

DIGITAL GROWTH YES, BUT NOT BALANCED

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Digital, Social & Mobile in 2015 from We Are Social Singapore

We present this complex work of [We Are Social](#), a marketing agency and online communication 2.0 that helps brands to interact on social media, to listen, understand and participate in the conversations that take place around them.

A laborious work resulting from the compilation of digital statistics from more than 240 countries around the world, results in the profile of the 30 largest economies on the planet in terms of the use of social and mobile networks and other digital trends.

In this 2015, the data continues to be good in a first general appearance since of 7,210 billion people living in the world, 3,010 billion are active Internet users. On the other hand, if we delve into the bowels of the study, we observe large differences between countries. While in Western Europe Internet use is 82%, in Africa it is 26%.

It is clear that society has no intention of stopping this growth and that not everyone benefits from it despite the overall data suggesting a joint benefit. What's more, the gap may even continue to increase since in the last year population growth has been 1.6% and the increase in active Internet users and mobile users has been 21% and 5% respectively (which clearly these last two increases have been due to western countries).

Regarding social networks, the annual increase has been 12%, with 29% of the world's citizens using them. [GlobalWebIndex](#) published through its analysis that the average user spends 2 hours and 25 minutes using social networks or microblogs.

The case of mobiles is the most striking. Speaking of quantitative data, [this same publication from 2014](#) reported that at the time there were 7.324 billion mobile subscriptions according to data from [Worldometers](#). Which means that in 2014 there were 44 million more mobile phones than people in the world. Of course, the figure is much more shocking taking into account the inequality since in many countries of the East the population does not have mobile phones.

The mobile is the center of the digital world and the data shows it. Mobile participation in web traffic has increased by 39% compared to the previous year, with a third of web pages providing coverage to this format. As we have already mentioned, it all depends on the place. The differences between Papua New Guinea with 89% of pages providing this service compared to 0.1% in the Caribbean Islands, are abysmal.

In Spain, the data remains above the world average despite having some curious data. It is true that the number of mobile phones continues to exceed the number of inhabitants, but in the last year the number of subscriptions to mobile phones has decreased by 10% since June 2014. The use of social networks remains slightly below average. with 1 hour 54 min daily. For the rest, there are quite a few indicators of a western country, such as 47% of the population with active social networks.

The We Are Social study provides us with an infinite number of very useful graphics for any type of presentation and/or study. A very nice way of seeing technological progress and realizing that this must be kept sustainable without it getting out of hand.

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