



FINANCIAL PLANNING STANDARDS BOARD



CFP Certification *Global excellence in financial planning*

According to *We Are Social*, Indonesia now has 88,1 Million active internet users, up 15% over the past 12 months.

SIM subscriptions in Indonesia stands at 326,3 Million, way more than its population

85% of the population own mobile phones, while 43% carry smartphones.

Source: We Are Social, 2016

**JAN
2016**

DIGITAL IN INDONESIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**259.1
MILLION**

URBANISATION: 55%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



**88.1
MILLION**

PENETRATION: 34%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



**79.0
MILLION**

PENETRATION: 30%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



**326.3
MILLION**

vs POPULATION: 126%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



**66.0
MILLION**

PENETRATION: 25%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

JAN
2016

ANNUAL GROWTH

GROWTH TRENDS FOR THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+15%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+10%

SINCE JAN 2015

GROWTH IN THE
NUMBER OF MOBILE
SUBSCRIPTIONS



we
are
social

+2%

SINCE JAN 2015

GROWTH IN THE NUMBER
OF ACTIVE MOBILE
SOCIAL USERS



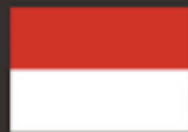
+6%

SINCE JAN 2015

JAN
2016

DIGITAL DEVICE OWNERSHIP

PERCENTAGE OF THE ADULT POPULATION* THAT OWNS EACH KIND OF DEVICE



MOBILE PHONE
(ALL TYPES)



we
are
social

85%

SMART
PHONE



Google

43%

LAPTOP OR
DESKTOP COMPUTER



we
are
social

15%

TABLET
DEVICE



4%

TV STREAMING
DEVICE



Google

1%

HANDHELD
GAMING CONSOLE



we
are
social

[N/A]

E-READER
DEVICE



Google

1%

WEARABLE
TECH DEVICE



1%

JAN
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SHARE OF WEB TRAFFIC

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



SHARE OF WEB
PAGE VIEWS:
LAPTOPS & DESKTOPS



we
are
social

28%

YEAR-ON-YEAR:

-41%

SHARE OF WEB
PAGE VIEWS:
MOBILE PHONES



Stat
Counter

70%

YEAR-ON-YEAR:

+41%

SHARE OF WEB
PAGE VIEWS:
TABLETS



we
are
social

3%

YEAR-ON-YEAR:

-37%

SHARE OF WEB
PAGE VIEWS:
OTHER DEVICES



-

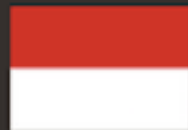
YEAR-ON-YEAR:

-

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2016

SOCIAL MEDIA USE

BASED ON MONTHLY ACTIVE USER NUMBERS REPORTED BY THE COUNTRY'S MOST ACTIVE PLATFORM



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

79.0M

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

30%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

66.0M

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



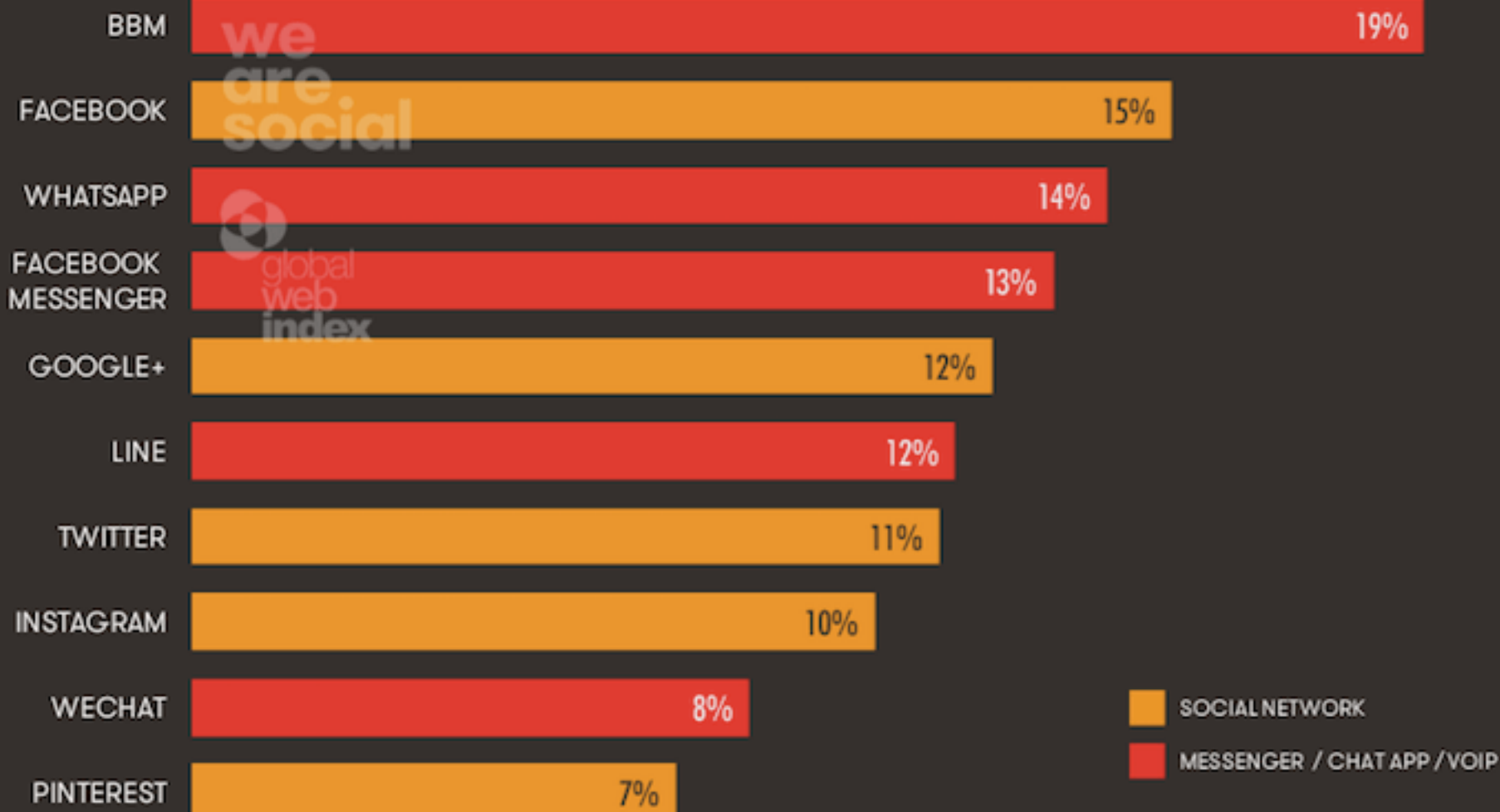
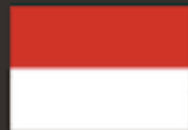
we
are
social

25%

JAN
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TOP ACTIVE SOCIAL PLATFORMS

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



JAN
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E-COMMERCE BY DEVICE

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



PURCHASED A
PRODUCT OR
SERVICE ONLINE
IN THE PAST 30 DAYS



we
are
social

27%

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY
IN THE PAST 30 DAYS



global
web
index

31%

VISITED AN
ONLINE RETAIL
STORE IN THE
PAST 30 DAYS



we
are
social

26%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER
IN THE PAST 30 DAYS



global
web
index

24%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE IN
THE PAST 30 DAYS



20%