



**EGYPT**

JAN  
2018

# DIGITAL IN EGYPT

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



98.46  
MILLION

URBANISATION:

43%

INTERNET  
USERS



49.23  
MILLION

PENETRATION:

50%

ACTIVE SOCIAL  
MEDIA USERS



39.00  
MILLION

PENETRATION:

40%

UNIQUE  
MOBILE USERS



64.95  
MILLION

PENETRATION:

66%

ACTIVE MOBILE  
SOCIAL USERS



35.00  
MILLION

PENETRATION:

36%

we  
are  
social



we  
are  
social



**SOURCES:** POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

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# ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET  
USERS



**+41%**

SINCE JAN 2017

**+14 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**+11%**

SINCE JAN 2017

**+4 MILLION**

UNIQUE  
MOBILE USERS



**+1%**

SINCE JAN 2017

**+910 THOUSAND**

ACTIVE MOBILE  
SOCIAL USERS



**+13%**

SINCE JAN 2017

**+4 MILLION**

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# POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL  
POPULATION



we  
are  
social

**98.46**  
MILLION

FEMALE  
POPULATION



**49.4%**

MALE  
POPULATION



we  
are  
social

**50.6%**

ANNUAL CHANGE IN  
POPULATION SIZE



**+1.9%**

MEDIAN  
AGE



**23.9**  
YEARS OLD

POPULATION LIVING  
IN URBAN AREAS



**43%**

GDP PER  
CAPITA



we  
are  
social

**\$11,150**

LITERACY  
(TOTAL)



**75%**

FEMALE  
LITERACY



we  
are  
social

**67%**

MALE  
LITERACY



**83%**

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# TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME  
SPENT USING THE  
INTERNET VIA ANY DEVICE



8H 10M

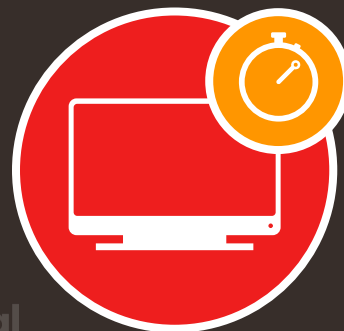
AVERAGE DAILY TIME  
SPENT USING SOCIAL  
MEDIA VIA ANY DEVICE



we  
are  
social

3H 09M

AVERAGE DAILY TV VIEWING TIME  
(BROADCAST, STREAMING  
AND VIDEO ON DEMAND)



global  
web  
index

3H 19M

AVERAGE DAILY TIME  
SPENT LISTENING TO  
STREAMING MUSIC



1H 11M

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# INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

49.23  
MILLION

INTERNET USERS AS A  
PERCENTAGE OF THE  
TOTAL POPULATION



50%

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



global  
web  
index

46.08  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



47%

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# INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS



INTERNET  
WORLD STATS



**37.33**  
MILLION

ITU (INTERNATIONAL  
TELECOMMUNICATION UNION)



**38.61**  
MILLION

INTERNET  
LIVE STATS



**30.84**  
MILLION

CIA WORLD  
FACTBOOK



**38.60**  
MILLION

we  
are  
social



we  
are  
social

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# INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET  
SPEED VIA FIXED  
CONNECTIONS



OOKLA

5.38  
MBPS

AVERAGE INTERNET  
SPEED VIA MOBILE  
CONNECTIONS



15.4  
MBPS

ACCESS THE INTERNET  
MOST OFTEN VIA A  
COMPUTER OR TABLET



[N/A]

we  
are  
social

ACCESS EQUALLY VIA  
A SMARTPHONE AND  
COMPUTER OR TABLET



Google

[N/A]

ACCESS THE INTERNET  
MOST OFTEN VIA A  
SMARTPHONE



[N/A]



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# SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &  
DESKTOPS



**57%**

YEAR-ON-YEAR CHANGE:

**-16%**

MOBILE  
PHONES



**41%**

YEAR-ON-YEAR CHANGE:

**+33%**

TABLET  
DEVICES



**2%**

YEAR-ON-YEAR CHANGE:

**+14%**

OTHER  
DEVICES



**0.04%**

YEAR-ON-YEAR CHANGE:

**[N/A]**

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# SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.EG	SEARCH	138,000,000	11M 44S	8.4
02	FACEBOOK.COM	SOCIAL	133,100,000	24M 09S	17.2
03	YOUTUBE.COM	TV & VIDEO	129,900,000	24M 17S	10.7
04	GOOGLE.COM	SEARCH	54,300,000	10M 10S	11.3
05	YAHOO.COM	NEWS & MEDIA	15,400,000	7M 59S	5.9
06	JUMIA.COM.EG	SHOPPING	13,500,000	4M 40S	4.4
07	TWITTER.COM	SOCIAL	13,200,000	14M 43S	9.1
08	WIKIPEDIA.ORG	REFERENCE	10,500,000	4M 24S	3.0
09	YOUM7.COM	NEWS & MEDIA	9,800,000	7M 05S	3.9
10	HAO123.COM	SHOPPING	9,500,000	2M 56S	1.5

we  
are  
social

**SOURCE:** SIMILARWEB, JANUARY 2018, BASED ON AVERAGE MONTHLY DATA FOR Q4 2017. **NOTES:** MONTHLY TRAFFIC REPRESENTS TOTAL VISITS TO EACH SITE, NOT UNIQUE VISITORS. DATA FOR SOME COUNTRIES REPRESENTS DESKTOP TRAFFIC, WHILST OTHERS REPRESENTS TRAFFIC FROM BOTH DESKTOP AND MOBILE DEVICES. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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# ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.EG	7M 00S	8.99	11	JAWABKOM.COM	1M 18S	1.41
02	YOUTUBE.COM	8M 18S	4.79	12	YAHOO.COM	4M 02S	3.61
03	FACEBOOK.COM	10M 21S	4.00	13	ELMOGAZ.COM	3M 38S	2.03
04	YOUM7.COM	7M 18S	3.77	14	JUMIA.COM.EG	3M 43S	2.79
05	GOOGLE.COM	7M 32S	8.56	15	YALLAKORA.COM	6M 00S	3.99
06	SPEAKOL.COM	1M 14S	1.40	16	DELOTON.COM	1M 02S	1.52
07	ALBAWABHNEWS.COM	3M 33S	2.14	17	ELWATANNEWS.COM	4M 07S	2.46
08	ELFAGR.COM	3M 06S	2.16	18	HAO123.COM	1M 57S	2.32
09	VIDEOYOUM7.COM	2M 21S	1.49	19	NMISR.COM	2M 13S	1.70
10	ELBALAD.NEWS	4M 44S	3.00	20	VETOGATE.COM	3M 44S	2.27

**SOURCE:** ALEXA, JANUARY 2018. **NOTES:** 'TIME' REPRESENTS TIME SPENT ON SITE PER DAY. 'PAGES' REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. **ADVISORY:** SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

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# TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	فيس	100
02	صور	79
03	FACEBOOK	76
04	فيس بوك	68
05	افلام	50
06	GOOGLE	44
07	اليوم السابع	38
08	العاب	34
09	يوتيوب	33
10	YOUTUBE	32

#	QUERY	INDEX
11	كورة	28
12	مترجم	27
13	ترجمة	24
14	اغاني	24
15	جوجل	23
16	يلا كورة	22
17	اخبار	21
18	TRANSLATE	21
19	الفيس	18
20	الزمالك	16

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# SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

39.00  
MILLION

ACTIVE SOCIAL USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



40%

TOTAL NUMBER  
OF SOCIAL USERS  
ACCESSING VIA MOBILE



we  
are  
social

35.00  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION

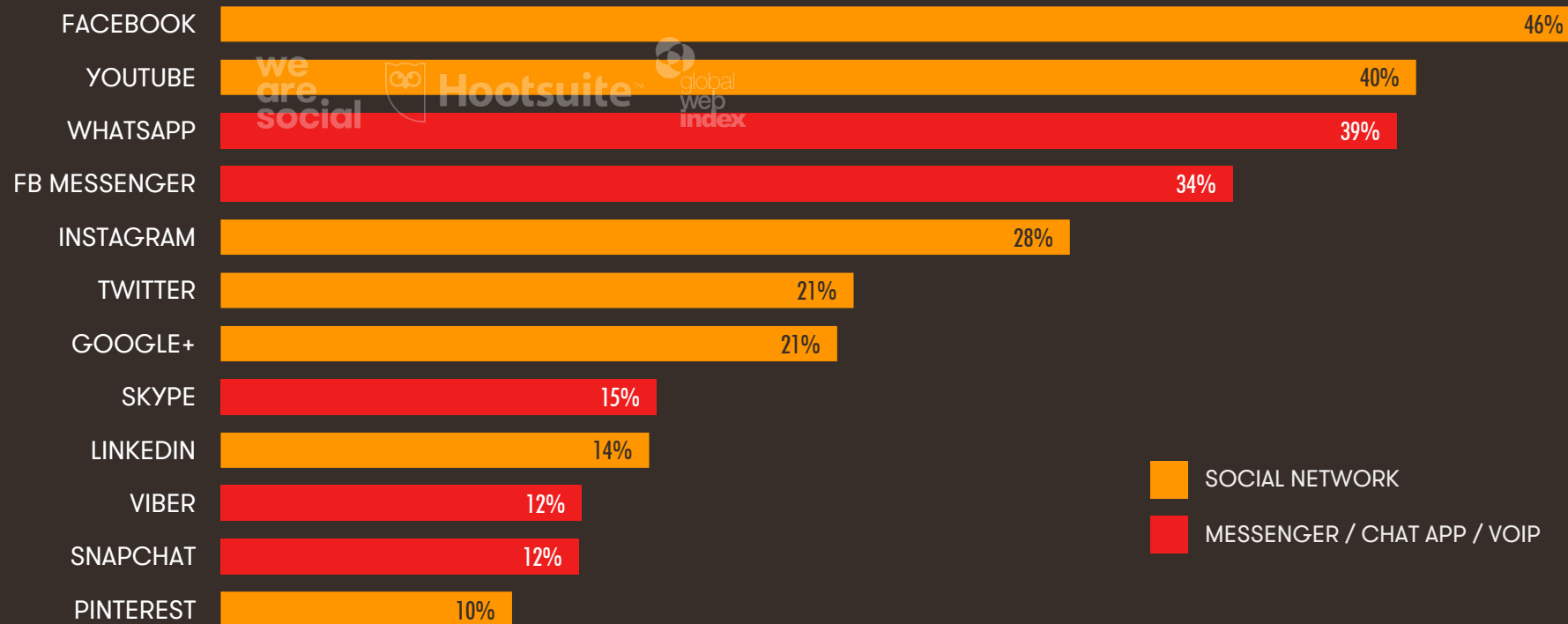


36%

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# MOST ACTIVE SOCIAL MEDIA PLATFORMS

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



**SOURCE:** GLOBALWEBINDEX, Q2 & Q3 2017. BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTES:** DATA FOR PLATFORMS WITH AN ASTERISK (\*) IS COLLECTED IN A DIFFERENT PART OF THE SURVEY TO OTHER PLATFORM DATA. ALL DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. **ADVISORY:** FIGURES ARE BASED ON RESPONSES TO A SURVEY, AND MAY NOT CORRELATE TO SOCIAL MEDIA PENETRATION FIGURES SHOWN ELSEWHERE IN THIS REPORT; FOR FULL DETAILS, SEE THE NOTES AT THE END OF THIS REPORT.

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# FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF  
MONTHLY ACTIVE  
FACEBOOK USERS



**39.00**  
MILLION

we  
are  
social

ANNUAL CHANGE IN  
FACEBOOK USERS  
vs. JANUARY 2017



**+11%**



PERCENTAGE OF  
FACEBOOK USERS  
ACCESSING VIA MOBILE



**90%**

we  
are  
social

PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS FEMALE



**37%**



PERCENTAGE OF  
FACEBOOK PROFILES  
DECLARED AS MALE

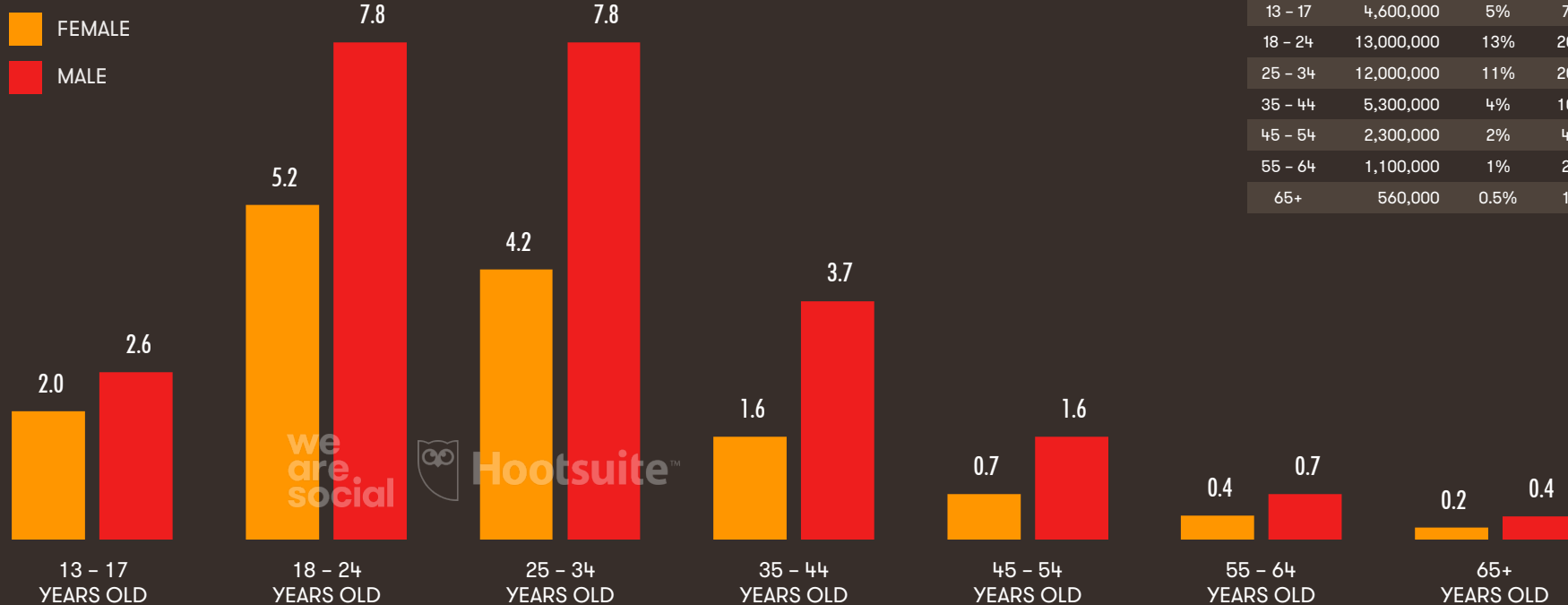


**63%**

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# PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



**SOURCE:** EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. **NOTES:** THE "TOTAL" COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.



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# AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY  
CHANGE IN PAGE LIKES



+0.10%

AVERAGE POST REACH  
vs. PAGE LIKES



3.8%

AVERAGE ORGANIC  
REACH vs. PAGE LIKES



2.3%

PERCENTAGE OF PAGES  
USING PAID MEDIA



21.4%

AVERAGE PAID REACH  
vs. TOTAL REACH



25.7%

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# AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES)



we  
are.  
social

3.39%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS



locowise

5.45%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS



5.55%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS



locowise

2.39%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS



3.05%

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# INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF  
MONTHLY ACTIVE  
INSTAGRAM USERS



10.00  
MILLION

we  
are  
social

ACTIVE INSTAGRAM  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



10%



FEMALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



40%

we  
are  
social

MALE USERS AS A  
PERCENTAGE OF ALL  
ACTIVE INSTAGRAM USERS



60%

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# MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS



NUMBER OF UNIQUE  
MOBILE USERS (ANY  
TYPE OF HANDSET)



we  
are.  
social

64.95  
MILLION

MOBILE PENETRATION  
(UNIQUE USERS vs.  
TOTAL POPULATION)



GSMA

66%

TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



100.1  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

102%

AVERAGE NUMBER OF  
CONNECTIONS PER  
UNIQUE MOBILE USER



1.54

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# MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)



TOTAL NUMBER  
OF MOBILE  
CONNECTIONS



100.1  
MILLION

we  
are  
social

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



102%

we  
are  
social  
GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



88%

we  
are  
social  
GSMA

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



12%

we  
are  
social  
GSMA

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G & 4G)



58%

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# MOBILE CONNECTIVITY INDEX

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



OVERALL COUNTRY  
INDEX SCORE



54.95

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

MOBILE NETWORK  
INFRASTRUCTURE



45.85

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AFFORDABILITY OF  
DEVICES & SERVICES



59.68

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

CONSUMER  
READINESS



51.54

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT  
CONTENT & SERVICES



64.68

OUT OF A MAXIMUM  
POSSIBLE SCORE OF 100

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# MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



PERCENTAGE OF THE  
POPULATION USING  
MOBILE MESSENGERS



44%

PERCENTAGE OF THE  
POPULATION WATCHING  
VIDEOS ON MOBILE



42%

PERCENTAGE OF THE  
POPULATION PLAYING  
GAMES ON MOBILE



36%

PERCENTAGE  
OF THE POPULATION  
USING MOBILE BANKING



13%

PERCENTAGE OF THE  
POPULATION USING  
MOBILE MAP SERVICES



31%



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# FINANCIAL INCLUSION FACTORS

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



HAS A BANK  
ACCOUNT



14%

we  
are  
social

HAS A  
CREDIT CARD



2%



MAKES AND / OR RECEIVES  
MOBILE PAYMENTS VIA GSMA



1%

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



1%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



0.7%



PERCENTAGE OF MEN  
WITH A CREDIT CARD



3%

we  
are  
social

PERCENTAGE OF WOMEN  
MAKING INTERNET PAYMENTS



0.8%



PERCENTAGE OF MEN  
MAKING INTERNET PAYMENTS



2%



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# E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



we  
are  
social

40%

VISITED  
AN ONLINE  
RETAIL STORE



global  
web  
index

35%

PURCHASED A  
PRODUCT OR  
SERVICE ONLINE



global  
web  
index

22%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



global  
web  
index

14%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



14%