

Mobile Internet is the Most Important

7 Important Key Figures

MOBILE ACTIVITIES



Total mobile time spent on social media is **21% and growing!**

2
64% of retail visits are from a smartphone

worldwide, as of Quarter 1, 2019

3
46% of retail orders were completed on a smartphone

as of Quarter 1, 2019



Mobile accounted for **62%** of online video views

up from 56.7 percent of the corresponding quarter in the previous year (Q4 2018)

MOBILE USERS

5
Almost 4.66 billion people were active internet users encompassing **59%** of the global population

as of October 2020



6
80.6 million users in the United States accessed the internet exclusively via mobile devices in 2020

7

Mobile internet users account for **91%** of total internet users, **making mobile the most important channel** for internet access worldwide.



SOURCE: STATISTA