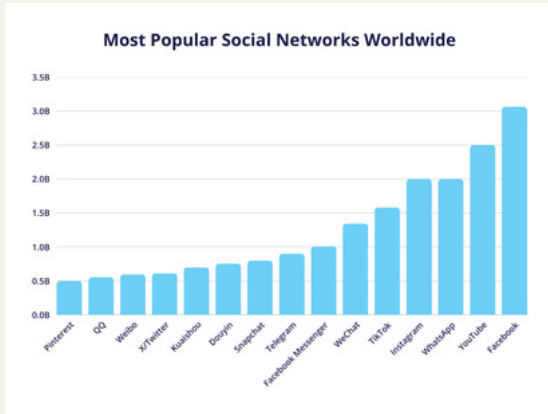
WHY PEOPLE USE INTERNET



49% OF SOCIAL MEDIA USERS USE PLATFORMS TO CONNECT WITH FAMILY AND FRIENDS.

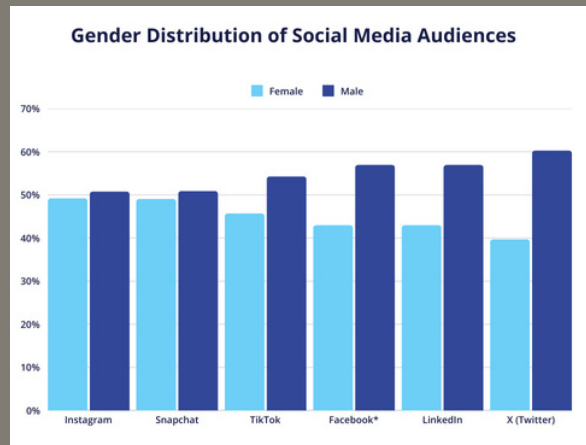


MOST POPULAR SOCIAL MEDIA



FACEBOOK IS THE MOST POPULAR SOCIAL MEDIA SITE, WITH OVER THREE BILLION MONTHLY ACTIVE USERS. YOUTUBE WITH AROUND 2.5 BILLION MONTHLY ACTIVE USERS. AT THE SAME TIME, INSTAGRAM ATTRACTS AROUND TWO BILLION MONTHLY USERS.

WHO USE SOCIAL MEDIA



AS OF JANUARY 2025, THE HIGHEST NUMBER OF USERS IDENTIFIED AS FEMALE USED SNAPCHAT (51%) AND INSTAGRAM (48.2%), WHILE TWITTER HAD THE HIGHEST PERCENTAGE OF USERS IDENTIFIED AS MALE (63%).

MOST POPULAR SOCIAL MEDIA IN ITALY

Posizione	APP	Var. YoY
1	WHATSAPP MESSENGER	*
2	YOUTUBE	*
3	FACEBOOK	*
4	INSTAGRAM	*
5	TIKTOK	+1
6	FACEBOOK MESSENGER	-1
7	TELEGRAM	*
8	PINTEREST	*
9	LINKEDIN	+1
10	X (ex TWITTER)	-1
11	THREADS	NEW
12	SNAPCHAT	-1
13	DISCORD	*
14	BEREAL	-2
15	TWITCH	-1

Fonte: Elaborazione Vincenzo Dell'Olio su dati Data.ai Gennaio-Marzo 2024

THE MOST POPULAR SOCIAL MEDIA IN 2024 WERE WHATSAPP, YOUTUBE AND FACEBOOK.

