



Discussing the Iraq Digital Report 2021

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DIGITAL 2021

GLOBAL OVERVIEW REPORT

THE LATEST INSIGHTS INTO HOW PEOPLE AROUND THE WORLD USE
THE INTERNET, SOCIAL MEDIA, MOBILE DEVICES, AND ECOMMERCE



DIGITAL 2021

LOCAL COUNTRY HEADLINES

ESSENTIAL DIGITAL DATA FOR EVERY COUNTRY IN THE WORLD





GLOBAL HEADLINES

JAN
2021

GLOBAL DIGITAL HEADLINES

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



7.83

BILLION

URBANISATION:

56.4%

UNIQUE MOBILE
PHONE USERS



5.22

BILLION

vs. POPULATION:

66.6%

INTERNET
USERS*



4.66

BILLION

vs. POPULATION:

59.5%

ACTIVE SOCIAL
MEDIA USERS*



4.20

BILLION

vs. POPULATION:

53.6%



SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.



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GLOBAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN GLOBAL DIGITAL ADOPTION

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



TOTAL
POPULATION



we
are
social

+1.0%

JAN 2021 vs. JAN 2020

+81 MILLION

UNIQUE MOBILE
PHONE USERS



+1.8%

JAN 2021 vs. JAN 2020

+93 MILLION

INTERNET
USERS*



+7.3%

JAN 2021 vs. JAN 2020

+316 MILLION

ACTIVE SOCIAL
MEDIA USERS*



+13.2%

JAN 2021 vs. JAN 2020

+490 MILLION

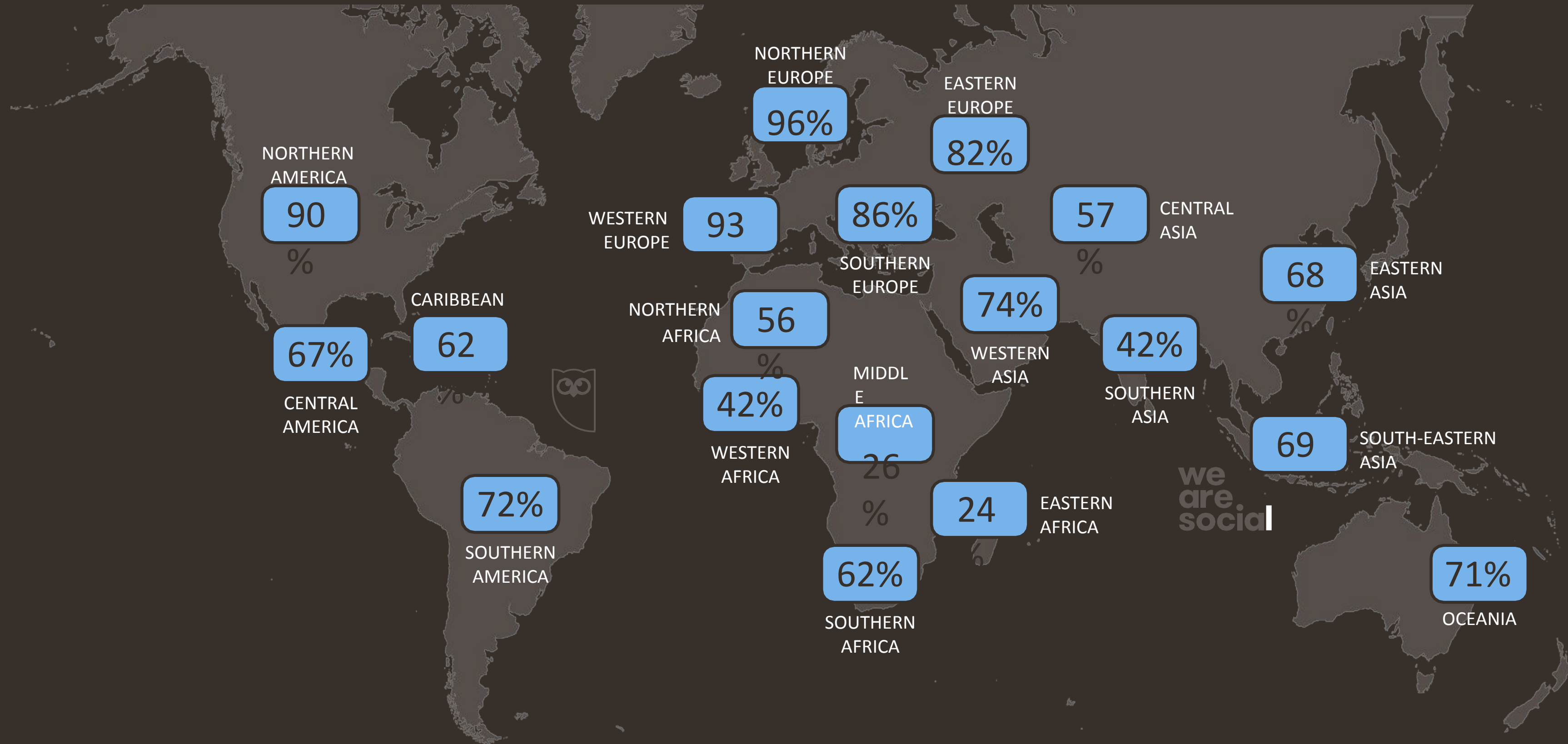
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INTERNET USERS vs. TOTAL POPULATION

NUMBER OF INTERNET USERS IN EACH REGION COMPARED TO TOTAL POPULATION



INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS



SOURCES: KEPIOS (JAN 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.

ADVISORIES: INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS. **NOTES:** PERCENTAGES REPRESENT SHARE OF TOTAL POPULATION. REGIONS BASED ON THE UNITED NATIONS GEOSHEME.

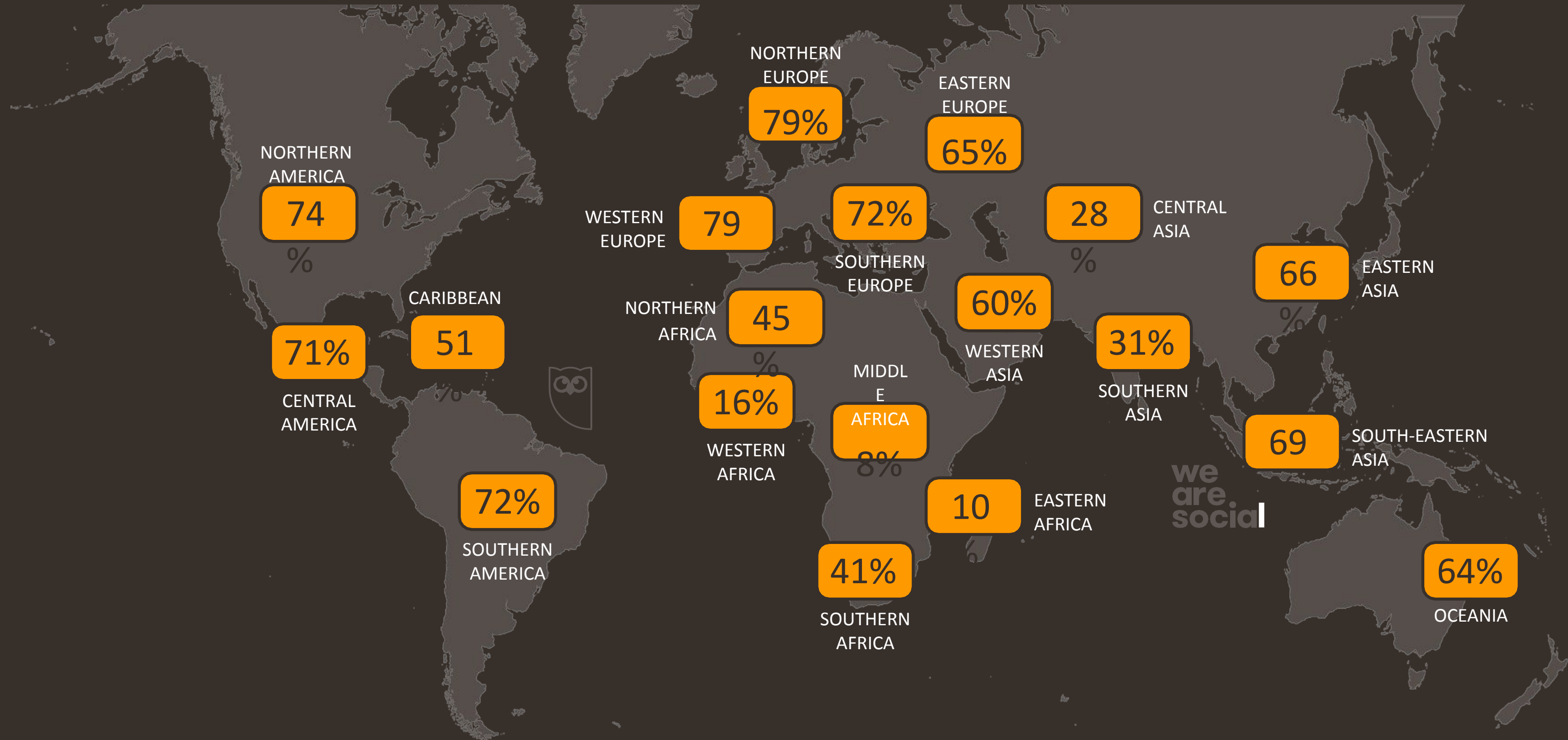
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SOCIAL MEDIA USERS vs. TOTAL POPULATION

NUMBER OF ACTIVE SOCIAL MEDIA USERS* IN EACH REGION COMPARED TO TOTAL POPULATION



THIS CHART INCLUDES DATA FROM NEW SOURCES, SO VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS



SOURCES: KEPIOS (JAN 2021), BASED ON DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; CAFEBAZAAR; OCDH.

*ADVISORY: "USERS" MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO FIGURES MAY EXCEED INTERNET PENETRATION VALUES. NOTES: DIFFERENCES IN DATA AVAILABILITY MEAN REGIONAL FIGURES MAY NOT CORRELATE WITH GLOBAL TOTALS. REGIONS AS PER THE U.N. GEOScheme. **COMPARABILITY ADVISORY:** DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

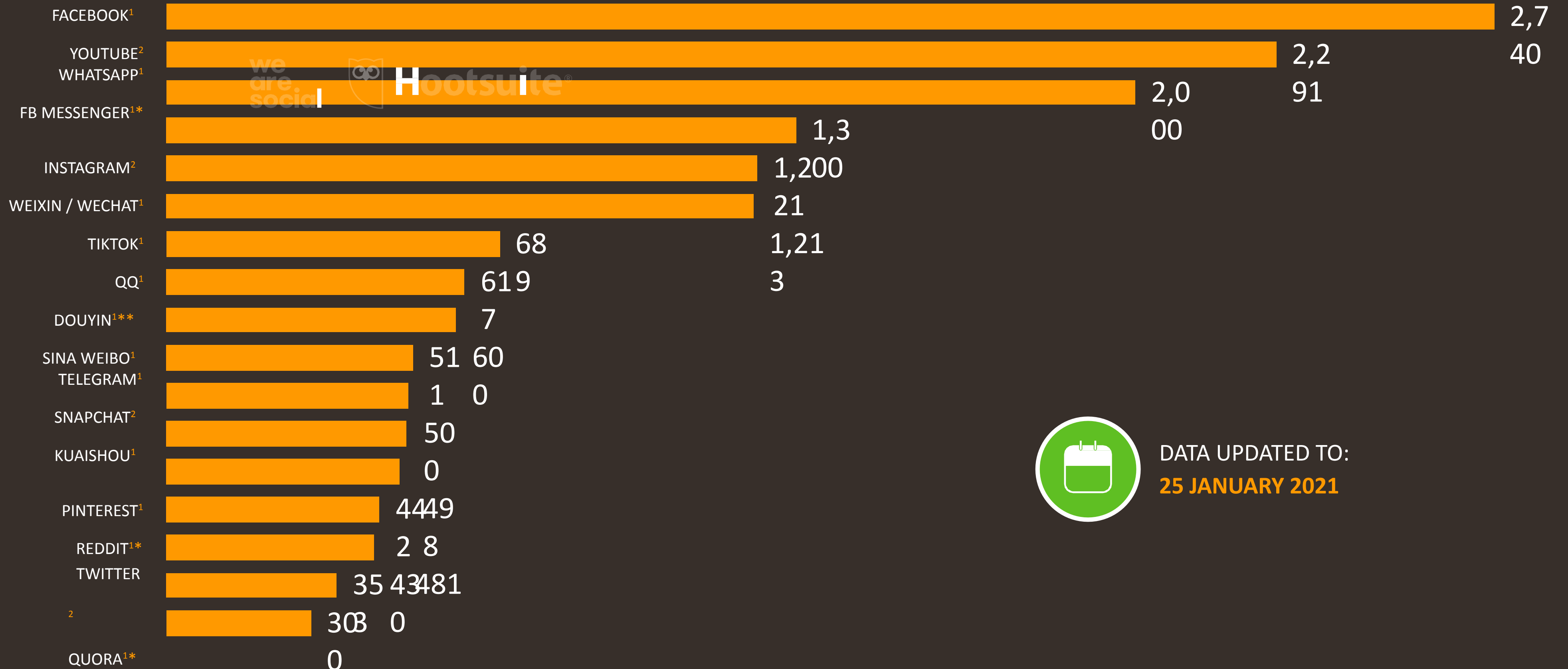


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THE WORLD'S MOST-USED SOCIAL PLATFORMS

THE LATEST GLOBAL ACTIVE USER FIGURES (IN MILLIONS) FOR A SELECTION OF THE WORLD'S TOP SOCIAL MEDIA PLATFORMS*



DATA UPDATED TO:
25 JANUARY 2021

SOURCES: KEPIOS ANALYSIS (JAN 2021), BASED ON DATA PUBLISHED IN: (1) COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; (2) PLATFORMS' SELF-SERVICE AD TOOLS.

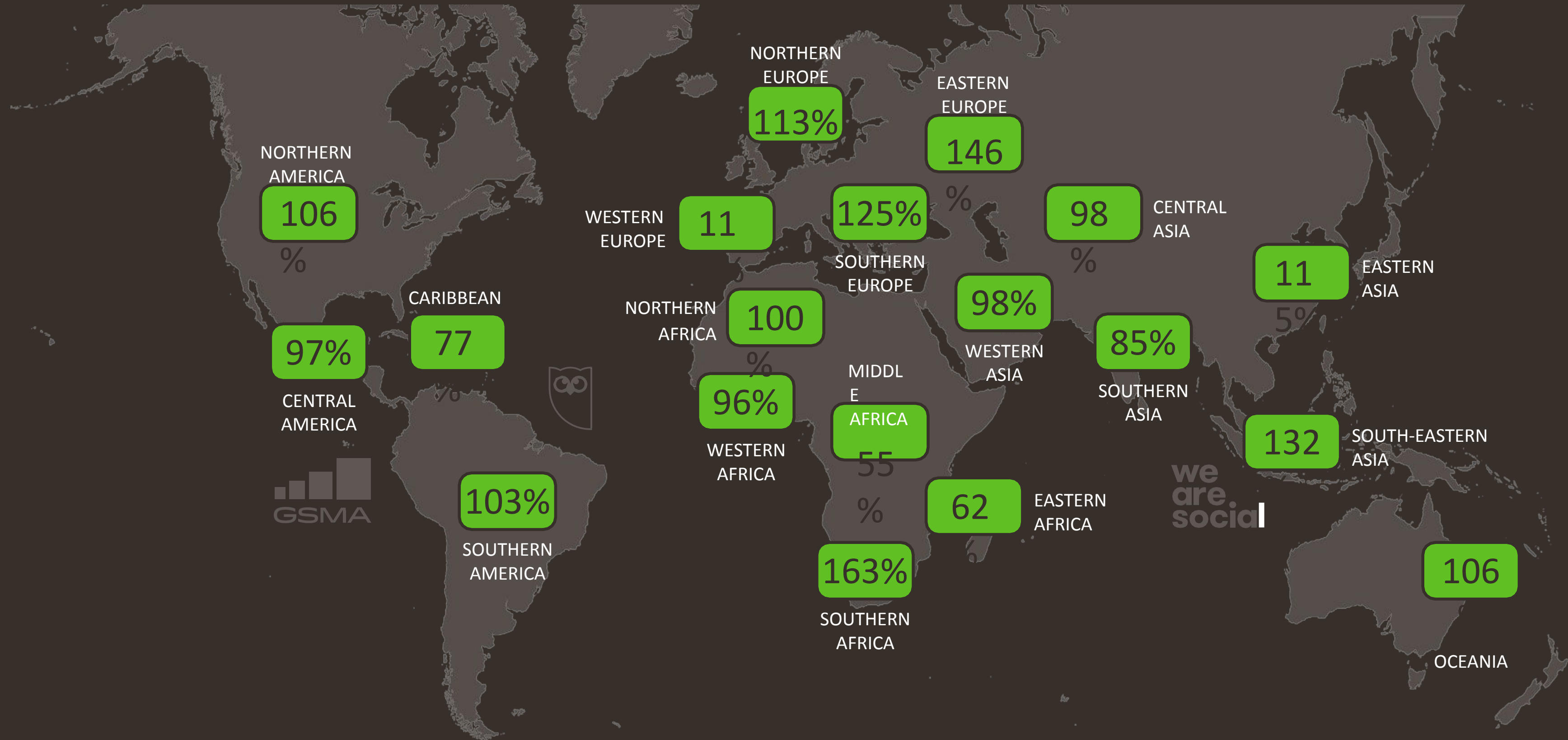
NOTES: PLATFORMS IDENTIFIED BY () HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS, SO FIGURES WILL BE LESS RELIABLE. (**) FIGURE FOR DOUYIN USES THE REPORTED DAILY ACTIVE USER FIGURE, SO MONTHLY ACTIVE USER FIGURE IS LIKELY HIGHER.



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MOBILE CONNECTIONS vs. TOTAL POPULATION

NUMBER OF MOBILE CONNECTIONS IN EACH REGION COMPARED TO TOTAL POPULATION



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MOBILE APP RANKINGS: ACTIVE USERS

GLOBAL (EX. CHINA) RANKINGS OF TOP MOBILE APPS AND GAMES BY MONTHLY ACTIVE USERS IN 2020



#	APP NAME	COMPANY
01	FACEBOOK	FACEBOOK
02	WHATSAPP	FACEBOOK
03	FACEBOOK MESSENGER	FACEBOOK
04	INSTAGRAM	FACEBOOK
05	AMAZON	AMAZON
06	TWITTER	TWITTER
07	NETFLIX	NETFLIX
08	TIKTOK	BYTEDANCE
09	SPOTIFY	SPOTIFY
10	SNAPCHAT	SNAP

#	GAME NAME	COMPANY
01	PUBG MOBILE	TENCENT
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	LUDO KING	GAMETION
04	AMONG US!	INNER SLOTH
05	FREE FIRE	SEA
06	ROBLOX	ROBLOX
07	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
08	SUBWAY SURFERS	KILOO
09	MINECRAFT POCKET EDITION	MOJANG
10	POKÉMON GO	NIANTIC

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GLOBAL ECOMMERCE ACTIVITY OVERVIEW



PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 THAT REPORTS PERFORMING EACH ACTIVITY IN THE PAST MONTH

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY (ANY DEVICE)



GWI.

81.5%

VISITED AN ONLINE RETAIL SITE OR STORE (ANY DEVICE)



90.4%

USED A SHOPPING APP ON A MOBILE PHONE OR ON A TABLET



GWI.

69.4%

PURCHASED A PRODUCT ONLINE (ANY DEVICE)



we are social

76.8%

PURCHASED A PRODUCT ONLINE VIA A MOBILE PHONE

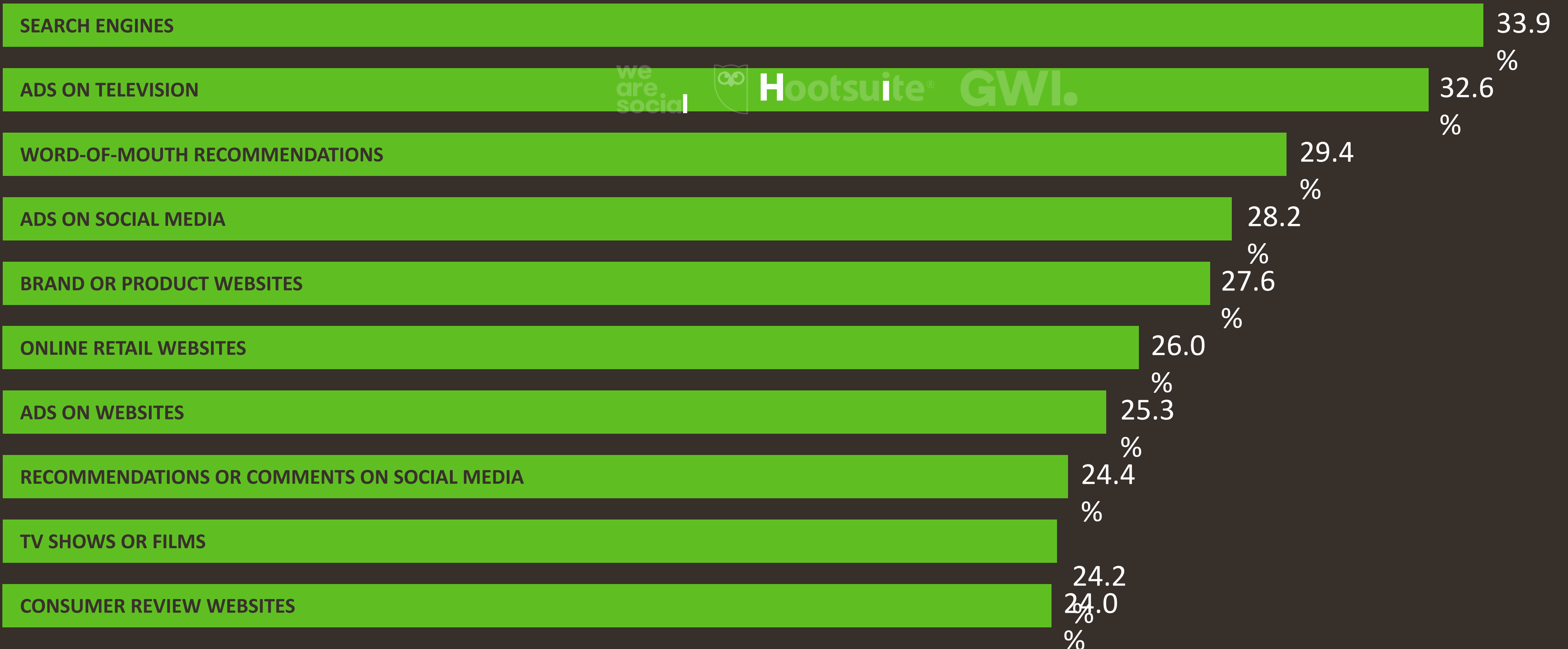


55.4%

JAN 2021 SOURCES OF NEW BRAND DISCOVERY

2021

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 THAT DISCOVERS NEW BRANDS AND PRODUCTS THROUGH EACH CHANNEL





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AQ

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE



IRAQ



CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



40.70

MILLION

URBANISATION:

71.0%

MOBILE
CONNECTIONS



40.01

MILLION

vs. POPULATION:

98.3%

INTERNET
USERS



30.52

MILLION

vs. POPULATION:

75.0%

ACTIVE SOCIAL
MEDIA USERS



25.00

MILLION

vs. POPULATION:

61.4%



we
are
social



SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; OCDH; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE; CAFEBAZAAR. **COMPARABILITY ADVISORY:** SOURCE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO **MAY EXCEED INTERNET USER NUMBERS.**

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are
social



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ANNUAL DIGITAL GROWTH

THE YEAR-ON-YEAR CHANGE IN KEY INDICATORS OF DIGITAL ADOPTION



IRAQ



CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL
POPULATION



we
are
social

+2.3%

JAN 2021 vs. JAN 2020

+932 THOUSAND

MOBILE
CONNECTIONS



+3.6%

JAN 2021 vs. JAN 2020

+1.4 MILLION

INTERNET
USERS



+2.3%

JAN 2021 vs. JAN 2020

+699 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



+19.0%

JAN 2021 vs. JAN 2020

+4.0 MILLION

JAN 2021 POPULATION ESSENTIALS

2021

POPULATION DEMOGRAPHICS AND OTHER KEY INDICATORS



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TOTAL POPULATION



40.70

MILLION

we are social

FEMALE POPULATION



49.4%



MALE POPULATION



50.6%



ANNUAL CHANGE IN TOTAL POPULATION



+2.3%



MEDIAN AGE



21.1

URBANISATION OF POPULATION



71.0%



POPULATION DENSITY (PEOPLE PER KM²)



93.7



OVERALL LITERACY (ADULTS AGED 15+)



85.6%



FEMALE LITERACY (ADULTS AGED 15+)



79.9%

we are social

MALE LITERACY (ADULTS AGED 15+)



91.2%

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POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



IRAQ

TOTAL
POPULATION



we
are
social

40.70

MILLION

POPULATION AGED
13 AND ABOVE



KEPIOS

66.8%

27.2 MILLION

POPULATION AGED
18 AND ABOVE



owl

56.2%

22.9 MILLION

POPULATION
AGED 16 TO 64



56.9%

23.2 MILLION



INTERNET USE

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OVERVIEW OF INTERNET USE

KEY INDICATORS OF INTERNET ADOPTION AND USE



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USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS

TOTAL NUMBER OF
INTERNET USERS
(ANY DEVICE)



we
are
social

30.52 75.0%

MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



KEPIOS

ANNUAL CHANGE
IN THE NUMBER
OF INTERNET USERS



owl

+2.3%

+699 THOUSAND

PROXY FOR MOBILE INTERNET USE:
SHARE OF SOCIAL MEDIA USERS
ACCESSING VIA MOBILE DEVICES*



99.7%

SOURCES: KEPIOS (JAN 2021) BASED ON DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APJII; CNNIC; THE U.N.; SOCIAL PLATFORMS' SELF-SERVICE ADVERTISING TOOLS. ***ADVISORY:** SOCIAL MEDIA USERS MAY NOT BE REPRESENTATIVE OF ALL INTERNET USERS. **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE **NOT COMPARABLE** WITH DATA PUBLISHED IN PREVIOUS REPORTS.

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DIFFERENT PERSPECTIVES: INTERNET ADOPTION

INDICATORS OF INTERNET ADOPTION PUBLISHED BY DIFFERENT SOURCES, OFFERED FOR REFERENCE AND PERSPECTIVE



IRAQ

OUR HEADLINE VALUE FOR INTERNET USERS INCLUDES ADDITIONAL DATA SOURCES, AND MAY NOT MATCH ANY OF THE VALUES SHOWN ON THIS CHART

ITU: INDIVIDUALS
USING THE
INTERNET



30.52

MILLION

vs. POPULATION:

75.0%



CIA WORLD
FACTBOOK:
INTERNET USERS*



20.09

MILLION

vs. POPULATION:

49.4%



INTERNET
WORLD STATS:
INTERNET USERS



21.28

MILLION

vs. POPULATION:

52.3%



WORLD BANK:
INDIVIDUALS USING
THE INTERNET



20.09

MILLION

vs. POPULATION:

49.4%



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SOURCES: AS STATED ABOVE EACH ICON (ALL ACCESSED JAN 2021); POPULATION DATA VIA THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. *NOTE: THE FIGURE FOR CIA WORLD FACTBOOK COMPARES THE PUBLISHED INTERNET PENETRATION RATE WITH THE LATEST POPULATION DATA FROM THE U.N. COMPARABILITY ADVISORY: THE HEADLINE FIGURE FOR INTERNET USERS CITED ELSEWHERE IN THIS REPORT INCLUDES DATA FROM SOURCES NOT FEATURED ON THIS SLIDE, AND MAY NOT MATCH ANY OF THE VALUES SHOWN HERE.

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INTERNET CONNECTION SPEEDS: OVERVIEW



IRAQ

AVERAGE **DOWNLOAD** SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS

AVERAGE DOWNLOAD SPEED OF MOBILE INTERNET CONNECTIONS



we are social

14.39

MBPS

YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF MOBILE INTERNET CONNECTIONS



KEPIOS

+46.7%

AVERAGE DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS



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28.44

MBPS

YEAR-ON-YEAR CHANGE IN AVERAGE SPEED OF FIXED INTERNET CONNECTIONS



+23.0%

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SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS



IRAQ

THE FIGURES ON THIS CHART ARE BASED ON WEB TRAFFIC TO WEB BROWSERS ONLY, AND DO NOT INCLUDE DATA FOR OTHER ICT-RELATED ACTIVITIES

MOBILE
PHONES



75.8%

DEC 2020 vs. DEC 2019:

-1.6%

-124 BPS

LAPTOPS &
DESKTOPS



21.1%

DEC 2020 vs. DEC 2019:

+0.4%

+9 BPS

TABLET
COMPUTERS



2.9%

DEC 2020 vs. DEC 2019:

+56%

+105 BPS

OTHER
DEVICES



0.15%

DEC 2020 vs. DEC 2019:

+200%

+10 BPS



we
are
social



we
are
social



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SOURCE: STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH DEVICE'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. **NOTES:** FIGURES FOR DEVICE SHARE ARE FOR DECEMBER 2020; ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2020 TO DECEMBER 2019. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE IN SHARE VALUES.

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SHARE OF WEB TRAFFIC BY BROWSER

BASED ON WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE



IRAQ

CHROME



73.2%

Y-O-Y: +0.7%



SAFARI



15.5%

Y-O-Y: +6.4%



FIREFOX



1.3%

Y-O-Y: -19%



SAMSUNG INTERNET



6.1%

Y-O-Y: -24%

MICROSOFT EDGE*



1.2%

Y-O-Y: +94%



OPERA



1.0%

Y-O-Y: +4.0%



INTERNET EXPLORER



0.2%

Y-O-Y: -31%



OTHER



1.4%

Y-O-Y: +15%

SOURCE: STATCOUNTER (ACCESSED JANUARY 2021), BASED ON VALUES FOR DECEMBER 2020. *NOTES: VALUES FOR MICROSOFT EDGE INCLUDE EDGE LEGACY. "Y-O-Y" FIGURES REPRESENT YEAR-ON-YEAR CHANGE, AND COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2020 TO DECEMBER 2019. Y-O-Y CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

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TOP WEBSITES BY TRAFFIC (ALEXA)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO ALEXA*



IRAQ

#	WEBSITE	TIME / DAY	PAGES / DAY	#	WEBSITE	TIME / DAY	PAGES / DAY
01	GOOGLE.COM	15M 41S	17.02	11	NRTTV.COM	3M 05S	1.90
02	YOUTUBE.COM	17M 23S	9.86	12	MICROSOFT.COM	4M 29S	3.32
03	GOOGLE.IQ	5M 52S	7.18	13	INSTAGRAM.COM	8M 50S	9.83
04	FACEBOOK.COM	18M 47S	8.82	14	BASNEWS.COM	3M 05S	3.00
05	BONGACAMS.COM	2M 46S	1.59	15	TELEGRAM.ORG	6M 34S	3.51
06	SHABAKATY.COM	5M 15S	4.35	16	REDDIT.COM	5M 32S	4.40
07	WIKIPEDIA.ORG	3M 48S	3.10	17	XNXX.COM	12M 27S	9.51
08	YAHOO.COM	5M 08S	4.74	18	STACKOVERFLOW.COM	6M 10S	3.92
09	RUDAW.NET	5M 40S	3.60	19	SHAFQA.COM	13M 46S	6.10
10	AMAZON.COM	10M 40S	9.94	20	FREEPIK.COM	10M 16S	6.91

SOURCE: ALEXA (JAN 2021). ***NOTES:** 'ALEXA' IS THE NAME OF AMAZON'S INSIGHTS ARM, AND DATA SHOWN HERE ARE NOT RESTRICTED TO ACTIVITIES ON 'ALEXA' VOICE PLATFORMS. VALUES FOR "TIME / DAY" AND "PAGES / DAY" REPRESENT ALEXA'S ESTIMATES OF AVERAGES FOR GLOBAL VISITORS, NOT JUST LOCAL MARKET VISITORS. "TIME / DAY" VALUES REPORTED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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GOOGLE SEARCH: TOP QUERIES IN 2020

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH BETWEEN 01 JANUARY AND 31 DECEMBER 2020



IRAQ

#	SEARCH QUERY	INDEX
01	روص	100
02	سقطلا	77
03	سيف	38
04	مجرتم	35
05	قار علا	32
06	ةمجرت	27
07	GOOGLE	25
08	بانس	25
09	YOUTUBE	21
10	همجرت	18

#	SEARCH QUERY	INDEX
11	يجيب	17
12	اد غ سقطلا	17
13	FACEBOOK	17
14	تانب روص	17
15	بويتوي	16
16	اتسنا	16
17	كوب سيف	14
18	TRANSLATE	14
19	باعلا	13
20	INSTAGRAM	12



SOCIAL MEDIA USE

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SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



IRAQ

DATA ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.

TOTAL NUMBER OF
ACTIVE SOCIAL
MEDIA USERS*



25.00

MILLION

61.4%

SOCIAL MEDIA USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



ANNUAL CHANGE
IN THE NUMBER OF
SOCIAL MEDIA USERS



+19.0%

+4.0 MILLION

NUMBER OF SOCIAL
MEDIA USERS ACCESSING
VIA MOBILE PHONES



24.93

MILLION

PERCENTAGE OF TOTAL
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



99.7%

SOURCES: KEPIOS (JAN 2021), BASED ON EXTRAPOLATIONS OF DATA FROM: COMPANY EARNINGS ANNOUNCEMENTS AND MEDIA STATEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; CNNIC; MEDIASCOPE; CAFEBAZAAR; OCDH. *ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY EXCEED INTERNET USER NUMBERS. COMPARABILITY ADVISORY: SOURCE AND BASE CHANGES AND HISTORICAL REVISIONS. DATA MAY NOT CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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FACEBOOK: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



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POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON FACEBOOK

FACEBOOK'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+

QUARTER-ON-QUARTER CHANGE IN FACEBOOK'S ADVERTISING REACH

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*



we are social



20.00 73.5%

MILLION

+5.3% 25.4% 74.6%

+1.0 MILLION

JAN

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FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



IRAQ

PERCENTAGE OF FACEBOOK USERS ACCESSING VIA ANY KIND OF MOBILE PHONE



99.7%



PERCENTAGE OF FACEBOOK USERS ACCESSING VIA LAPTOP OR DESKTOP COMPUTERS ONLY



0.3%



PERCENTAGE OF FACEBOOK USERS ACCESSING VIA BOTH PHONES AND COMPUTERS



4.1%



PERCENTAGE OF FACEBOOK USERS ACCESSING VIA MOBILE PHONES ONLY



95.6%

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FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



IRAQ

NUMBER OF FACEBOOK PAGES LIKED (LIFETIME)



2



FEMALE: MALE:

2

2

POSTS LIKED IN THE PAST 30 DAYS (ALL POST TYPES)



14



FEMALE: MALE:

13

14

COMMENTS MADE IN THE PAST 30 DAYS (ALL POST TYPES)



10



FEMALE: MALE:

9

11

FACEBOOK POSTS SHARED IN THE PAST 30 DAYS (ALL POST TYPES)



1



FEMALE: MALE:

1

1

FACEBOOK ADVERTS CLICKED IN THE PAST 30 DAYS (ANY CLICK TYPE)



17

FEMALE: MALE:

15

17

JAN

2021

TOP YOUTUBE SEARCH QUERIES

USERS' TOP SEARCH QUERIES ON YOUTUBE IN 2020



IRAQ

#	SEARCH QUERY	INDEX
01	يناغا	100
02	هينغا	61
03	يجيب	30
04	ديرا	30
05	يجيب يجيب يجيب	30
06	يجيب يجيب	29
07	بييب	27
08	مساب	22
09	لافتا	21
10	ديس	19

#	SEARCH QUERY	INDEX
11	افش	18
12	افش افش	18
13	ينلابركلا مساب	18
14	باعلا	17
15	حدر	17
16	برح بضترم	13
17	نوترك	13
18	ورتا	11
19	شيشتح	11
20	هفوزعم	10

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INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



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POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON INSTAGRAM

INSTAGRAM'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+

QUARTER-ON-QUARTER CHANGE IN INSTAGRAM'S ADVERTISING REACH

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS FEMALE*

PERCENTAGE OF ITS AD AUDIENCE THAT INSTAGRAM REPORTS IS MALE*



13.00 47.8%

MILLION

+8.3% 33.3%

+1.0 MILLION

66.7%

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FACEBOOK MESSENGER: AUDIENCE OVERVIEW



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THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK MESSENGER

POTENTIAL AUDIENCE* THAT FACEBOOK REPORTS CAN BE REACHED USING ADVERTS ON MESSENGER



17.00

MILLION

MESSENGER'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+



62.5%

25.9%

PERCENTAGE OF MESSENGER'S AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*



PERCENTAGE OF MESSENGER'S AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*



74.1%

JAN

2021

LINKEDIN: AUDIENCE OVERVIEW



IRAQ

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN

POTENTIAL AUDIENCE* THAT LINKEDIN REPORTS CAN BE REACHED WITH ADVERTS ON LINKEDIN

LINKEDIN'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 18+

QUARTER-ON-QUARTER CHANGE IN LINKEDIN'S ADVERTISING REACH

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS FEMALE*

PERCENTAGE OF ITS AD AUDIENCE THAT LINKEDIN REPORTS IS MALE*



1.20 5.2%

MILLION

0% 9.8%

[UNCHANGED]

90.2%

SOURCE: LINKEDIN'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021). *NOTES: LINKEDIN'S TOOLS REPORT TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS, SO DATA ON THIS CHART ARE NOT COMPARABLE WITH SIMILAR DATA POINTS FOR OTHER PLATFORMS. LINKEDIN DOES NOT REPORT AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER SHARE BASED ON AVAILABLE DATA. *ADVISORY: "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. [COMPARABILITY ADVISORY: BASE CHANGES.

JAN

2021

SNAPCHAT: AUDIENCE OVERVIEW



IRAQ

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT

POTENTIAL AUDIENCE* THAT SNAP REPORTS CAN BE REACHED WITH ADVERTS ON SNAPCHAT



11.25 41.4%

MILLION

SNAPCHAT'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+



we are social

QUARTER-ON-QUARTER CHANGE IN SNAPCHAT'S ADVERTISING REACH



+17.2% 53.7%

+1.7 MILLION

PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS FEMALE*



PERCENTAGE OF ITS AD AUDIENCE THAT SNAPCHAT REPORTS IS MALE*



44.1%

SOURCE: SNAP'S SELF-SERVICE ADVERTISING TOOLS (JAN 2021), BASED ON THE MID-POINT OF PUBLISHED RANGES. *NOTE: SNAP'S TOOLS DO NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT FIGURES FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO GENDER SHARE FIGURES WILL NOT SUM TO 100%.

*ADVISORY: "AUDIENCE" FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE ACTIVE USER BASE. □ COMPARABILITY ADVISORY: BASE CHANGES.

JAN

2021

TWITTER: AUDIENCE OVERVIEW



IRAQ

THE POTENTIAL AUDIENCE* THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER

POTENTIAL AUDIENCE* THAT TWITTER REPORTS CAN BE REACHED WITH ADVERTS ON TWITTER

TWITTER'S POTENTIAL ADVERTISING AUDIENCE COMPARED TO THE TOTAL POPULATION AGED 13+

QUARTER-ON-QUARTER CHANGE IN TWITTER'S ADVERTISING REACH

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS FEMALE*

PERCENTAGE OF ITS AD AUDIENCE THAT TWITTER REPORTS IS MALE*



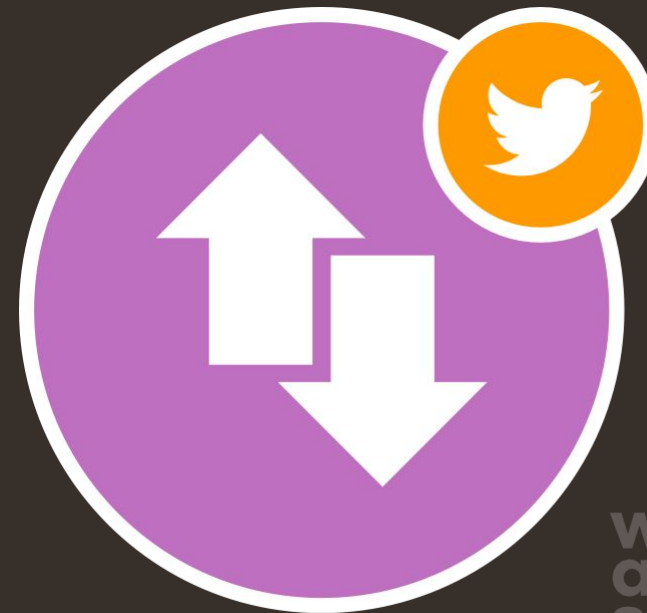
1.30 4.8%

MILLION



0% 4.6%

[UNCHANGED]



95.4%



MOBILE USE

JAN

2021

MOBILE CONNECTIONS BY TYPE



IRAQ

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION

PRE-PAID CONNECTIONS AS A PERCENTAGE OF ALL MOBILE CONNECTIONS

POST-PAID CONNECTIONS AS A PERCENTAGE OF ALL MOBILE CONNECTIONS

BROADBAND CONNECTIONS (3G-5G) AS A PERCENTAGE OF ALL MOBILE CONNECTIONS



40.01 98.3%

MILLION



95.5%



4.5%



46.3%

JAN

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MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY



IRAQ

OVERALL COUNTRY INDEX SCORE



MOBILE NETWORK INFRASTRUCTURE



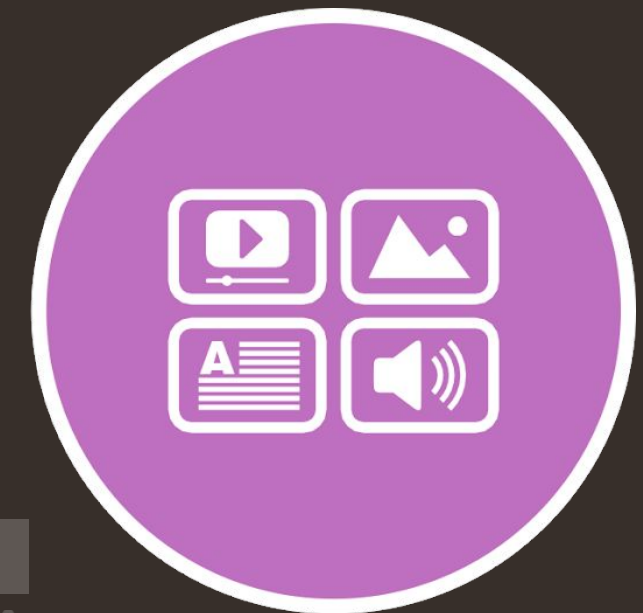
AFFORDABILITY OF DEVICES AND SERVICES



CONSUMER READINESS



AVAILABILITY OF RELEVANT CONTENT AND SERVICES



45.52 35.80 46.91 48.04 53.21

JAN

2021

SHARE OF WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT OPERATING SYSTEMS



IRAQ

SHARE OF WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES



81.4%

DEC 2020 vs. DEC 2019:

-2.5%

SHARE OF WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES



18.3%

DEC 2020 vs. DEC 2019:

+12%

SHARE OF WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES



0%

DEC 2020 vs. DEC 2019:

[N/A]

SHARE OF WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES*



0.2%

DEC 2020 vs. DEC 2019:

+467%

SHARE OF WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES



0.05%

DEC 2020 vs. DEC 2019:

-29%

SOURCE: STATCOUNTER (ACCESSED JAN 2021). FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS ONLY. SHARE FIGURES ARE FOR DECEMBER 2020. ANNUAL CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). *NOTE: FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID.



ECOMMERCE USE

JAN

2021

FINANCIAL INCLUSION FACTORS



IRAQ

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION



22.7%



HAS A CREDIT CARD



1.8%



HAS A MOBILE MONEY ACCOUNT*



4.2%



MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE



13.5%

PERCENTAGE OF WOMEN WITH A CREDIT CARD



0.9%



PERCENTAGE OF MEN WITH A CREDIT CARD



2.7% 9.9%



PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS



PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS



17.2%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST DATA AVAILABLE IN JAN 2021). *NOTES: PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

