

2019

INTERNETA
NOZARE
CIPAROS



Latvijas
INTERNETA
asociācija

IEVADS

Latvijas Interneta asociācija jau 4-to gadu pēc kārtas apkopo interneta nozares statistiku izdevumā ar nosaukumu "Interneta nozare ciparos", kurš ir pieejams interesentiem bez maksas digitālā formātā un ierobežotā skaitā drukātā formātā. Tā mērķis ir informēt elektronisko sakaru un IKT jomu uzņēmumus, kā arī valsts pārvaldi un nozares ministrijas par Latvijas situāciju interneta pieejamības un attīstības, interneta lietošanas, e-pakalpojumu un digitālo iespēju izmantošanas jomā vietējā, Eiropas un pasaules mērogā. Šajā materiālā ir iekļauti daudzveidīgi dati, kas būs noderīgi kā uzņēmumu darbiniekiem, valsts sektorā strādājošajiem, tā arī vienkāršam interneta lietotājam. Izdevums digitālā formātā pieejams asociācijas mājas lapā www.lia.lv.

IEPRIEKŠĒJO GADU STATISTIKAS APKOPOJUMI:



PAPILDU INFORMĀCIJA:

Latvijas Interneta asociācija (LIA) dibināta 2000. gada jūlijā. Tā ir sabiedriska organizācija, kas apvieno uzņēmumus, kas darbojas elektronisko sakaru jomā un ir ieinteresēti interneta vides attīstībā Latvijā.

LIA galvenais mērķis ir sekmēt elektronisko sakaru pakalpojumu attīstību Latvijā - kvalitatīva un ātra interneta pieejamību iedzīvotājiem visā valsts teritorijā.

Latvija jau šobrīd ir līdere interneta un mobilā interneta pakalpojumu sniegšanā Eiropā salīdzinājumā ar citām Eiropas valstīm, ieņemot interneta un digitālās lielvalsts statusu. Liels nopelns tajā ir LIA biedriem, vairāku gadu garumā mērķtiecīgi attīstot savus elektronisko sakaru pakalpojumus.

Datus apkopoja:
biedrība "Latvijas Interneta asociācija"

Datu apkopšanas periods:

2019. gada janvāris - aprīlis


Vizuālais noformējums: Ints Vikmanis

Kontaktinformācija:


office@lia.lv | 67281312; 27706277

www.lia.lv |  @asociacija

Pie katra grafika lietotās atzīmes nozīmē:

 Dati par Latviju

 Globālie dati

 Dati par ES dalībvalstīm



INTERNET CONNECTION SPEEDS

Average Download Speeds for Mobile and Fixed Internet Connections, With Year-On-Year Comparison

AVERAGE SPEED OF
MOBILE INTERNET
CONNECTIONS



29.38
MBPS

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



+6.6%

AVERAGE SPEED OF
FIXED INTERNET
CONNECTIONS



55.35
MBPS

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



+16%

MOBILE CONNECTIONS BY TYPE

Based on the Number of Cellular Connections
(Note: Not Unique Individuals)

TOTAL NUMBER
OF MOBILE
CONNECTIONS



2.74
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



142%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



30%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



70%

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



78%

MOBILE CONNECTIVITY INDEX

GSMA Intelligence's Assessment of Key Enablers and Drivers of Mobile Connectivity

OVERALL COUNTRY
INDEX SCORE



73.68

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



67.03

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



77.95

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



88.78

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



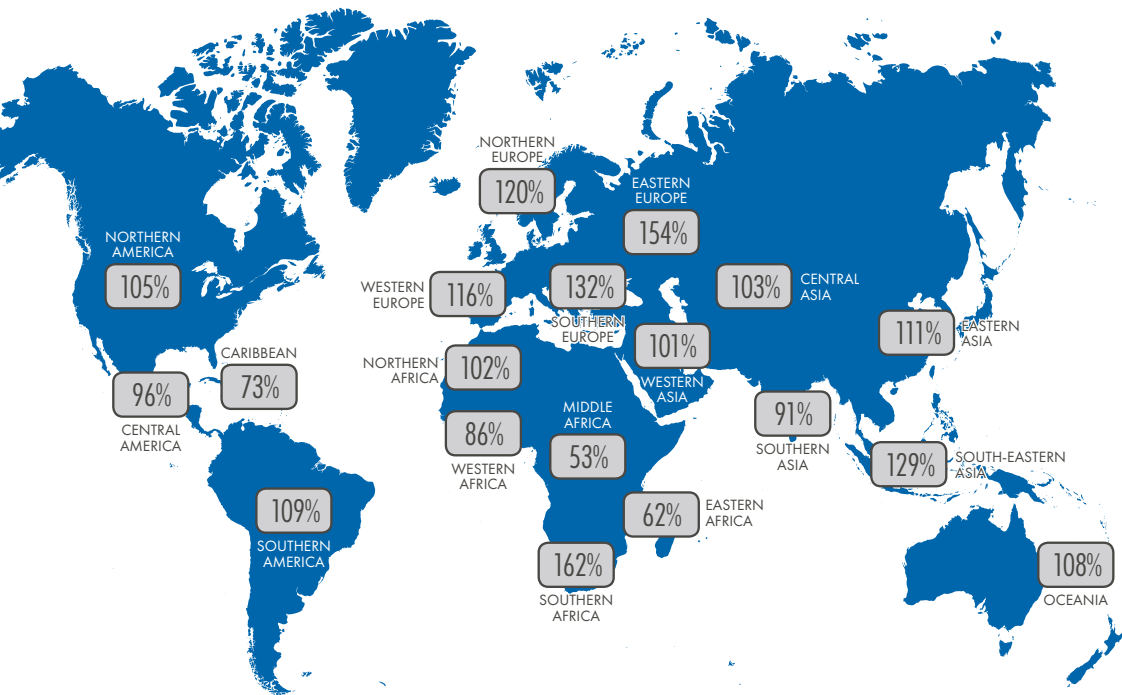
63.52

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100



MOBILE CONNECTIVITY BY REGION

The Number of Mobile Connections Compared to Total Population
(Note: Not Unique Users)

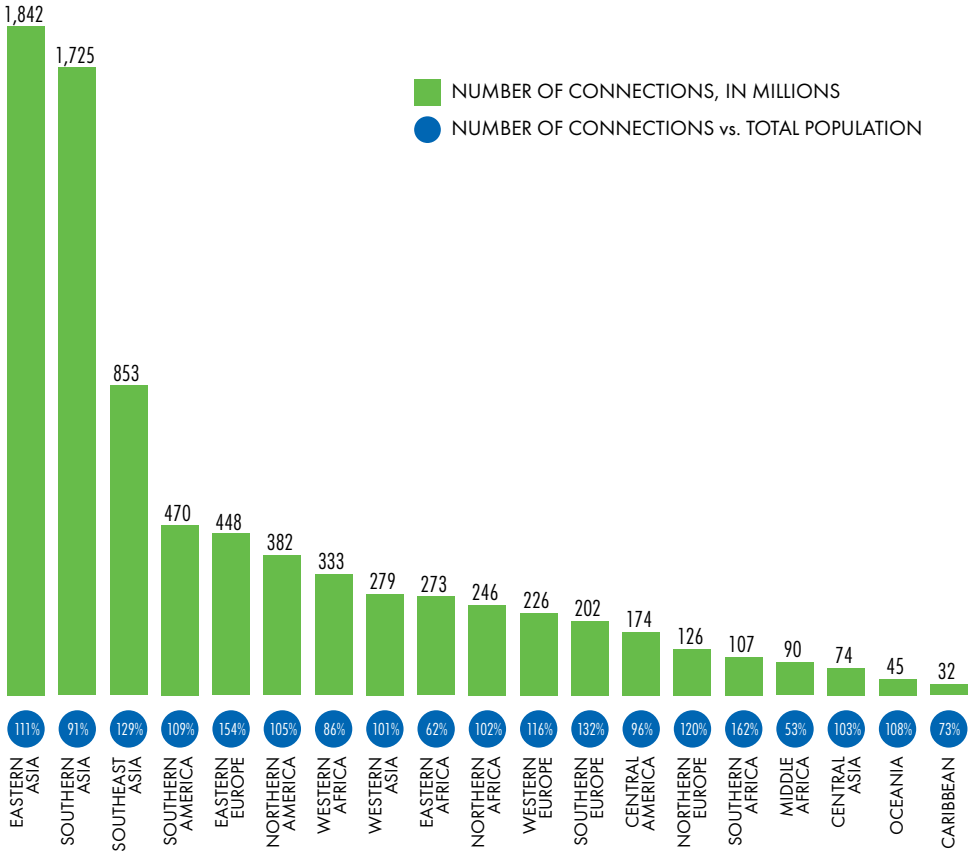


Source: datareportal.com
GSMA Intelligence (Q4 2018); Kepios Analysis. Notes: Figures are based on comparisons to total population, regardless of age. Advisory: mobile connections do not represent unique individuals, so figures over 100% indicate multiple mobile subscriptions per person. Regions as defined by the United Nations Geoscheme.



MOBILE CONNECTIVITY: REGIONAL OVERVIEW

Mobile Connections (in millions), and Mobile Connections as a Percentage of Total Population, by Region

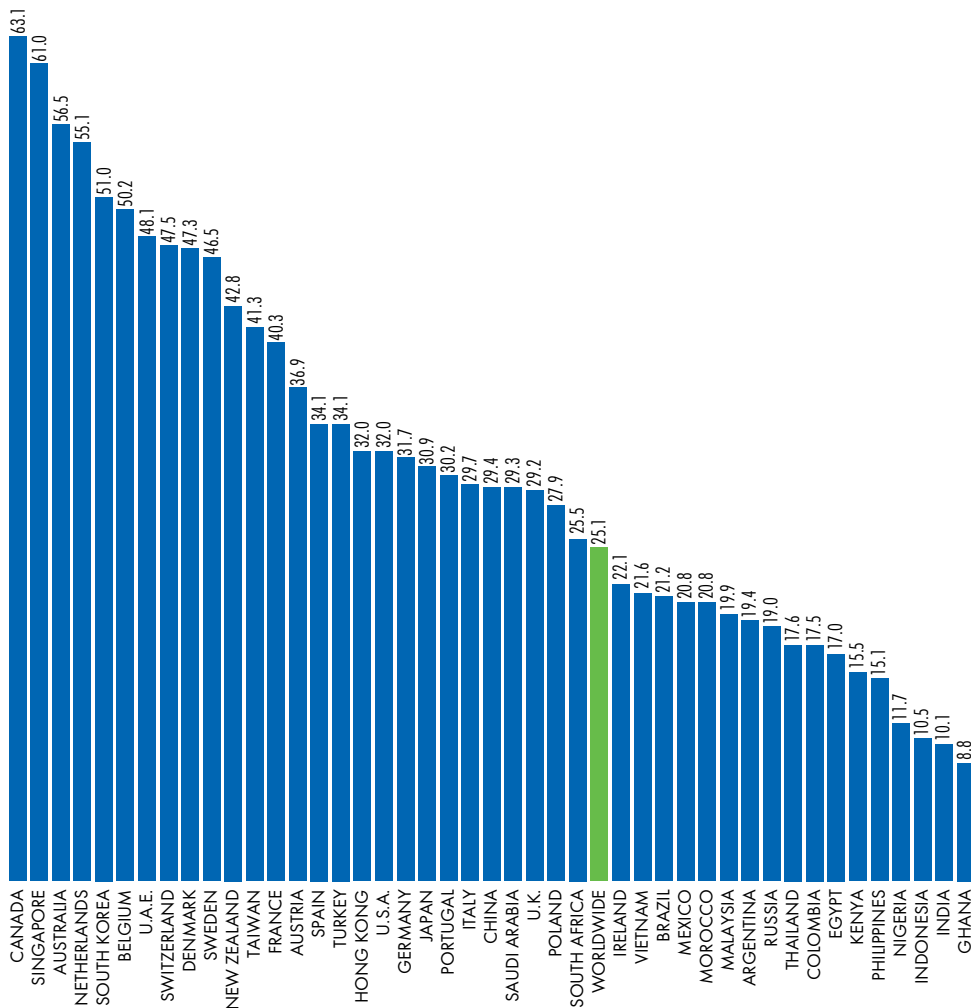


Source: datareportal.com
GSMA Intelligence (Q4 2018); Kepios Analysis. Regions as defined by the United Nations Geoscheme.



AVERAGE MOBILE INTERNET CONNECTION SPEEDS

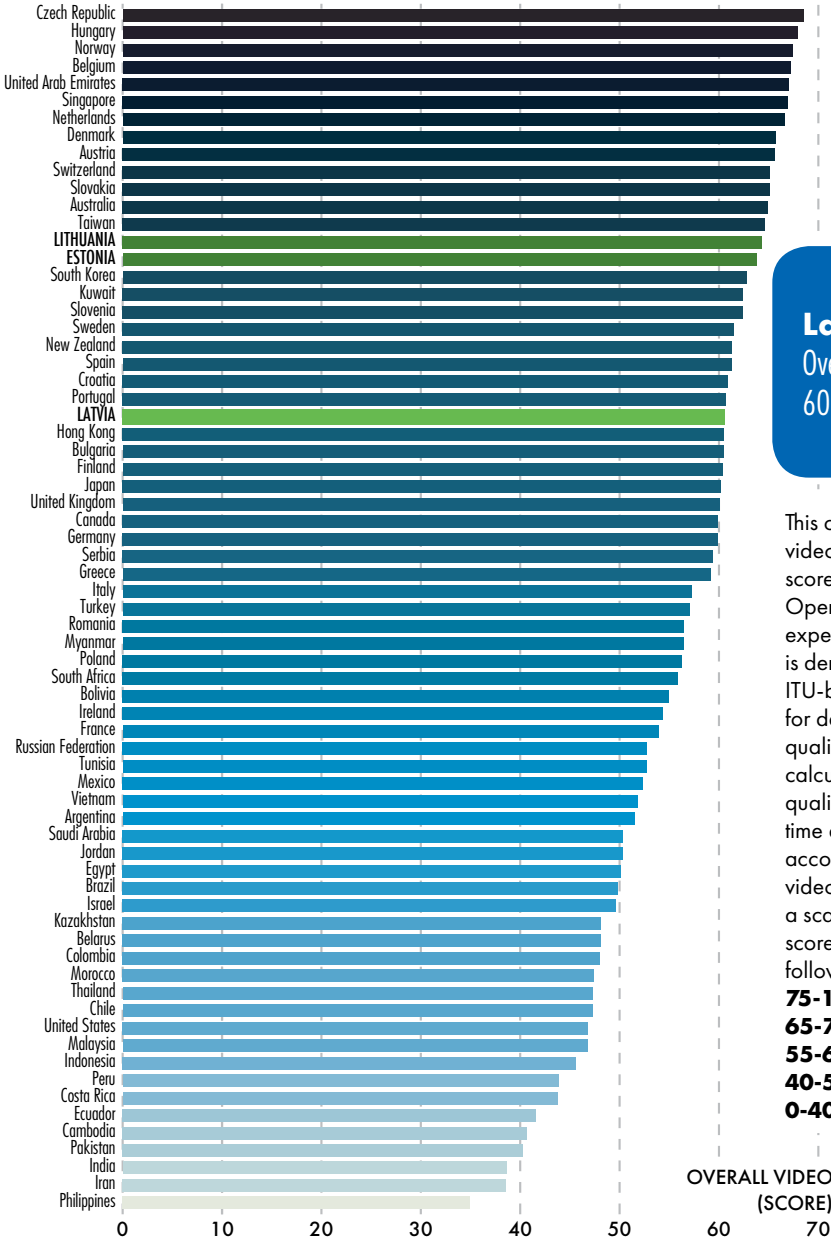
Average Download Speed of Mobile Internet Connections, in Mbps



Source: datareportal.com
OOKLA Speedtest (December 2018).



OVERALL VIDEO EXPERIENCE COMPARISON



Latvia
Overall Video:
60.64 score

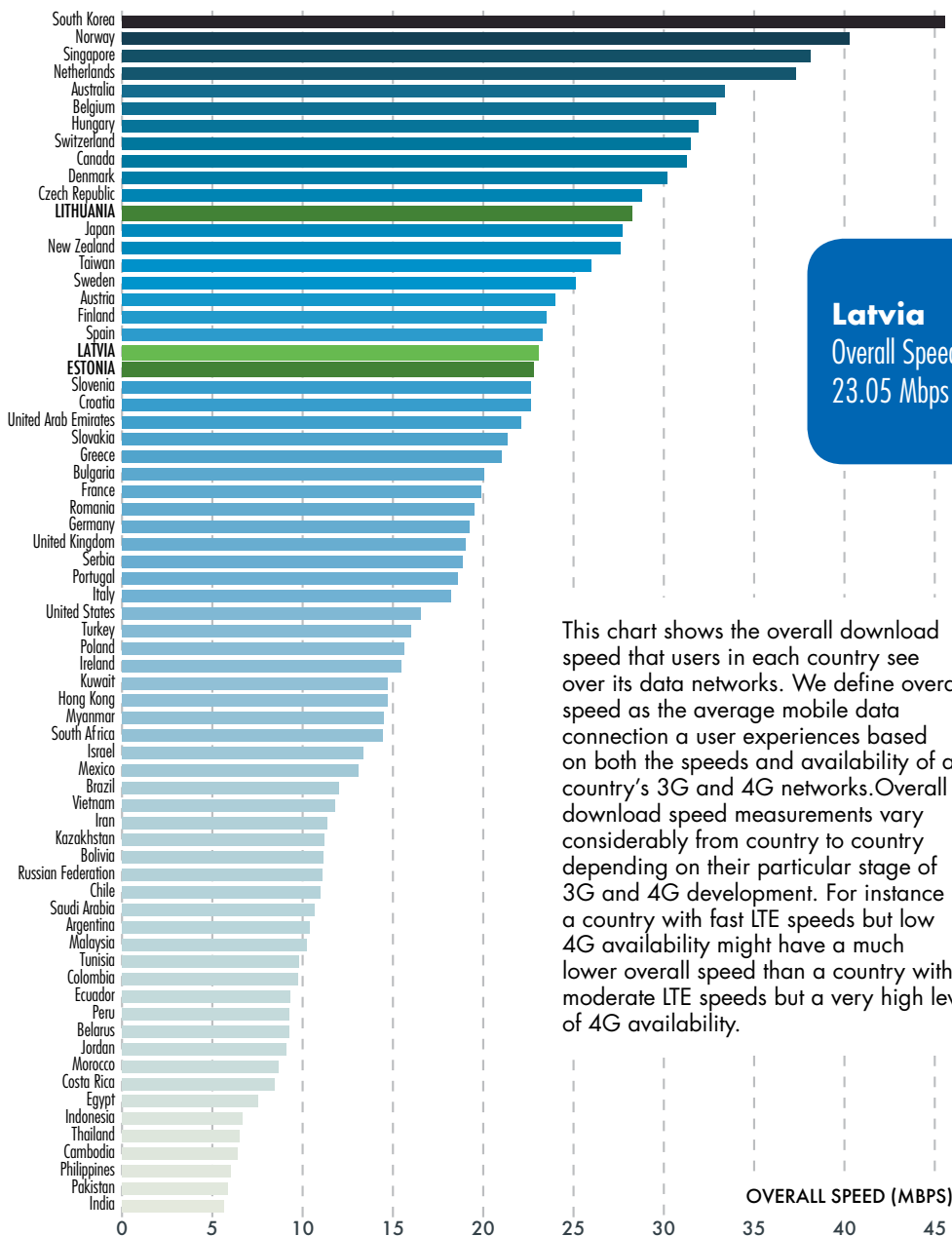
This chart shows the video experience scores for each country. Opensignal’s video experience metric is derived from an ITU-based approach for determining video quality. The metric calculation takes picture quality, video loading time and stall rate into account. We report video experience on a scale of 0-100, with scores falling into the following categories:

- 75-100 Excellent**
- 65-75 Very Good**
- 55-65 Good**
- 40-55 Fair**
- 0-40 Poor**

Source: The State of Mobile Video(September 2018), OpenSignal.com



OVERALL DOWNLOAD SPEED COMPARISON



Latvia
Overall Speed:
23.05 Mbps

This chart shows the overall download speed that users in each country see over its data networks. We define overall speed as the average mobile data connection a user experiences based on both the speeds and availability of a country's 3G and 4G networks. Overall download speed measurements vary considerably from country to country depending on their particular stage of 3G and 4G development. For instance a country with fast LTE speeds but low 4G availability might have a much lower overall speed than a country with moderate LTE speeds but a very high level of 4G availability.



PAKALPOJUMI MOBILAJĀ TĪKLĀ

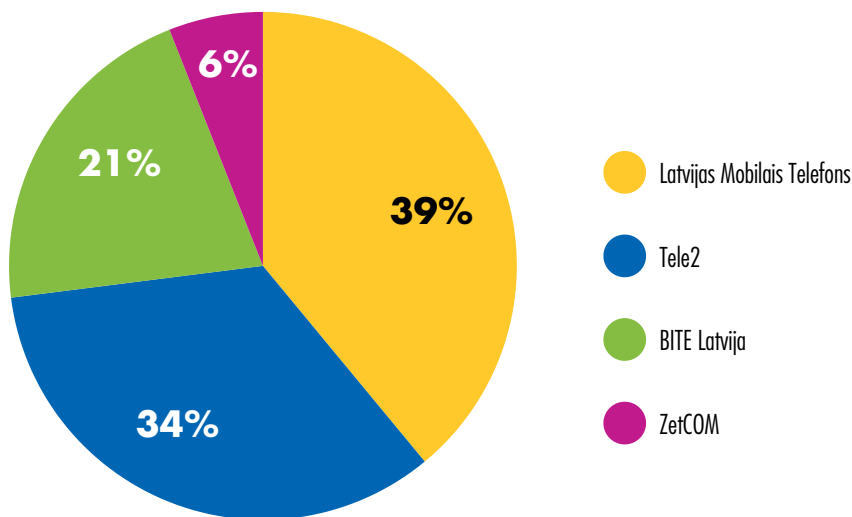
MĒNESĪ KATRS LIETOTĀJS:

RUNĀ  264 minūtes

NOSŪTA  71 īsziņu

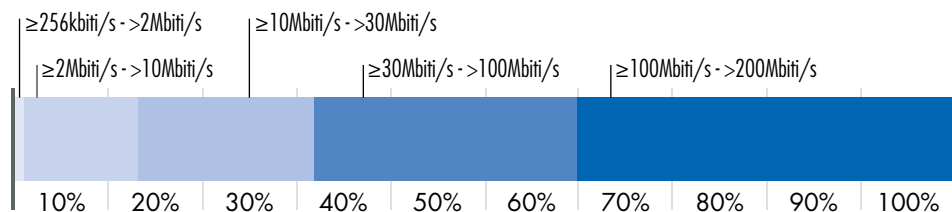
IZLIETO  12 gigabaitus

PIESLĒGUMU PROCENTUĀLAIS SADALĪJUMS PA KOMERSANTIEM



INTERNETA PIESLĒGUMI PA ĀTRUMA DIAPAZONIEM MOBILAJĀ TĪKLĀ

Mobilajā tīklā interneta pieslēguma ātrums virs 30 megabitiem sekundē atbilstoši līgumam un pieslēgumam pieejams 68% lietotāju, savukārt pieslēguma ātrums virs 100 megabitiem sekundē – 40% lietotāju.



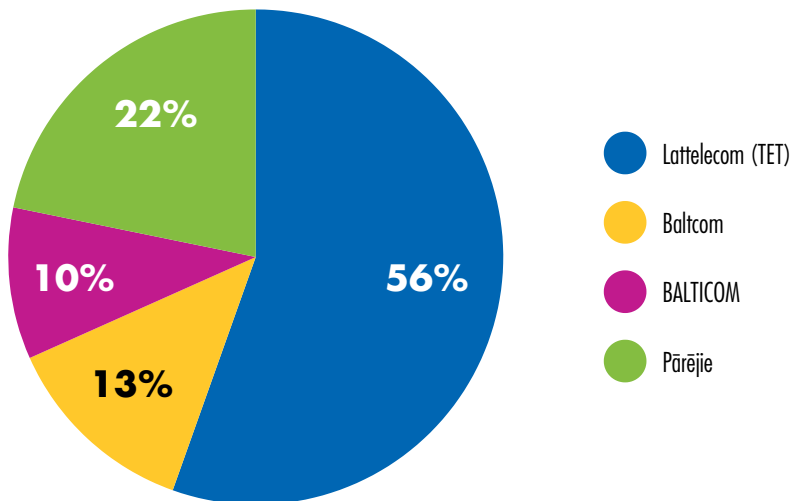
Datu avots: SPRK, Elektronisko sakaru nozares rādītāji faktos un skaitļos 2018



INTERNETA PAKALPOJUMS FIKSĒTAJĀ TĪKLĀ

Lietotājiem vairāk nekā pusi no pieslēgumiem nodrošina Lattelecom, aptuveni ceturtdaļu daļa Baltcom un Balticom, savukārt 22% no pieslēgumiem nodrošina citi komersanti – vairāk kā 150 interneta piekļuves pakalpojuma sniedzēji.

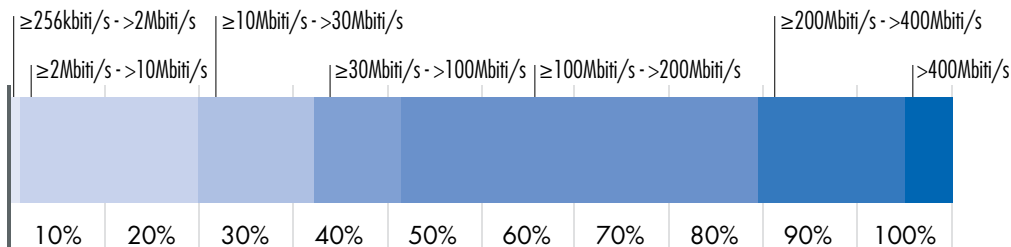
PIESLĒGUMU PROCENTUĀLAIS SADALĪJUMS PA KOMERSANTIEM



INTERNETA PIESLĒGUMU SKAITS PA TEHNOLOĢIJĀM



Vērojams, ka lietotāju skaita īpatsvars, kam pieejami interneta pieslēgumi fiksētajā tīklā ar ātruma vērtību virs 30 megabitiem sekundē, koncentrējas ātruma diapazonā no 100 līdz 200 megabitiem sekundē.





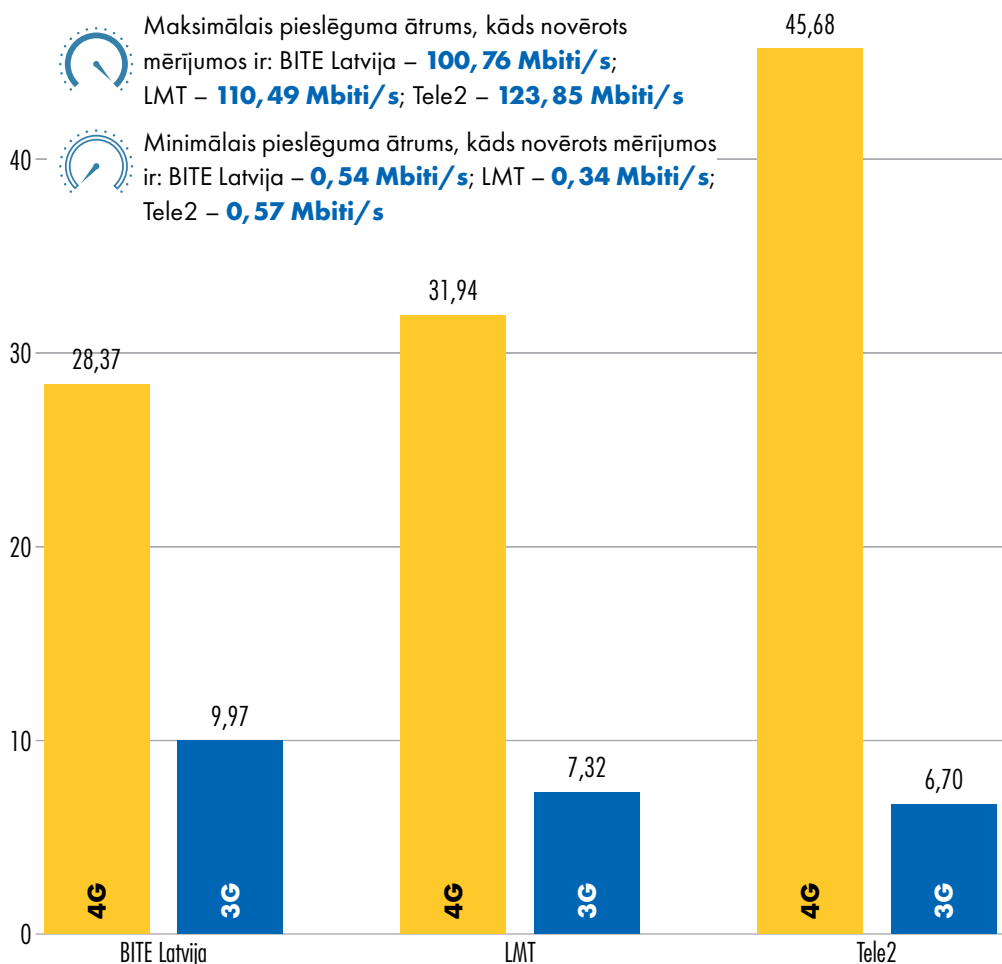
VIDĒJĀ LEJUPIELĀDES ĀTRUMA VIDĒJĀS VĒRTĪBAS 95% MĒRĪJUMU SALĪDZINĀJUMĀ STARP BITE LATVIJA, LMT UN TELE2 IZMANTOTĀM DATU PĀRRAIDES TEHNOLOĢIJĀM LATVIJĀ, MBITI/S



Maksimālais pieslēguma ātrums, kāds novērots mērījumos ir: BITE Latvija – **100,76 Mbiti/s**;
LMT – **110,49 Mbiti/s**; Tele2 – **123,85 Mbiti/s**



Minimālais pieslēguma ātrums, kāds novērots mērījumos ir: BITE Latvija – **0,54 Mbiti/s**; LMT – **0,34 Mbiti/s**;
Tele2 – **0,57 Mbiti/s**

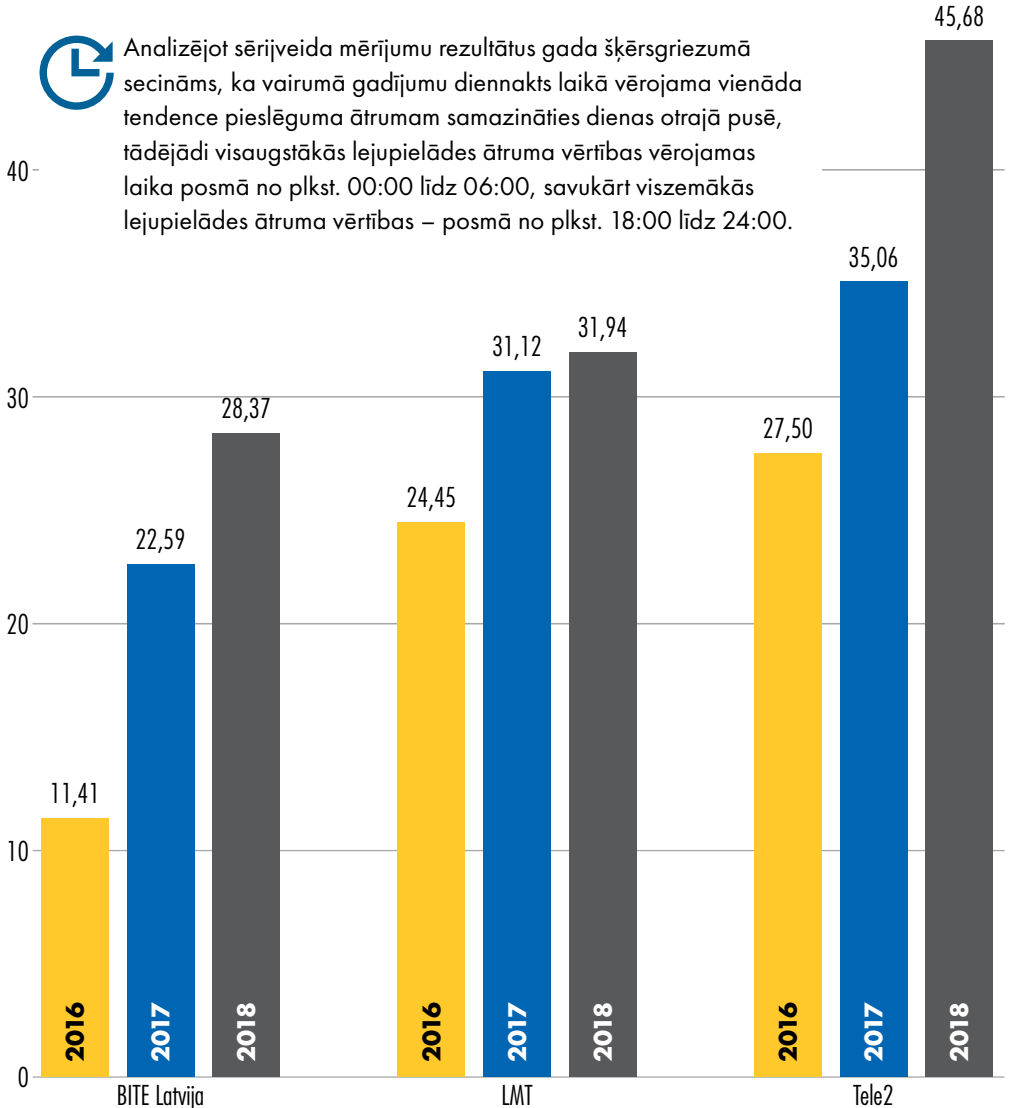




VIDĒJĀ LEJUPIELĀDES ĀTRUMA MĒRĪJUMU REZULTĀTU SALĪDZINĀJUMS PA GADIEM LATVIJĀ, MBITI/S:



Analizējot sērijuveida mērījumu rezultātus gada šķērsgriezumā secināms, ka vairumā gadījumu diennakts laikā vērojama vienāda tendence pieslēguma ātrumam samazināties dienas otrajā pusē, tādējādi visaugstākās lejupielādes ātruma vērtības vērojamas laika posmā no plkst. 00:00 līdz 06:00, savukārt viszemākās lejupielādes ātruma vērtības – posmā no plkst. 18:00 līdz 24:00.





MĒRĪJUMU REZULTĀTU PROCENTUĀLAIS SADALĪJUMS PA DATU PĀRRAIDES TEHNOLOĢIJĀM LATVIJĀ

PILSĒTĀS*:



LAUKU RAJONOS:

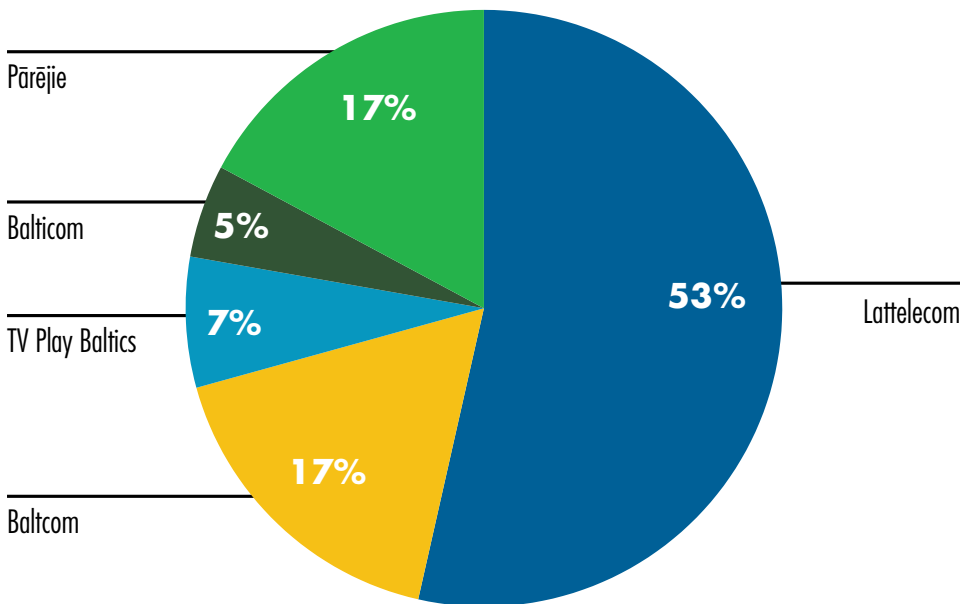


● Bez rezultāta ● 3G ● 4G

*9 republikas un 67 novada pilsētas atbilstoši Vides aizsardzības un reģionālās attīstības ministrijas Latvijas teritoriālajam dalījumam



TELEVĪZIJAS PAKALPOJUMS



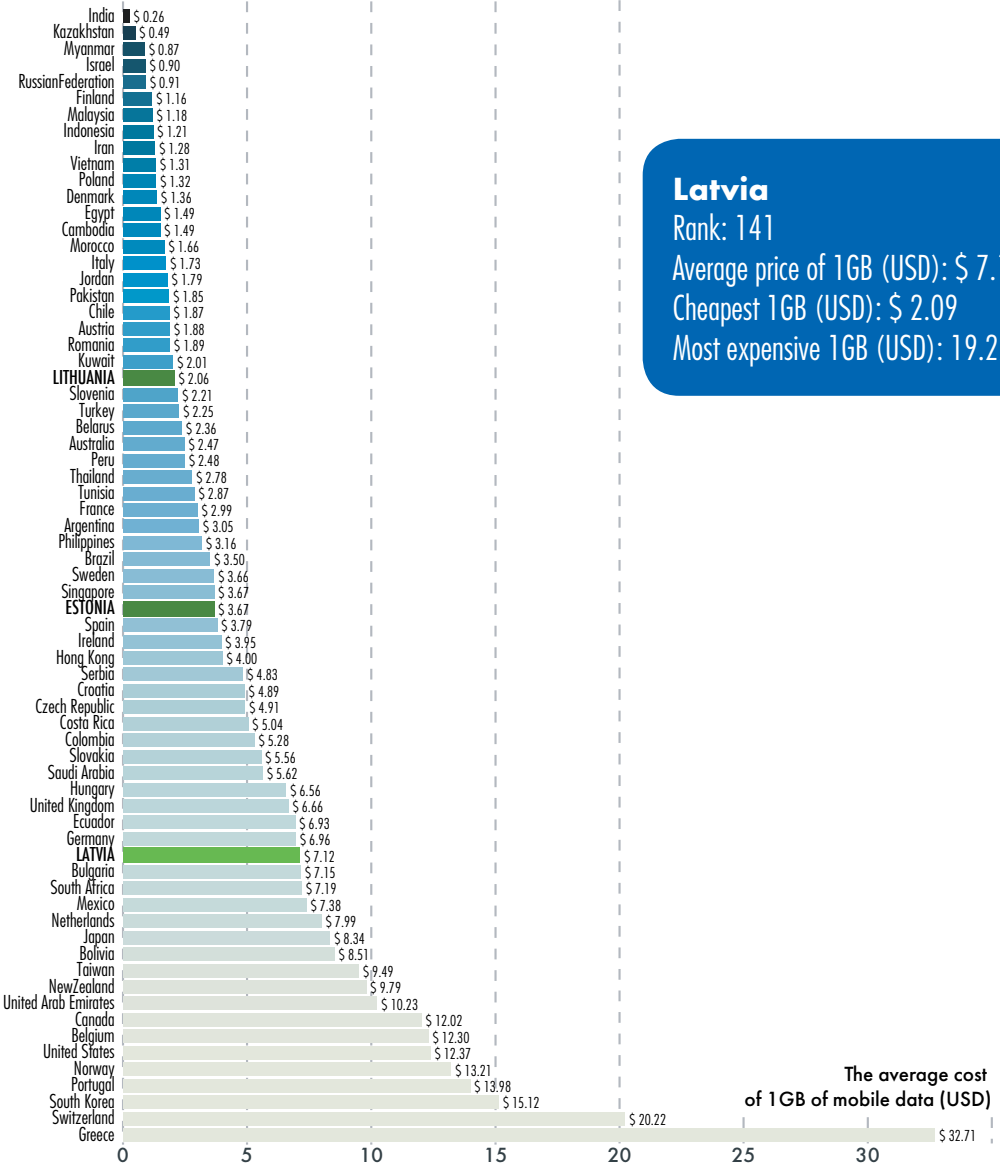
 IP televīzijas
pieslēgumi **40%**

Televīzijas pakalpojuma lietotājiem pieejamo tehnoloģiju pieslēgumu skaits salīdzinoši līdzvērtīgi sadalās starp digitālās virszemes televīzijas, kabeļtelevīzijas un IP televīzijas platformu, vairākumā esot IP televīzijas pieslēgumiem – ap 40%.



THE COST OF MOBILE INTERNET AROUND THE WORLD

The average cost of 1GB of mobile data in selected countries in 2019 (U.S. dollars)



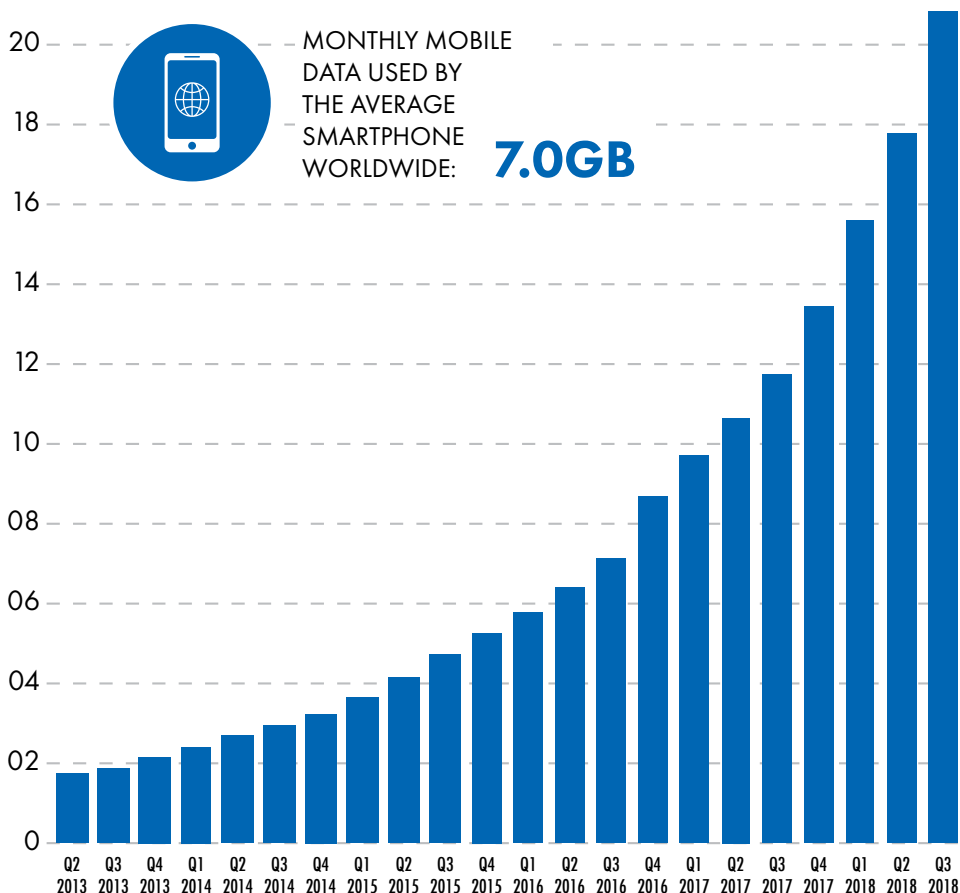
Latvia
 Rank: 141
 Average price of 1GB (USD): \$ 7.12
 Cheapest 1GB (USD): \$ 2.09
 Most expensive 1GB (USD): 19.22

Source: cable.co.uk



EVOLUTION OF MOBILE DATA CONSUMPTION

Total monthly global mobile data traffic (upload & download), in exabytes (billions of gigabytes)



Source: datareportal.com
Ericsson Mobility Report (November 2018), and data extrapolated from Ericsson’s Mobility Visualizer Tool (January 2019).

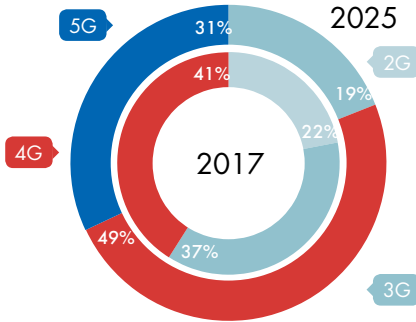


THE MOBILE ECONOMY 2018

EUROPE



TECHNOLOGY MIX*



SUBSCRIBER PENETRATION



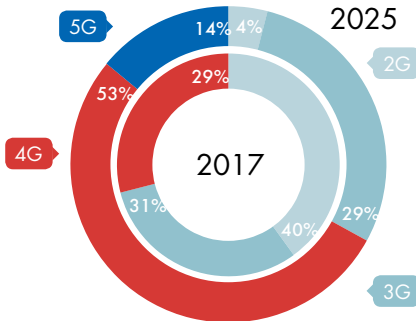
MOBILE INTERNET PENETRATION



GLOBAL



TECHNOLOGY MIX*



SUBSCRIBER PENETRATION



MOBILE INTERNET PENETRATION

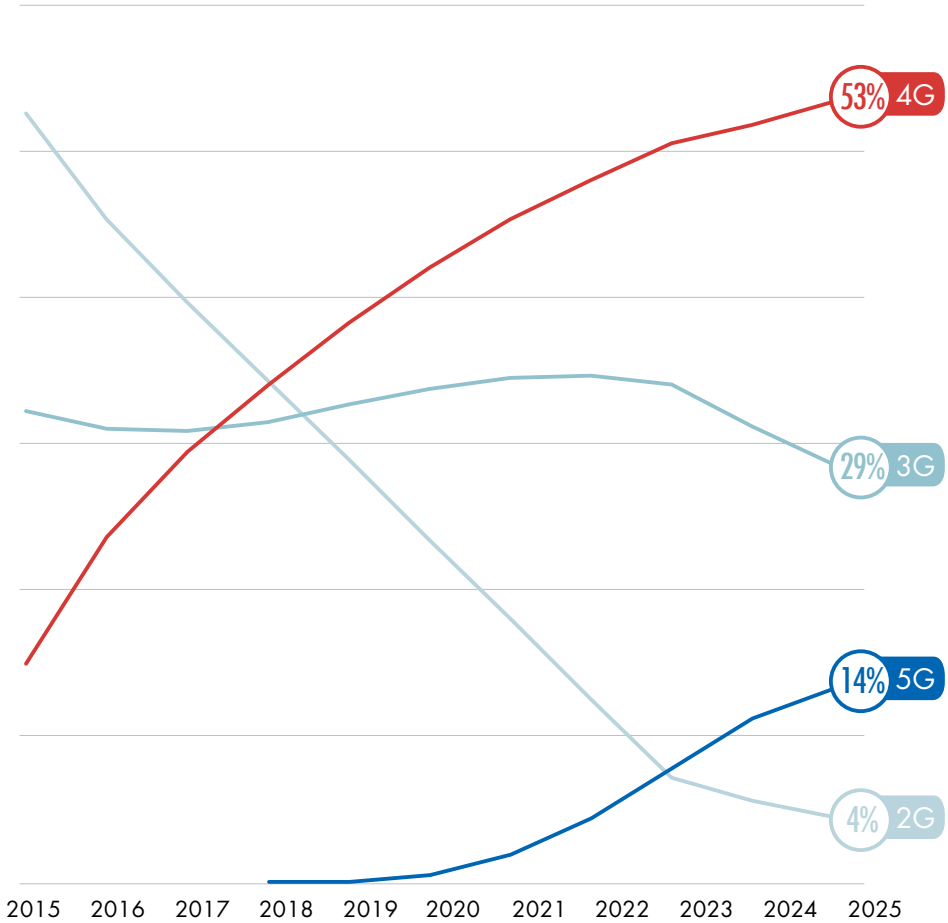


Source: The Mobile Economy 2018, GSM Association, gsmintelligence.com
 *% of mobile connections excluding cellular IoT



GLOBAL MOBILE ADOPTION BY TECHNOLOGY

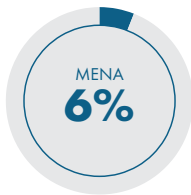
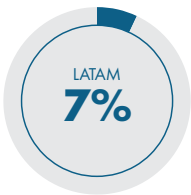
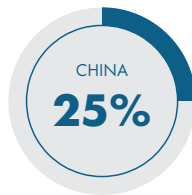
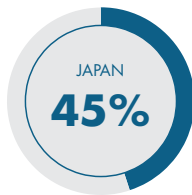
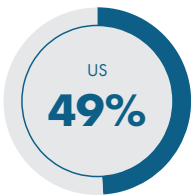
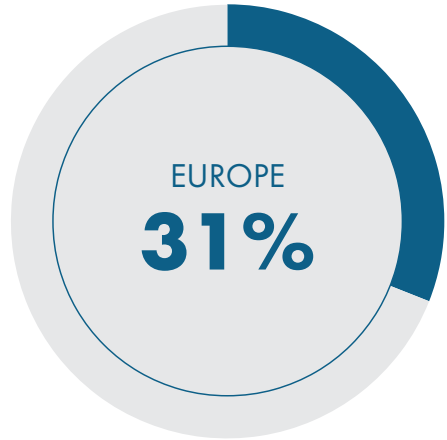
Share of mobile connections, excluding cellular IoT





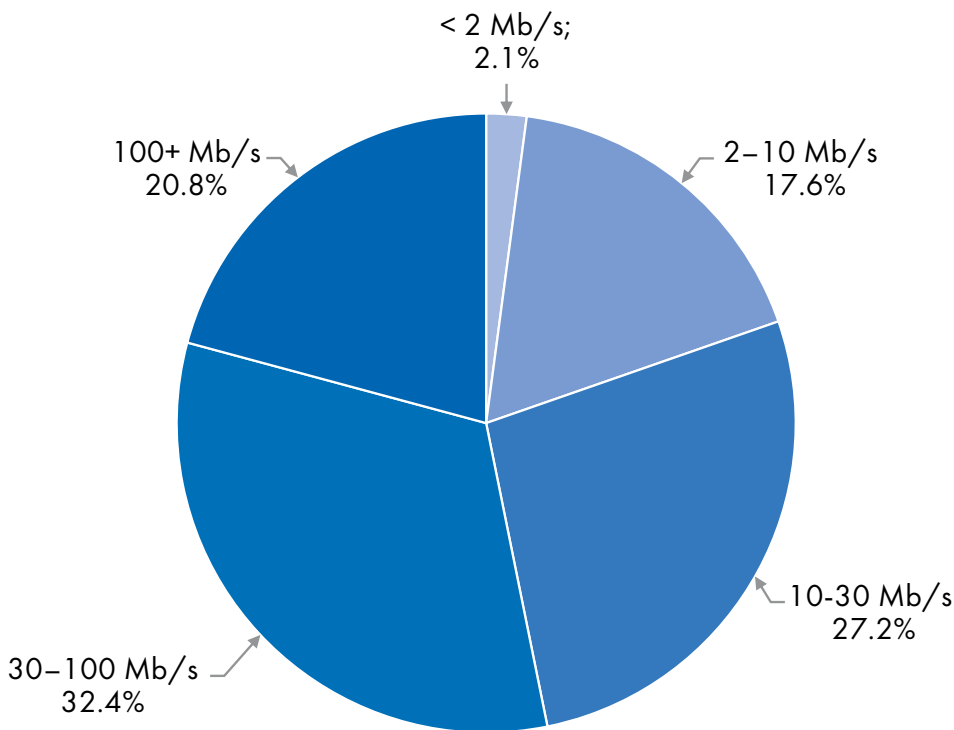
5G ADOPTION IN MAJOR COUNTRIES/ REGIONS

(2025, percentage of connections excluding cellular IoT)



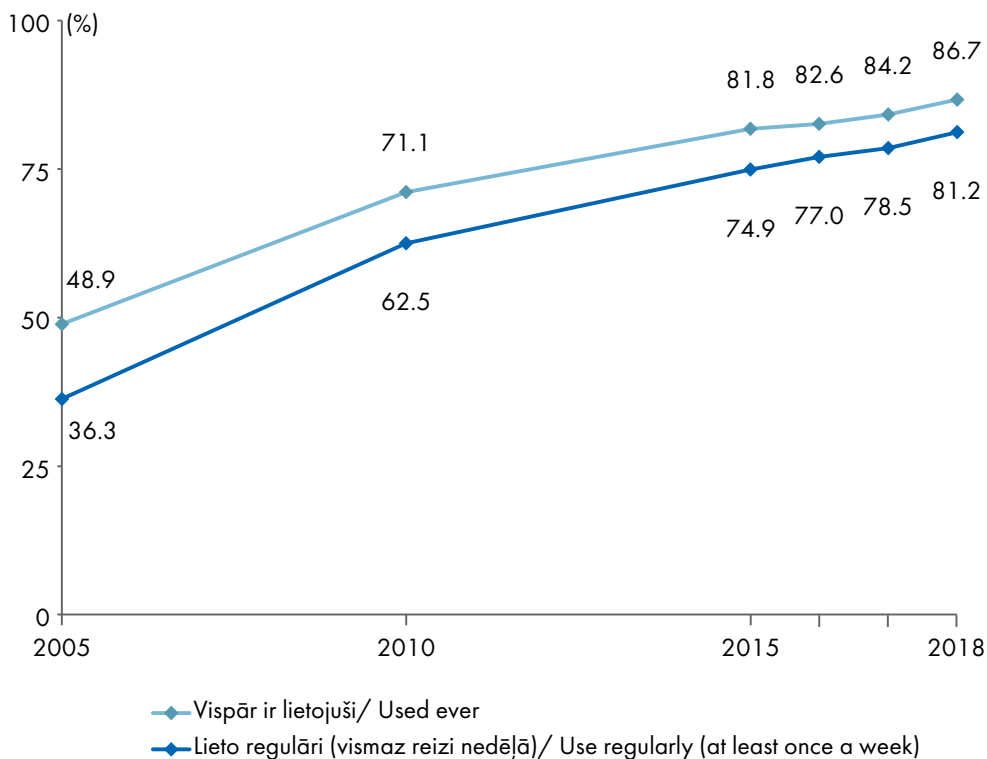


FIKSĒTA PLATJOSLAS INTERNETA PIESLĒGUMA LEJUPIELĀDES ĀTRUMS UZŅĒMUMOS AR DARBINIEKU SKAITU 10 UNĀ VAIRĀK; 2018



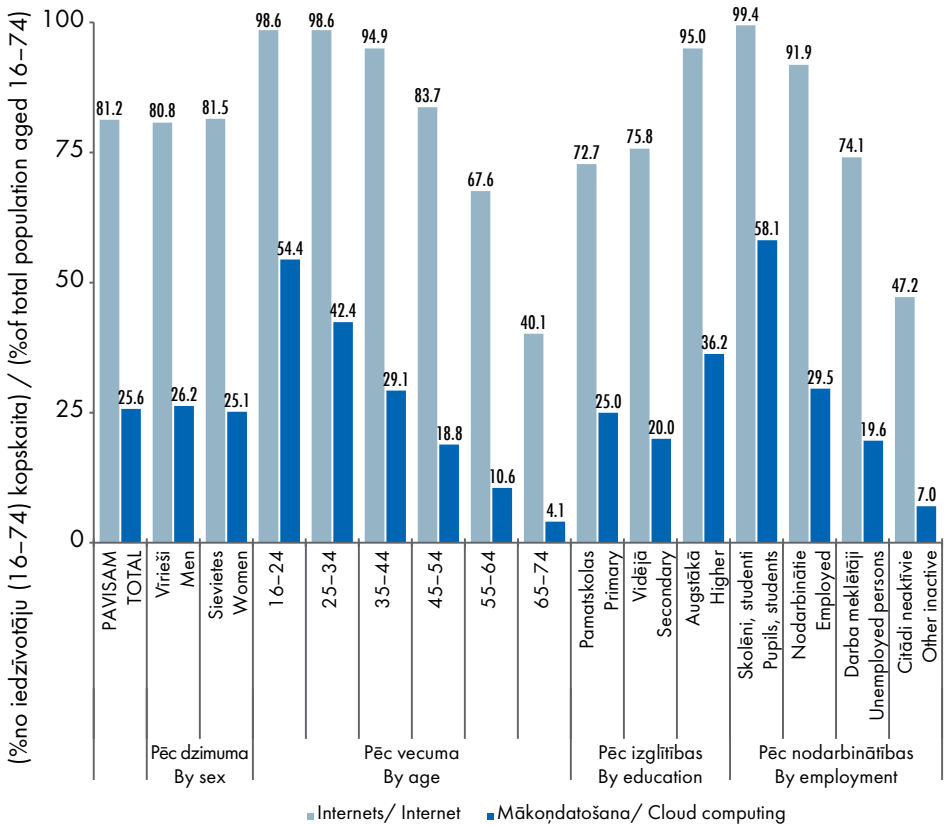


IEDZĪVOTĀJU ĪPATSVARS, KURI LIETO INTERNETU, GADA SĀKUMĀ; 2005–2018





IEDZĪVOTĀJU ĪPATSVARS, KURI REGULĀRI (VISMĀZ REIZI NEDĒLĀ) LIETO INTERNETU UN IZMANTO MĀKOŅDATOŠANAS PAKALPOJUMUS, PĒC ĢIMENĀ, VEKUMA UN IZGLĪTĪBAS LĪMEŅA GADA SĀKUMĀ; 2018



THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



1.92
MILLION
URBANISATION:
68%

MOBILE
SUBSCRIPTIONS



2.74
MILLION
vs. POPULATION:
142%

INTERNET
USERS



1.66
MILLION
PENETRATION:
87%

ACTIVE SOCIAL
MEDIA USERS



980.0
THOUSAND
PENETRATION:
51%

MOBILE SOCIAL
MEDIA USERS



840.0
THOUSAND
PENETRATION:
44%



Source: DIGITAL REPORT 2019: LATVIA datareportal.com
POPULATION: United Nations; U.S. Census Bureau. Mobile: GSMA Intelligence. INTERNET: Internetworldstats; ITU; World Bank; CIA World Factbook; Eurostat; Local government bodies and regulatory authorities; mideastmedia.org; Reports in reputable media. SOCIAL MEDIA: platforms' self-serve advertising tools; Press releases and investor earnings announcements; Arab social media report; Techrasa; NIKI AGHAEI; rose.ru. (All latest available data in January 2019).

ANNUAL DIGITAL GROWTH

TOTAL
POPULATION



-1.0%

JAN 2018 – JAN 2019

-19 THOUSAND

MOBILE
SUBSCRIPTIONS



+1.4%

JAN 2018 – JAN 2019

+38 THOUSAND

INTERNET
USERS



+4.6%

JAN 2018 – JAN 2019

+73 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



+6.5%

JAN 2018 – JAN 2019

+60 THOUSAND

MOBILE SOCIAL
MEDIA USERS



+14%

JAN 2018 – JAN 2019

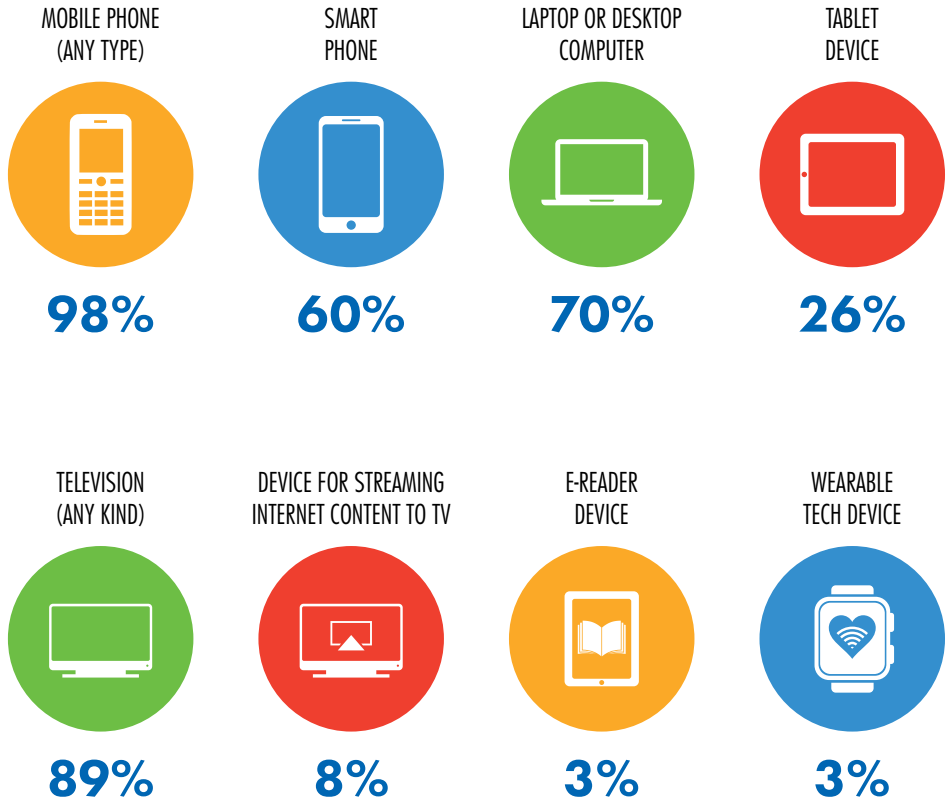
+100 THOUSAND



Source: DIGITAL REPORT 2019: LATVIA datareportal.com
POPULATION: United Nations; U.S. Census Bureau. MOBILE: GSMA Intelligence. INTERNET: Internetworldstats; ITU; World Bank; CIA World Factbook; Eurostat; Local government bodies and regulatory authorities; mideastmedia.org; Reports in reputable media. SOCIAL MEDIA: platforms' self-serve advertising tools; Press releases and investor earnings announcements; Arab social media report; Techrasa; NIKI AGHAEI; rose.ru. (All latest available data in January 2019).

DEVICE USAGE

Percentage of the adult population* that uses each kind of device [survey-based]



Source: DIGITAL REPORT 2019: LATVIA datareportal.com
Google Consumer Barometer (Collected January 2018). *Note: please see the notes at the end of this report for more details of how google defines 'adult population'. Advisory: Google has not updated its Consumer Barometer Data since our 2018 Reports, but we believe that the dataset still offers representative insights into digital behaviours in the featured markets.

INTERNET USE: DEVICE PERSPECTIVE

Based On Active Internet User Data, and Active Use of Internet-Powered Mobile Services

TOTAL NUMBER
OF ACTIVE
INTERNET USERS



1.66
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



87%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



1.43
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION

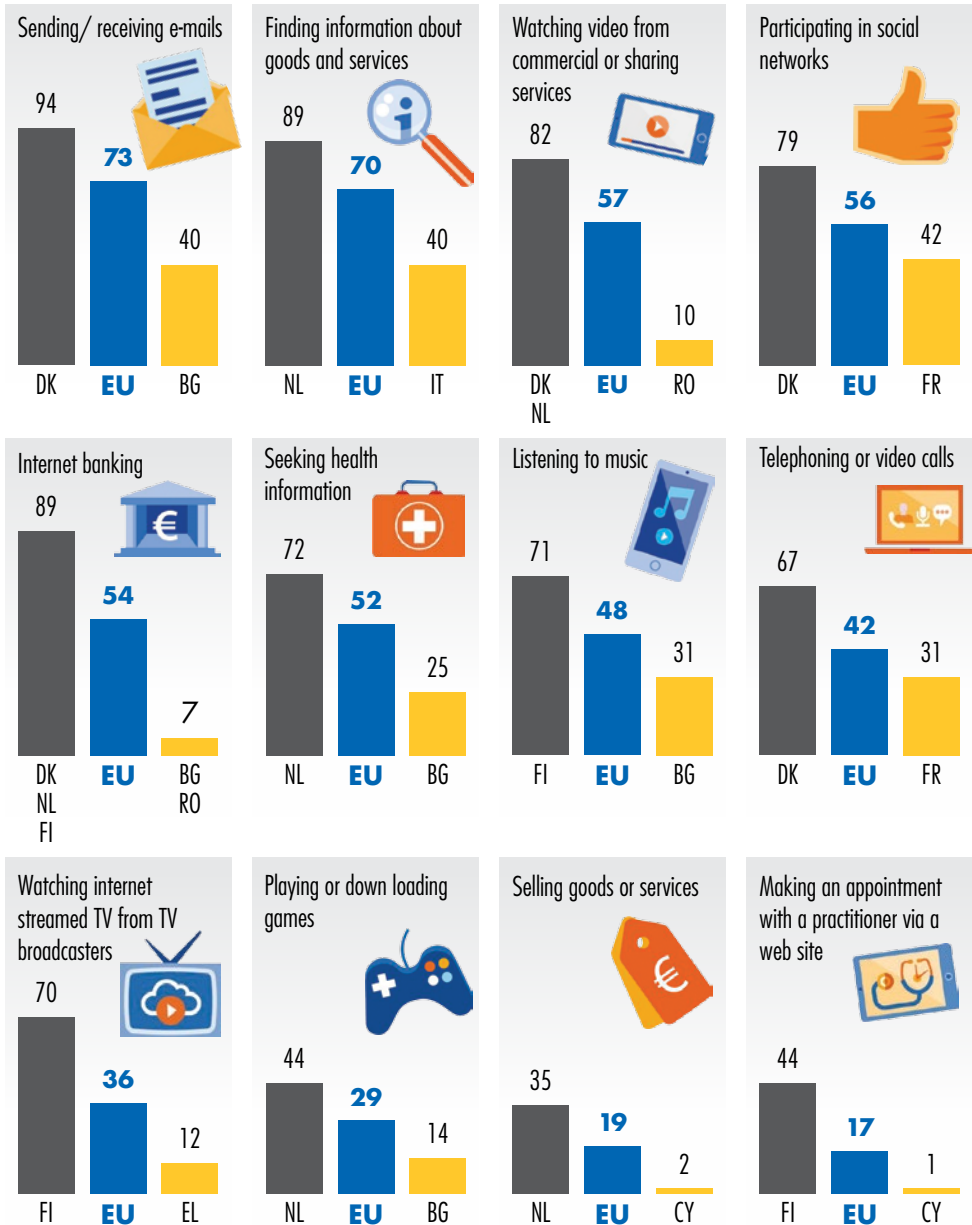


74%



INTERNET ACTIVITIES IN THE EU

(% of people aged 16-74, 2018)



Source: ec.europa.eu/eurostat

ALEXA'S TOP WEBSITES

Ranking of Websites by the Number of Visitors and Total Page Views

#	WEBSITE	TIME / DAY	PAGES / VISIT
1.	GOOGLE.COM	07M 42S	9.54
2.	YOUTUBE.COM	08M 47S	5.02
3.	GOOGLE.LV	05M 26S	6.91
4.	SS.COM	14M 03S	22.60
5.	INBOX.LV	10M 36S	3.47
6.	VK.COM	10M 04S	4.69
7.	DELFI.LV	06M 59S	3.93
8.	FACEBOOK.COM	09M 43S	4.03
9.	YANDEX.RU	06M 35S	3.38
10.	ALIEXPRESS.COM	12M 55S	10.48
11.	GOOGLE.RU	05M 07S	7.09
12.	SWEDBANK.LV	05M 56S	5.15
13.	WIKIPEDIA.ORG	04M 15S	3.15
14.	MAIL.RU	05M 10S	3.42
15.	TVNET.LV	06M 54S	3.64
16.	OK.RU	04M 36S	2.21
17.	FILEBASE.WS	05M 39S	8.19
18.	BONGACAMS.COM	02M 01S	2.40
19.	E-KLASE.LV	09M 54S	7.21
20.	DRAUGIEM.LV	14M 40S	5.81



Source: DIGITAL REPORT 2019: LATVIA datareportal.com
Alexa (January 2019). Notes: 'Time / Day' figures represent Alexa's estimates of the average daily amount of time that visitors spend on the site for days when they visit the site, measured in minutes and seconds. Advisory: some websites featured in this ranking may contain adult content. Please use caution when visiting unknown websites.



TOP GOOGLE SEARCH QUERIES IN 2018

Based on Searches Throughout 2018

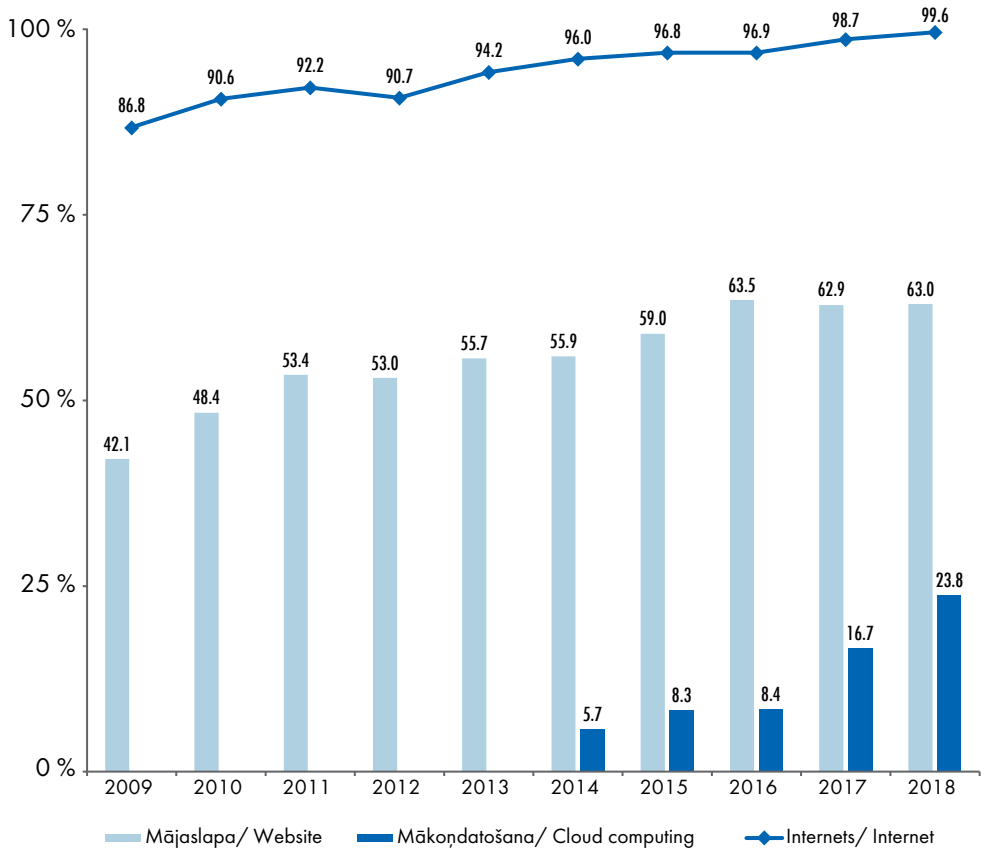
#	SEARCH QUERY	INDEX
1.	FACEBOOK	100
2.	DELFI	92
3.	YOUTUBE	92
4.	GOOGLE	91
5.	INBOX	70
6.	ZIŅAS	64
7.	SS	56
8.	TRANSLATE	48
9.	ПОГОДА	43
10.	TVNET	38
11.	JAUNS	37
12.	SWEDBANK	35
13.	KAS JAUNS	34
14.	SS LV	31
15.	LAIKA PROGNOZE	31
16.	SS COM	30
17.	TULKOTAJS	29
18.	DELFI ZIŅAS	25
19.	APOLLO	24
20.	MAPS	23



Source: DIGITAL REPORT 2019: LATVIA datareportal.com Google Trends (Accessed January 2019); Kepios Analysis. Notes: Google does not publish search volumes, but the 'Index' column shows relative volumes for each query compared to search volumes for the Top Query (an index of 50 means that the query received 50% of the search volume of the Top Query). Year-On-Year change figures compare index values for each query in December 2018 to December 2017.



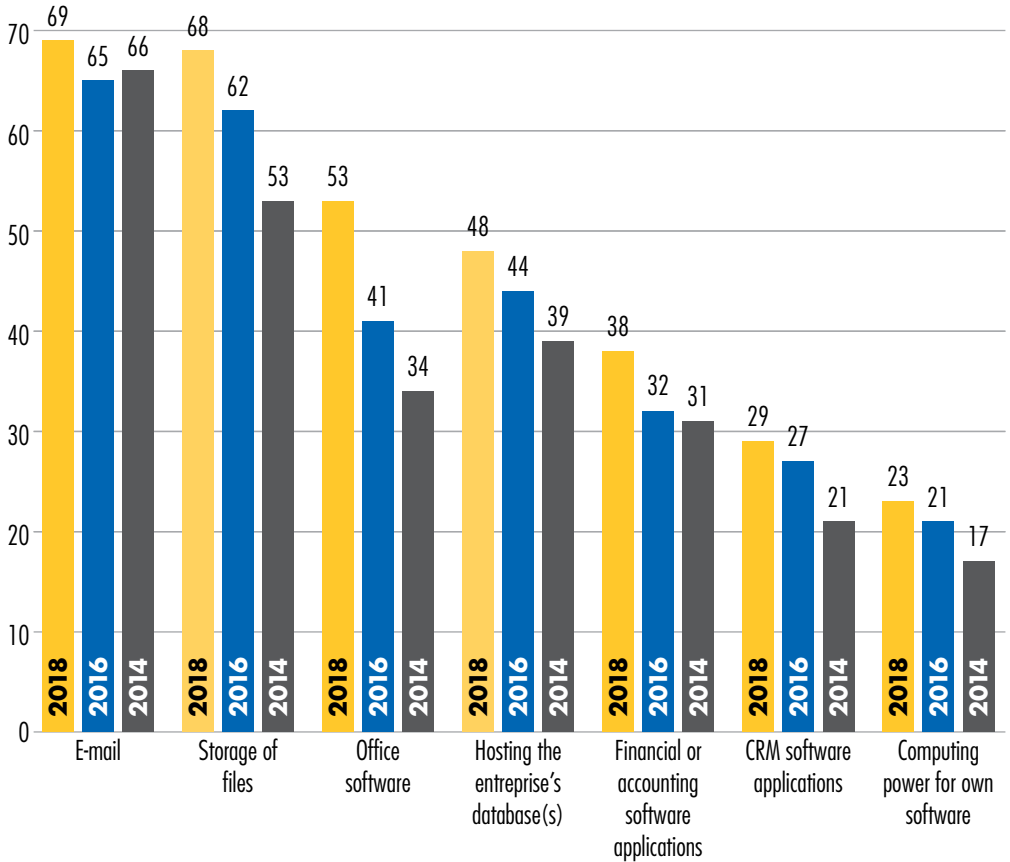
INTERNETA, MĀJASLAPAS UN MĀKOŅDATOŠANAS PAKALPOJUMU LIETOŠANA UZŅĒMUMOS AR DARBINIEKU SKAITU 10 UN VĀIRĀK; 2009–2018





USE OF CLOUD COMPUTING SERVICES BY ENTERPRISES IN THE EU MEMBER STATES, BY PURPOSE

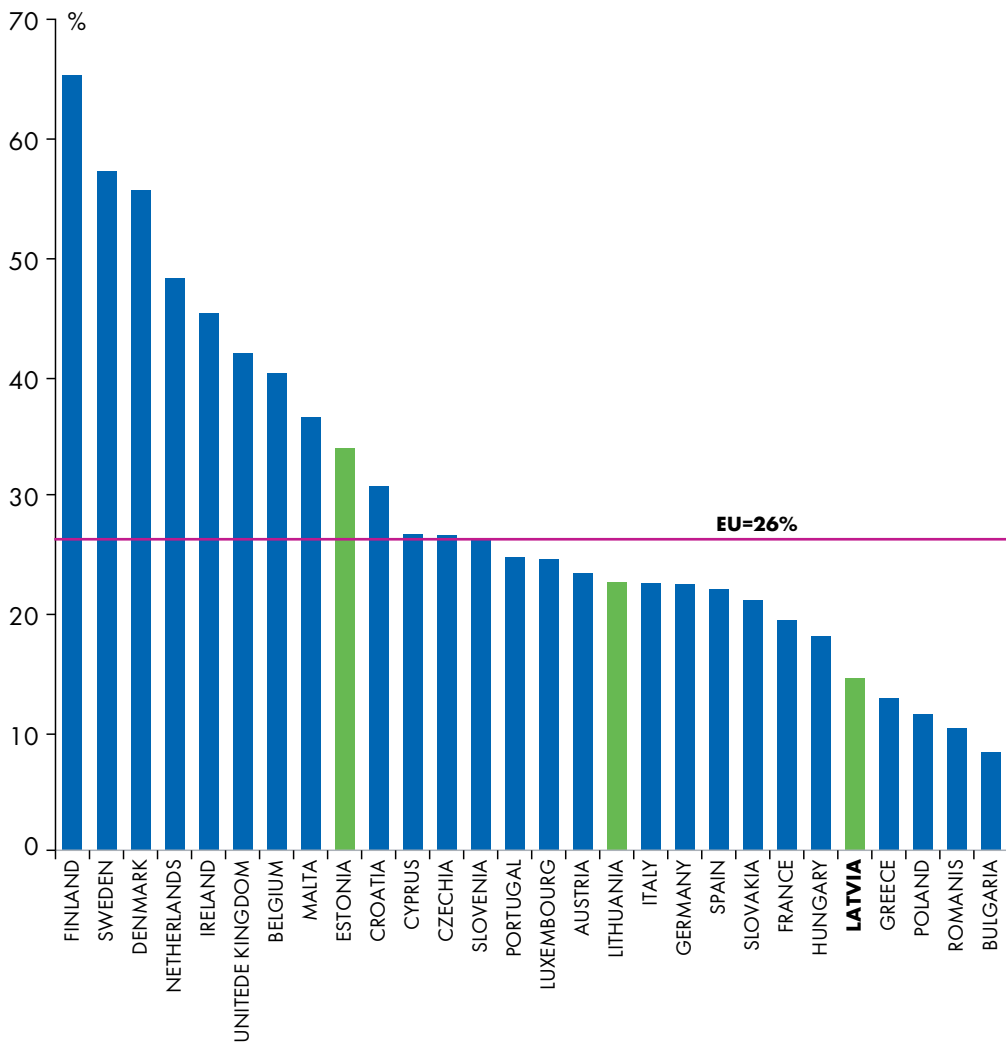
(% of enterprises using the cloud)





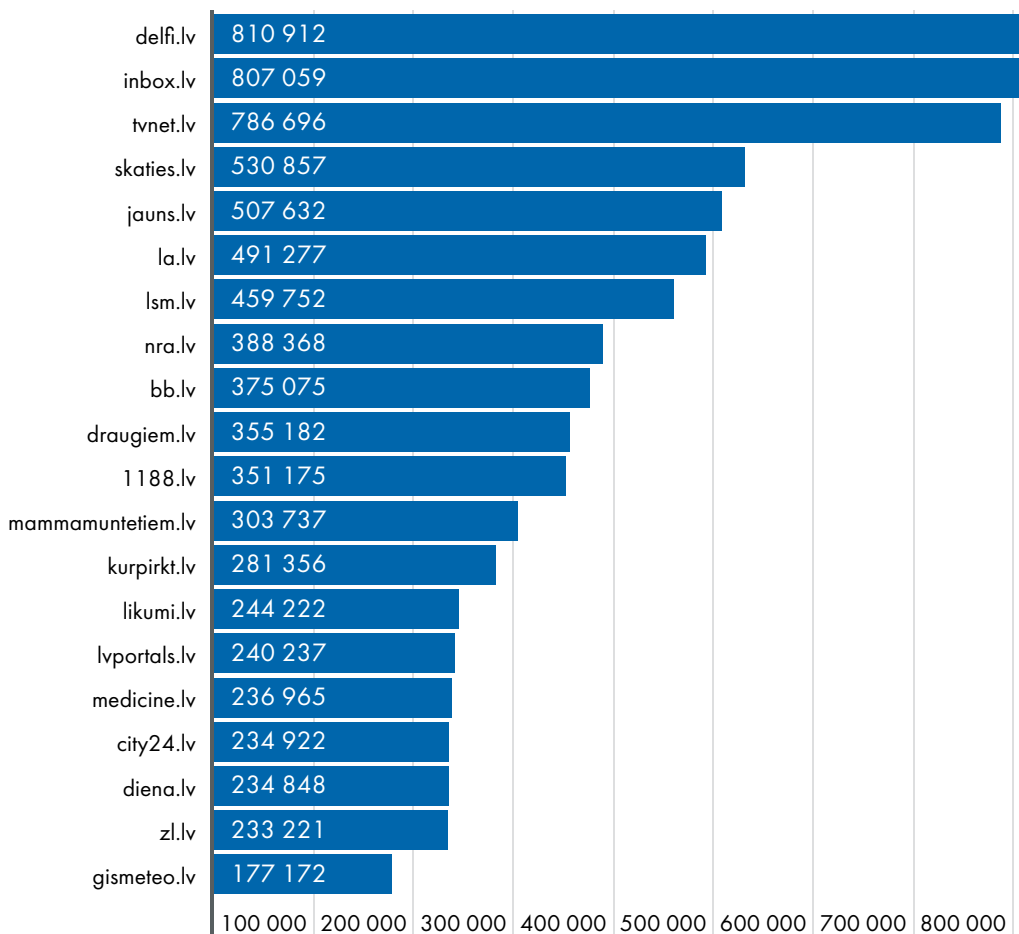
USE OF CLOUD COMPUTING SERVICES BY ENTERPRISES IN THE EU MEMBER STATES, 2018

(% of enterprises)





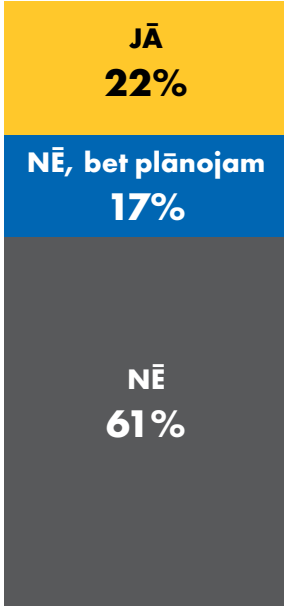
TOP 20 APMEKLĒTĀKĀS INTERNETA VIETNES JANVĀRĪ, 2019



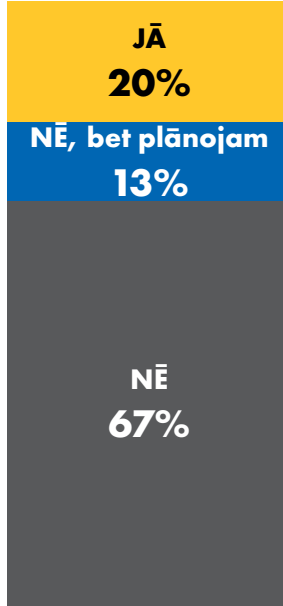


VAI JŪSU UZŅĒMUMS PĀRDOD PRECES/PAKĀLPOJUMUS TIEŠSAISTĒ? (2019)

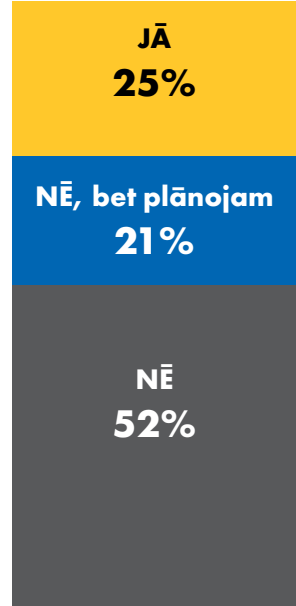
LIETUVA



LATVIJA



IGAUNIJA

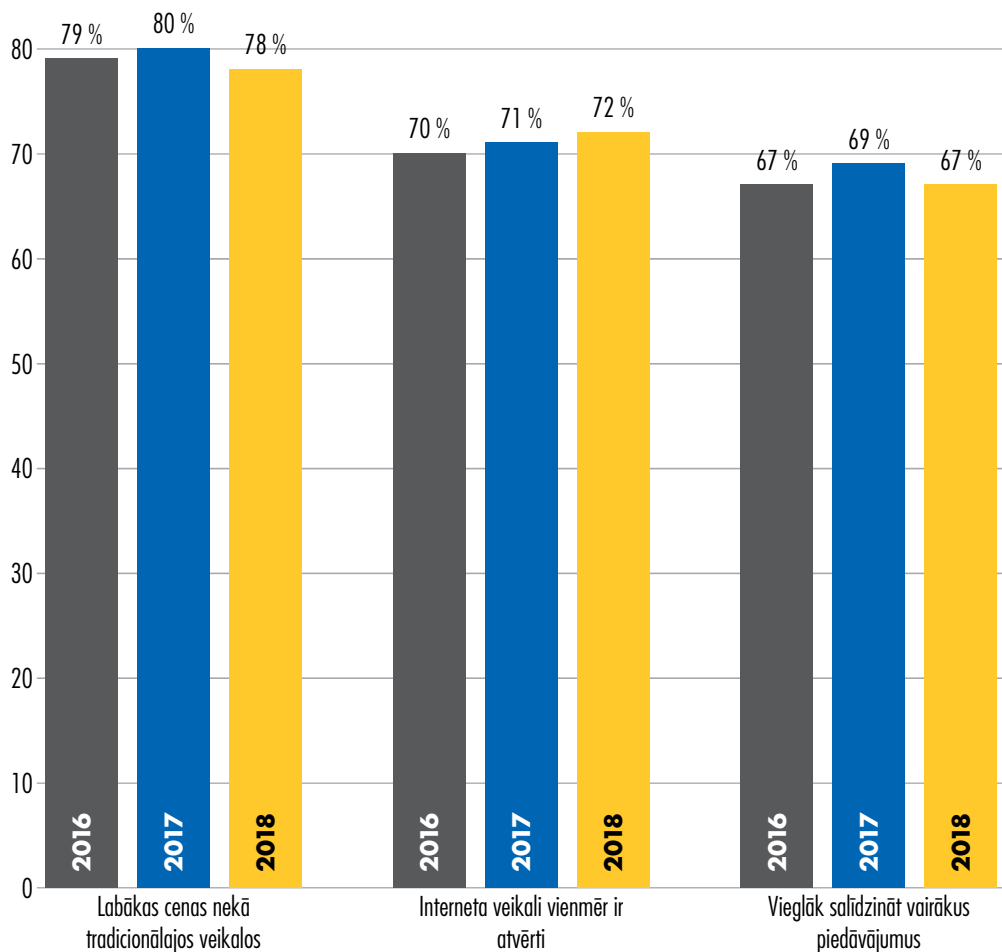


PIEAUG IZPRATNE PAR DIGITALIZĀCIJAS NOZĪMI (2019)

	ĻOTI SVARĪGI		SVARĪGI		NAV SVARĪGI	
IGAUNIJA	16% (-3%)	↓	35% (-1%)	→	22% (+3%)	↑
LATVIJA	12% (+4%)	↑	33% (+11%)	↑	39% (-5%)	↓
LIETUVA	15% (-2%)	↓	29% (-10%)	↓	22% (+4%)	↑



TOP 3 IEMESLI, KĀDĒĻ LATVIJAS INTERNETA LIETOTĀJI IEPĒRKAS TIEŠSAISTĒ

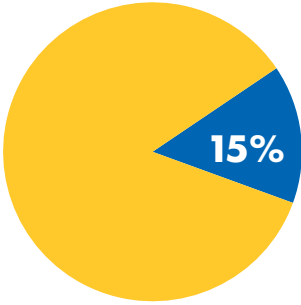




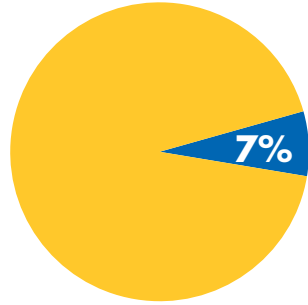
DIGITAL SINGLE MARKET

The Challenges

At present, EU citizens and businesses may have restricted access to some goods and services, while businesses cannot reap all benefits from digitisation:

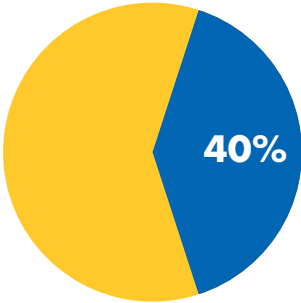


Only **15%** of Europeans shop online from another EU country.



Only **7%** of internet companies and start-ups sell cross-border.

Governments and businesses face difficulties to fully benefit from digital transformation:



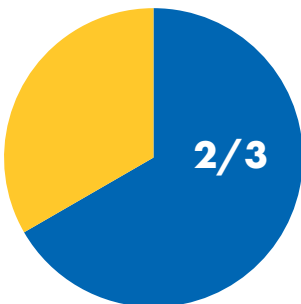
40% of the workforce in Europe needs digital upskilling and **70 million** Europeans lack basic literacy and numeracy skills. **40%** of the companies trying to recruit digital specialists face difficulties in finding them.

Currently only one out of five European businesses is highly digitised.

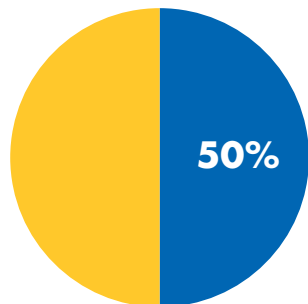
1 out of 5



EU citizens are concerned about the protection of personal data:



Two thirds of Europeans are worried about having no control over the information they provide online, while almost **3 million** EU individuals are affected by the 'Facebook/Cambridge Analytica' case.



50% of Europeans are concerned about falling victim to fraud.

E-COMMERCE SPEND BY CATEGORY

The total annual amount spent on consumer e-commerce categories, in U.S. dollars

FASHION & BEAUTY



\$88.00
MILLION

ELECTRONICS & PHYSICAL MEDIA



\$109.0
MILLION

FOOD & PERSONAL CARE



\$22.00
MILLION

FURNITURE & APPLIANCES



\$24.00
MILLION

TOYS, DIY & HOBBIES



\$86.00
MILLION

TRAVEL (INCLUDING ACCOMMODATION)



\$378.0
MILLION

DIGITAL MUSIC



\$2.00
MILLION

VIDEO GAMES

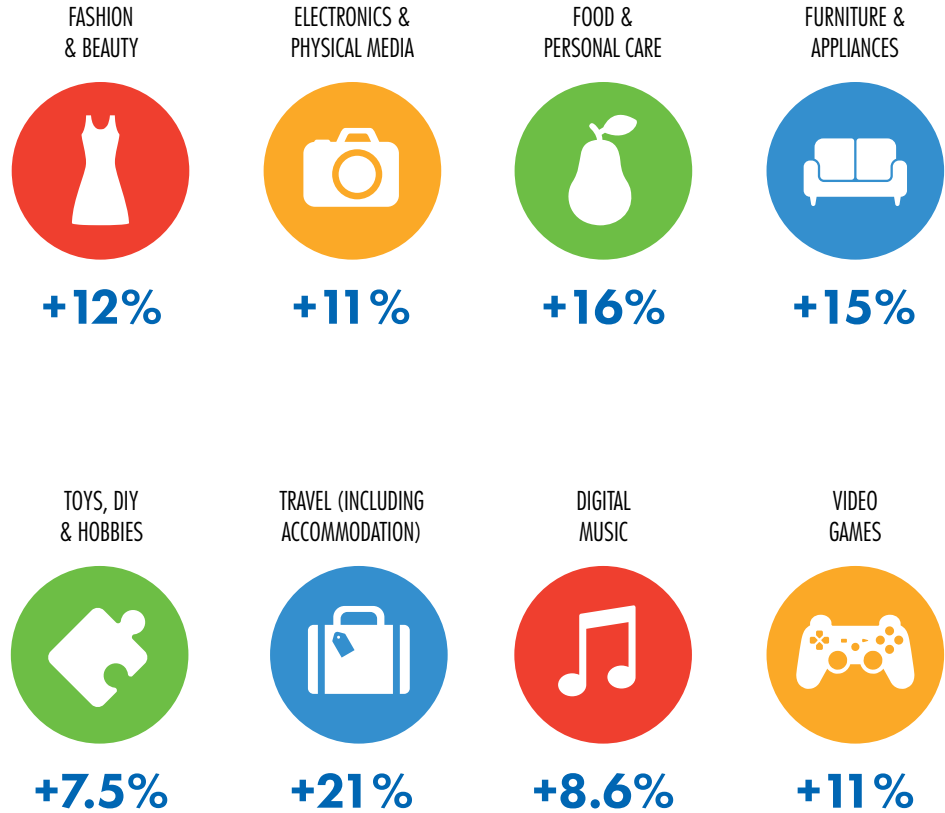


\$6.00
MILLION

Source: DIGITAL REPORT 2019: LATVIA datareportal.com
Statista digital market outlook for e-commerce, e-travel, and digital media industries (accessed January 2019). Notes: figures are based on estimates of full-year consumer spend for 2018, excluding B2B spend. Figures for digital music and video games include streaming. Advisory: Statista have revised their figures for 2017 spend since last year, so these figures will not be comparable to data we reported in our digital 2018 reports.

E-COMMERCE GROWTH BY CATEGORY

Annual change in the total amount spent on consumer e-commerce categories



Source: DIGITAL REPORT 2019: LATVIA datareportal.com
 Statista digital market outlook for e-commerce, e-travel, and digital media industries (accessed January 2019). Notes: figures are based on estimates of full-year consumer spend for 2018, excluding B2B spend. Figures for digital music and video games include streaming. Advisory: Statista have revised their figures for 2017 spend since last year, so these figures will not be comparable to data we reported in our Digital 2018 Reports.



E-COMMERCE ACTIVITIES

Percentage of internet users who report performing each activity in the past month [survey based]

SEARCHED ONLINE FOR A PRODUCT OR SERVICE TO BUY



84%

VISITED AN ONLINE RETAIL STORE ON THE WEB (ANY DEVICE)



91%

PURCHASED A PRODUCT OR SERVICE ONLINE (ANY DEVICE)



75%

MADE AN ONLINE PURCHASE VIA A LAPTOP OR DESKTOP COMPUTER



42%

MADE AN ONLINE PURCHASE VIA A MOBILE DEVICE



55%

FINANCIAL INCLUSION FACTORS

Percentage of the population aged 15+ that reports owning or using each financial product or service

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION



93%

HAS A CREDIT CARD



17%

HAS A MOBILE MONEY ACCOUNT



[N/A]

MAKES ONLINE PURCHASES AND / OR PAYS BILLS ONLINE



61%

PERCENTAGE OF WOMEN WITH A CREDIT CARD



17%

PERCENTAGE OF MEN WITH A CREDIT CARD



16%

PERCENTAGE OF WOMEN MAKING ONLINE TRANSACTIONS



62%

PERCENTAGE OF MEN MAKING ONLINE TRANSACTIONS

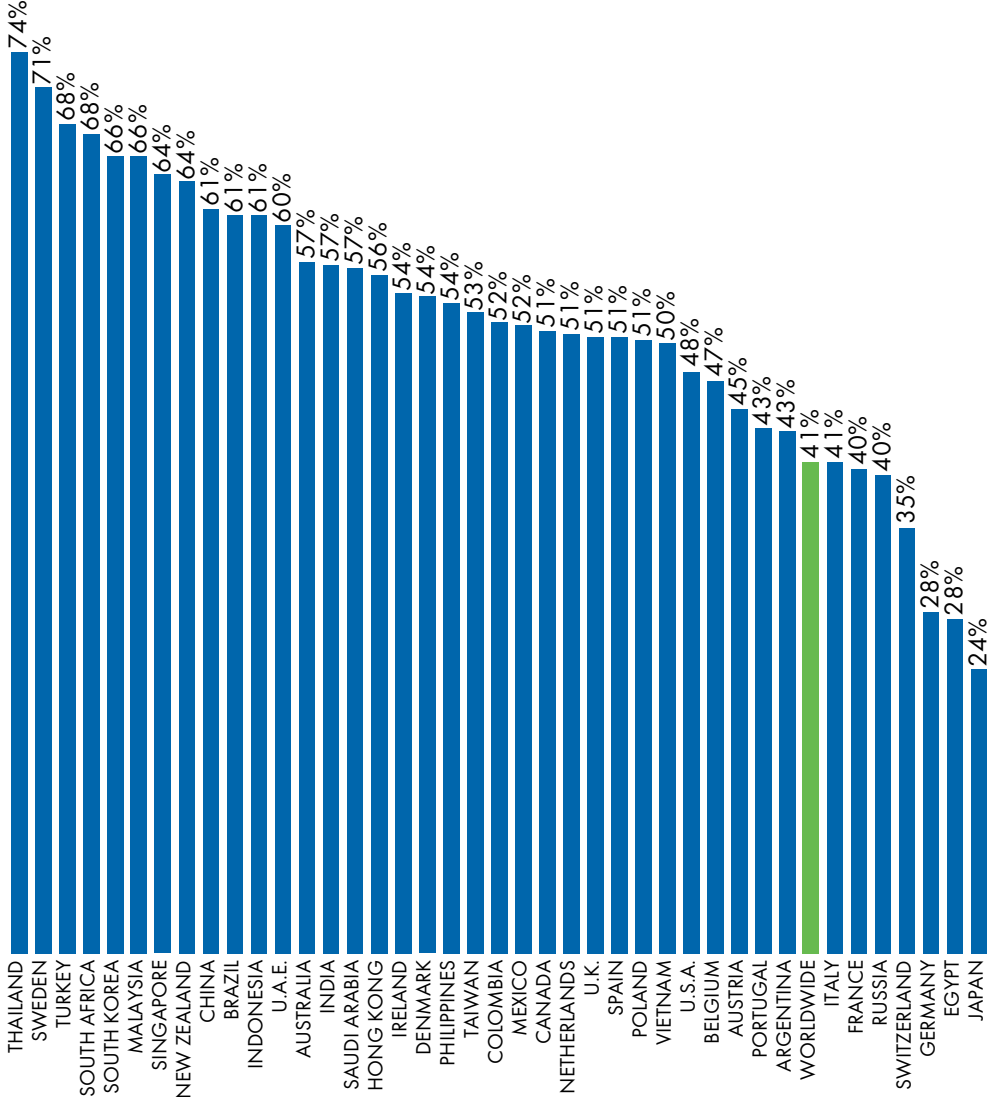


59%



PENETRATION OF MOBILE BANKING

Percentage of internet users that accesses banking services via a mobile device













Source: datareportal.com
Globalwebindex (Q2 & Q3 2018). Figures represent the findings of a broad survey of internet users aged 16-64.



TOP 10 MOST MENTIONED BRANDS IN 2018

Twitter

Name	Mentions
 eBay ebay	5,218,818
 Etsy etsy	4,150,595
 Netflix US netflix	3,330,440
 Amazon.com amazon	3,042,232
 Spotify spotify	1,920,166
 Apple apple	1,428,286
 WordPress.com wordpressdotcom	1,401,360
 Change.org change	1,173,384
 Netflix Brasil netflixbrasil	1,167,403
 Nissan nissanusa	1,081,122

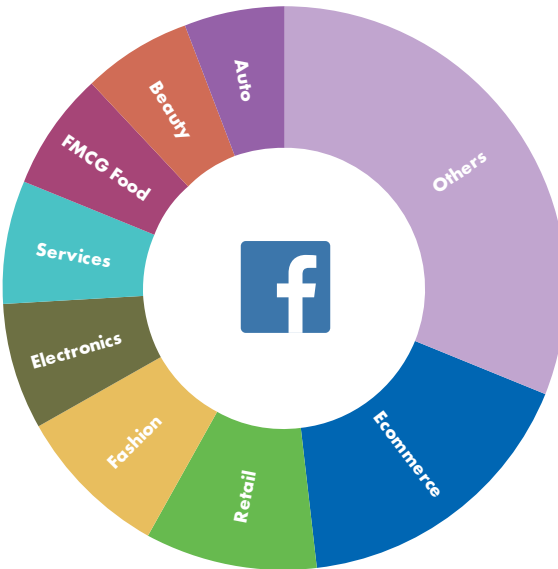
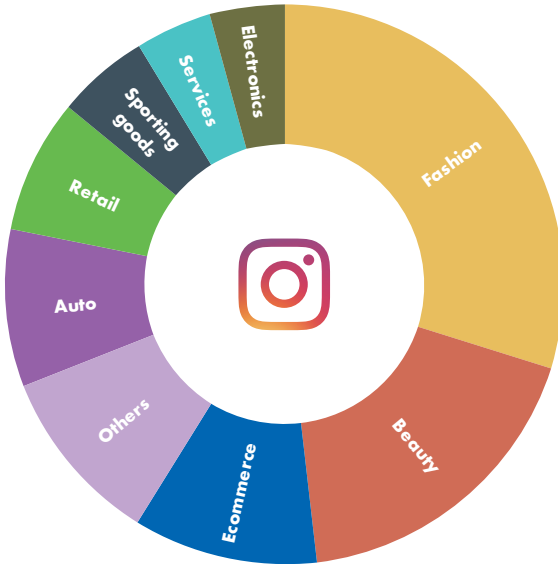
Source: Socialbakers data

Date Range: Jan 1, 2018- Dec 31, 2018

Sample: Twitter Profiles of Top 500 Brands



TOTAL USER ENGAGEMENT BY INDUSTRY

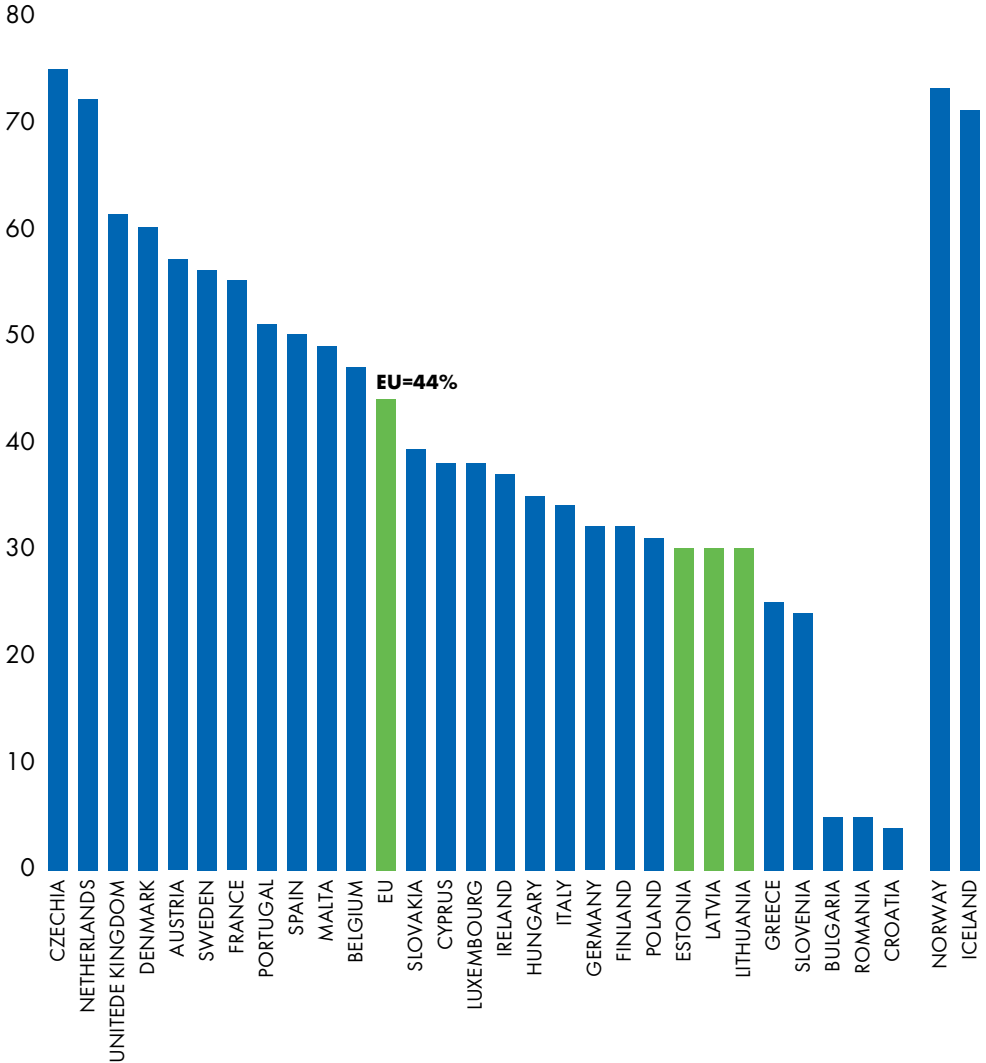


Source: Socialbakers data
Chart Time Range: Q3 2018; Sample: Top 5,000 largest brand pages and profiles across FB and IG.



INDIVIDUALS WHO LOGGED IN TO ONLINE SERVICES USING A CODE RECEIVED BY TEXT MESSAGE ON THEIR MOBILE, 2018

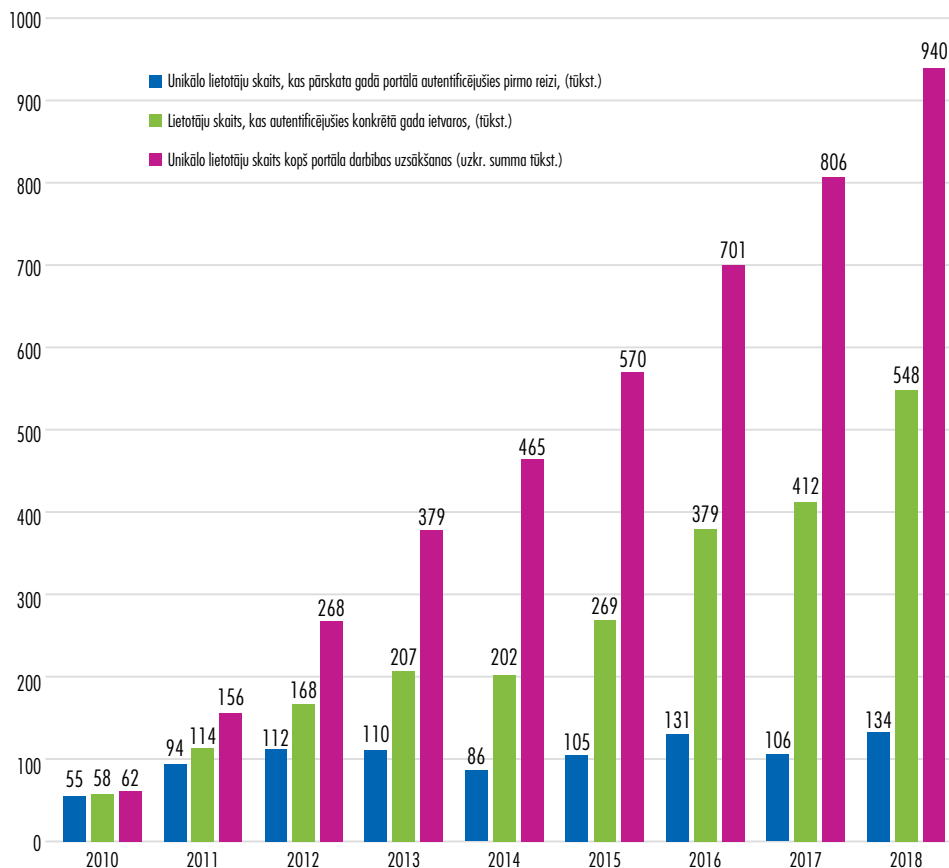
(% of individuals who used internet within the last year)





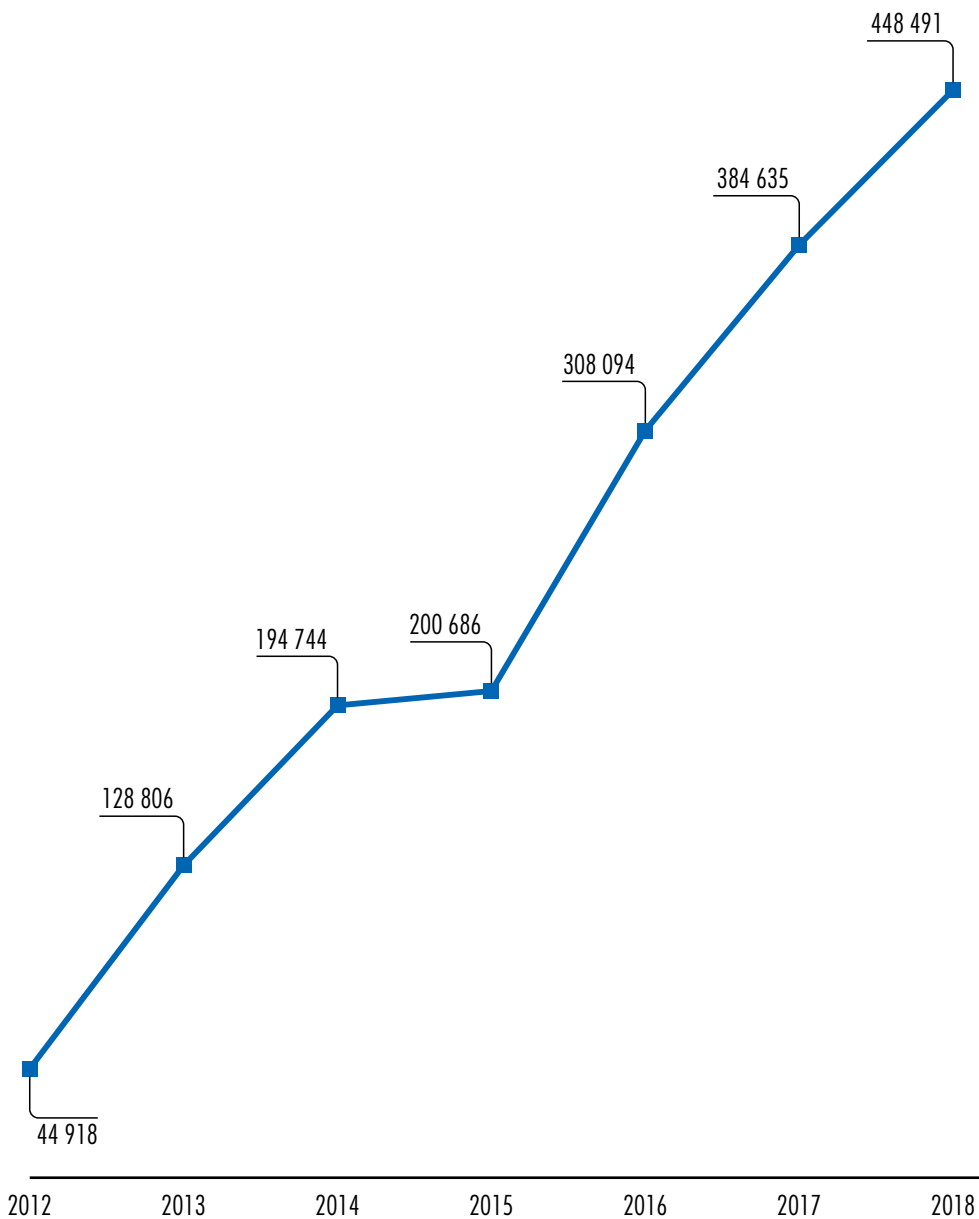
LATVIJA.LV UNIKĀLO LIETOTĀJU SKAITS, KAS UZSĀKUŠI E-PAKALPOJUMU (TŪKST.)

skaitis (tūkst.)



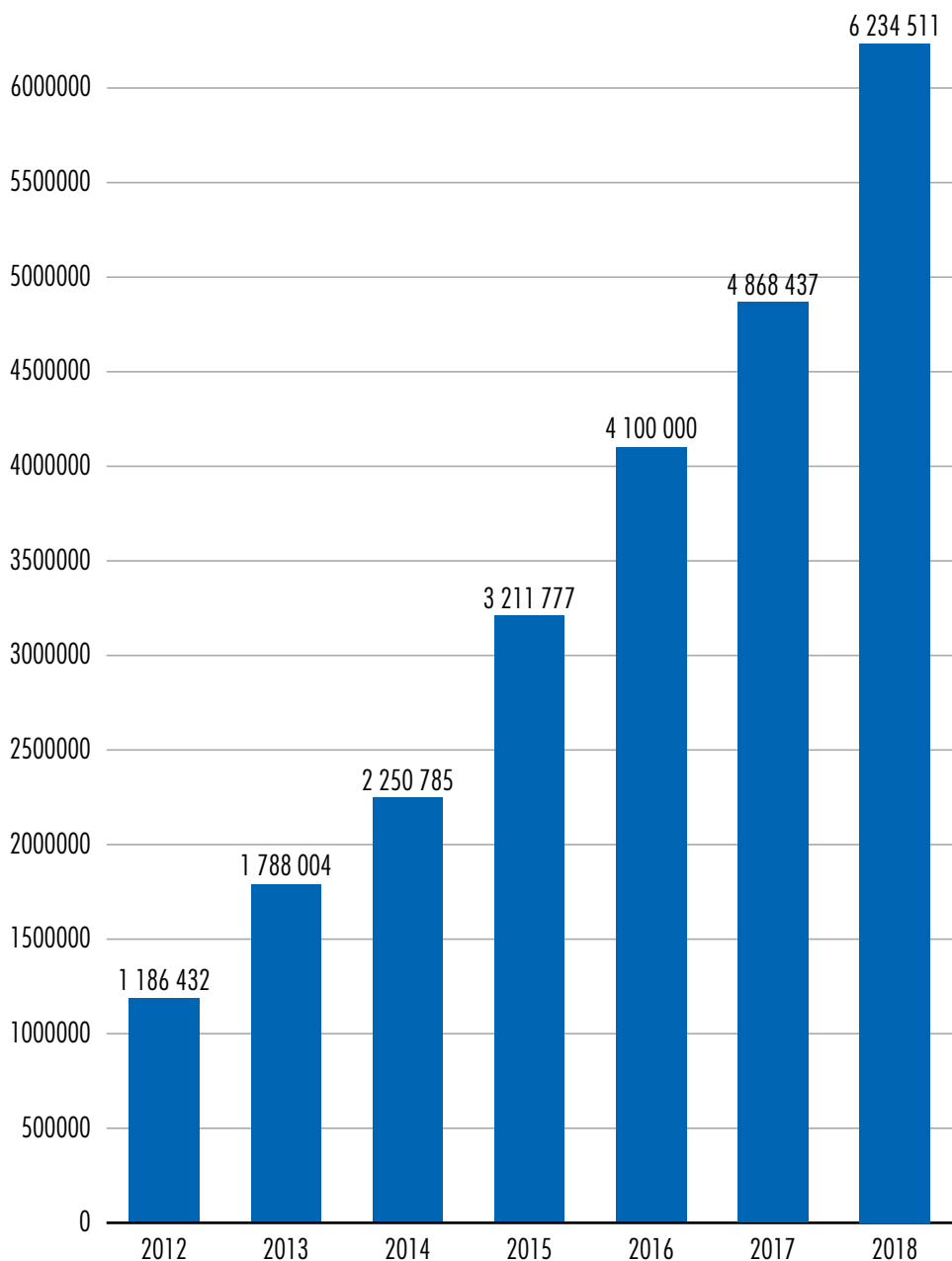


EPARAKSTA LIETOTĀJU SKAITS





LAIKA ZĪMOGU LIETOJUMS PA GADIEM



Datu avots: LVRTC



VISBIEŽĀK LIETOTIE E-PAKALPOJUMI PĒC UZSĀKŠANAS REIŽU SKAITA

Nr.	E-pakalpojuma nosaukums	Pakalpojuma sniedzējs	Uzsākšanas reižu skaits 2018. gadā
1.	E-iesniegums VSAA pakalpojumiem	VSAA	883 859
2.	Dokumenta pārbaude Nederīgo dokumentu reģistrā leM IC		297 484
3.	Dzīvesvietas deklarācijas iesniegšana	PMLP	226 472
4.	Manā īpašumā deklarētās personas	PMLP	171 404
5.	Informācija par sociālās apdrošināšanas iemaksām un apdrošināšanas periodiem	VSAA	161 614
6.	Informācija par prognozējamo vecuma pensijas apmēru	VSAA	148 238
7.	Iesniegums iestādei	VRAA	135 961
8.	Mani dati ledzīvotāju reģistrā	PMLP	133 974
9.	Valsts fondēto pensiju shēmas (pensiju 2.līmeņa) dalībnieka konta izraksts	VSAA	132 787
10.	Saņemtās Darbnespējas lapas	NVD	116 308
11.	Elektroniskā pieteikšanās studijām pamatstudiju programmās	RTU	111 354
12.	Nekustamā īpašuma nodokļa apmaksā tiešsaistē	VRAA	83 006
13.	Muitas maksājumu veikšana tiešsaistes režīmā	VID	69 553
14.	Reģistrācija Uzņēmumu reģistra vestajos reģistros	UR	68 608
15.	Pārbaude, vai persona ir deklarēta norādītajā adresē	PMLP	61 744



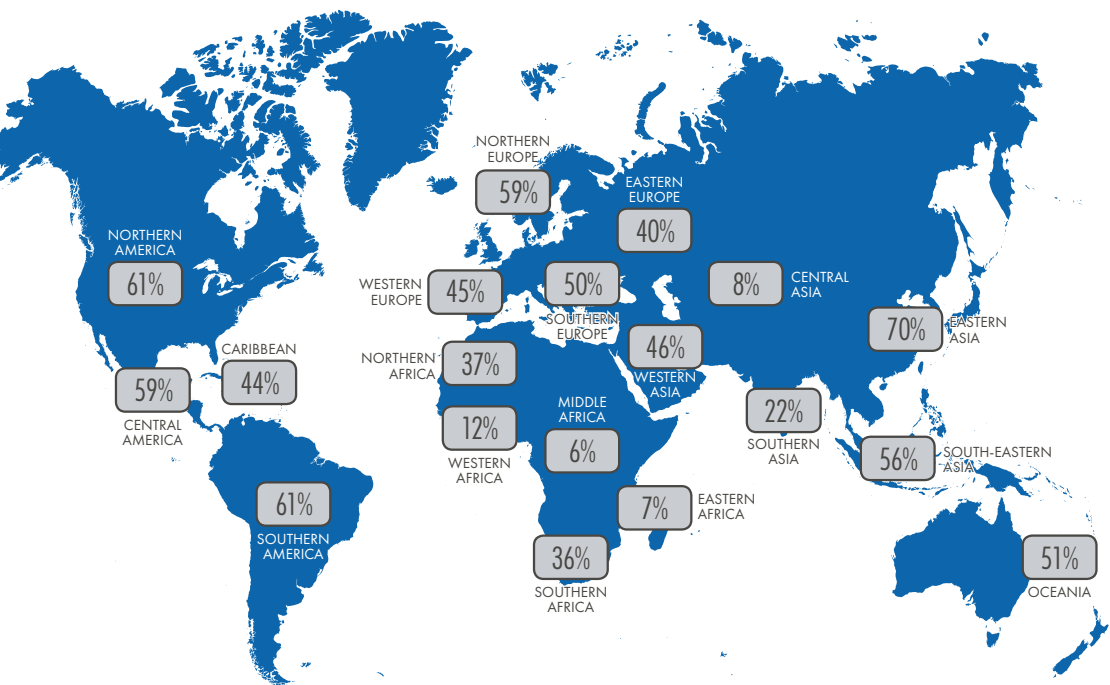
VISVAIRĀK LIETOTIE E-PAKALPOJUMI PĒC MAKSĀJUMU SKAITA

Nr.	E-pakalpojuma nosaukums	Pakalpojuma sniedzējs	Maksājumu skaits 2018. gadā
1.	Valsts ieņēmumu dienesta administrēto nodokļu samaksa	VID	202 282
2.	Ieskatīšanās zemesgrāmatas nodaļā	TA	48 320
3.	Nekustamā īpašuma nodokļa apmaksā tiešsaistē	VRAA	42 537
4.	Transportlīdzekļu iebraukšana īpaša režīma zonā Jūrmalas pilsētas administratīvajā teritorijā	JPD	40 314
5.	Muitas maksājumu veikšana tiešsaistes režīmā	VID	28 823
6.	Portāla kadastrs.lv pakalpojumu maksājumi	VZD	23 149
7.	Izziņas pieprasīšana par fiziskas personas sodāmību	IeM IC	18 287
8.	Pieteikšanās personu apliecinoša dokumenta izsniegšanai	IeM IC	16 203
9.	Autoceļu lietošanas nodeva	CSDD	13 294
10.	Izziņu pieprasīšana no Uzņēmumu reģistra vestajiem reģistriem	UR	6 575
11.	Elektroniskā pieteikšanās studijām pamatstudiju programmās	RTU	5 938
12.	Nekustamā īpašuma pirkuma nodrošinājums	TA	5 802
13.	Elektronisko izsoļu vietnes lietotāja pieteikšanās dalībai konkrētā izsolē	TA	5 383
14.	Autotransporta direkcijas pakalpojumi	ATD	3 585
15.	Mājas (istabas) dzīvnieku reģistrēšana	LDC	3 198



MOBILE SOCIAL MEDIA PENETRATION BY REGION

Active accounts on the top platforms in each country / Territory accessing via mobile, compared to population



Source: datareportal.com

Latest data published by social media platforms via press releases, investor earnings announcements, and in self-serve advertising tools; Arab social media report; Techrasa; Niki Aghaei; Rose.ru; Kepios Analysis. Note: penetration figures are based on total population, regardless of age. Regions as defined by the United Nations geoscheme.



LINKEDIN GENDER RATIO RANKINGS

Countries with the greatest gender skews in LinkedIn's advertising audience

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

Nr.	HIGHEST FEMALE RATIO	% ♀	FEMALE USERS
1.	LITHUANIA	69%	120,000
2.	LATVIA	67%	97,000
3.	CHINA	65%	11,000,000
4.	MYANMAR	60%	98,000
5.	GEORGIA	60%	96,000
6.	BHUTAN	59%	19,000
7.	JAMAICA	59%	170,000
8.	ROMANIA	56%	1,000,000
9.	TONGA	56%	2,500
10.	MOLDOVA	55%	81,000

COUNTRIES / TERRITORIES WITH THE MOST SIGNIFICANT FEMALE SKEW

Nr.	HIGHEST MALE RATIO	% ♂	MALE USERS
1.	YEMEN	89%	110,000
2.	IRAQ	85%	380,000
3.	SOMALIA	84%	36,000
4.	AFGHANISTAN	84%	170,000
5.	PAKISTAN	83%	3,300,000
6.	SAUDI ARABIA	83%	2,100,000
7.	LIBYA	82%	120,000
8.	CHAD	82%	15,000
9.	MAURITANIA	81%	24,000
10.	NIGER	81%	29,000



Source: datareportal.com

Extrapolation of LinkedIn data (January 2019); Kepios Analysis. Note: LinkedIn's advertising audience figures are based on total members, not monthly active users.



TOP YOUTUBE SEARCH QUERIES IN 2018

Based on searches on the YouTube platform throughout 2018

Nr.	SEARCH QUERY	INDEX
1.	MUSIC	100
2.	SONGS	61
3.	REMIX	58
4.	DZIESMAS	49
5.	FORTNITE	41
6.	BLACK	34
7.	MINECRAFT	34
8.	ПЕЧИ	33
9.	BASS	30
10.	МУЗЫКА	28
11.	ROBLOX	19
12.	PEWDIEPIE	18
13.	EMINEM	18
14.	BERMUDU DIVSTURIS	18
15.	BTS	18
16.	MIYAGI	17
17.	LOGAN PAUL	15
18.	LIL PEEP	15
19.	FACE	14
20.	DONS	14



Source: DIGITAL REPORT 2019: LATVIA datareportal.com

Google trends (accessed January 2019); kepios analysis. Notes: Google does not publish search volumes, but the 'index' column shows relative volumes for each query compared to search volumes for the top query (an index of 50 means that the query received 50% of the search volume of the top query).

FACEBOOK AUDIENCE OVERVIEW

Based on Facebook's total addressable advertising audience

NUMBER OF PEOPLE THAT FACEBOOK REPORTS CAN BE REACHED WITH ADVERTS ON FACEBOOK



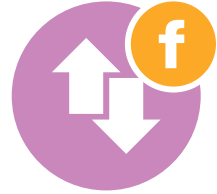
900.0
THOUSAND

PERCENTAGE OF ADULTS AGED 13+ THAT CAN BE REACHED WITH ADVERTS ON FACEBOOK



54%

QUARTER-ON-QUARTER GROWTH IN FACEBOOK ADVERTISING REACH



+1.1%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS FEMALE*



56%

PERCENTAGE OF ITS AD AUDIENCE THAT FACEBOOK REPORTS IS MALE*



44%

Source: DIGITAL REPORT 2019: LATVIA datareportal.com Facebook (January 2019); kepius analysis. *Note: Facebook does not publish advertising audience data for genders other than 'male' and 'female'. Advisory: figures reported on this chart are based on Facebook's addressable advertising audience, and may not match total monthly active users. As a result, figures on this chart are not directly comparable to the 'monthly active Facebook users' figure that we reported in our Digital 2018 reports.



INSTAGRAM FACTS

HIGHEST USE OF HASHTAGS

#fortnite	#metoo
#btsarmy	#timesup
#inmyfeelingschallenge	#marchforourlives



MOST FOLLOWED

Cristiano Ronaldo has the highest followers on Instagram, with over 160 Million followers.

Ariana Grande has approximately 150 Million followers globally.

Selena Gomez has approximately 148 Million followers globally.

MOST POPULAR FOOD AND FILTERS



Pizza is the most widely Instagrammed food.

The most popular filters used are Clarendon, Gingham, and Juno/Lark.













MOBILE APP RANKING

TOP APP STORE APPS IN LATVIA | ALL | TOP FREE 

Nr.	APP	Publisher	Change of Store Rank
1.	 Attainotie izdevumi	Valsts ieņēmumu dienests	-
2.	 Roller Splat!	Voodoo	=
3.	 a	SayGames	+1
4.	 Smart-ID	SK ID Solutions AS	-1
5.	 Words Story	ZHOU JIAPING	+2
6.	 Color Bump 3D	Good Job Games	=
7.	 Fisherman	Ketchapp	-2
8.	 Fortnite	Epic Games	+18
9.	 YouTube: Watch, Listen, Stream	Google LLC	+1
10.	 Wolt: food delivery & takeaway	Wolt	+7

TOP GOOGLE PLAY APPS IN LATVIA | ALL | TOP FREE 

Nr.	APP	Publisher	Change of Store Rank
1.	 Attainotie izdevumi	Valsts ieņēmumu dienests	=
2.	 Smart-ID	SK ID Solutions AS	=
3.	 Grass Cut	VOODOO	=
4.	 Horoscope & Palm Master-Palm Scanner and Aging	Horoscope Master Team	=
5.	 Color Bump 3D	Good Job Games	=
6.	 WhatsApp Messenger	WhatsApp Inc.	=
7.	 Homescapes	Playrix	=
8.	 Polysphere	Playgendary	+4
9.	 Idle Supermarket Tycoon - Tiny Shop Game	Codigames	-1
10.	 Paint Pop 3D	Good Job Games	-1

Source: SimiliarWeb



MOBILE APPS: GLOBAL CATEGORY RANKINGS

Rankings of mobile app categories by total global downloads and annual global consumer spend

GOOGLE PLAY: 2018 DOWNLOADS

Nr.	APP CATEGORY
1.	GAMES
2.	TOOLS
3.	ENTERTAINMENT
4.	COMMUNICATION
5.	PHOTOGRAPHY
6.	SOCIAL
7.	MUSIC & AUDIO
8.	VIDEO PLAYERS & EDITORS
9.	PRODUCTIVITY
10.	SHOPPING

GOOGLE PLAY: 2018 SPEND

Nr.	APP CATEGORY
1.	GAMES
2.	SOCIAL
3.	ENTERTAINMENT
4.	LIFESTYLE
5.	MUSIC & AUDIO
6.	PRODUCTIVITY
7.	COMMUNICATION
8.	HEALTH & FITNESS
9.	DATING
10.	EDUCATION

iOS: 2018 DOWNLOADS

Nr.	APP CATEGORY
1.	GAMES
2.	PHOTO & VIDEO
3.	ENTERTAINMENT
4.	UTILITIES
5.	SOCIAL NETWORKING
6.	SHOPPING
7.	LIFESTYLE
8.	FINANCE
9.	PRODUCTIVITY
10.	EDUCATION

iOS: 2018 SPEND

Nr.	APP CATEGORY
1.	GAMES
2.	ENTERTAINMENT
3.	SOCIAL NETWORKING
4.	MUSIC
5.	PHOTO & VIDEO
6.	LIFESTYLE
7.	HEALTH & FITNESS
8.	PRODUCTIVITY
9.	BOOKS
10.	EDUCATION



Source: datareportal.com
App annie, 'The State of Mobile in 2019' report (January 2019).



GLOBAL MOBILE APP RANKINGS: DOWNLOADS

Global rankings of top mobile apps and games by the number of downloads in 2018

RANKING OF MOBILE APPS BY DOWNLOADS

Nr.	APP NAME	DEVELOPER
1.	FACEBOOK MESSENGER	FACEBOOK
2.	FACEBOOK	FACEBOOK
3.	WHATSAPP MESSENGER	FACEBOOK
4.	TIKTOK (DOUYIN)	TOUTIAO
5.	INSTAGRAM	FACEBOOK
6.	UC BROWSER	ALIBABA GROUP
7.	SHAREIT	SHAREIT
8.	SNAPCHAT	SNAP
9.	NETFLIX	NETFLIX
10.	SPOTIFY	SPOTIFY

RANKING OF MOBILE GAMES BY DOWNLOADS

Nr.	APP NAME	DEVELOPER
1.	HELIX JUMP	VOODOO
2.	SUBWAY SURFERS	KILOO
3.	PUBG MOBILE	TENCENT
4.	FREE FIRE	SEA
5.	RISE UP	SERKAN OZYILMAZ
6.	LOVE BALLS	SUPERTAPX
7.	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
8.	HAPPY GLASS	APPLOVIN
9.	SNIPER 3D ASSASSIN	TFG CO
10.	KICK THE BUDDY	PLAYGENDARY

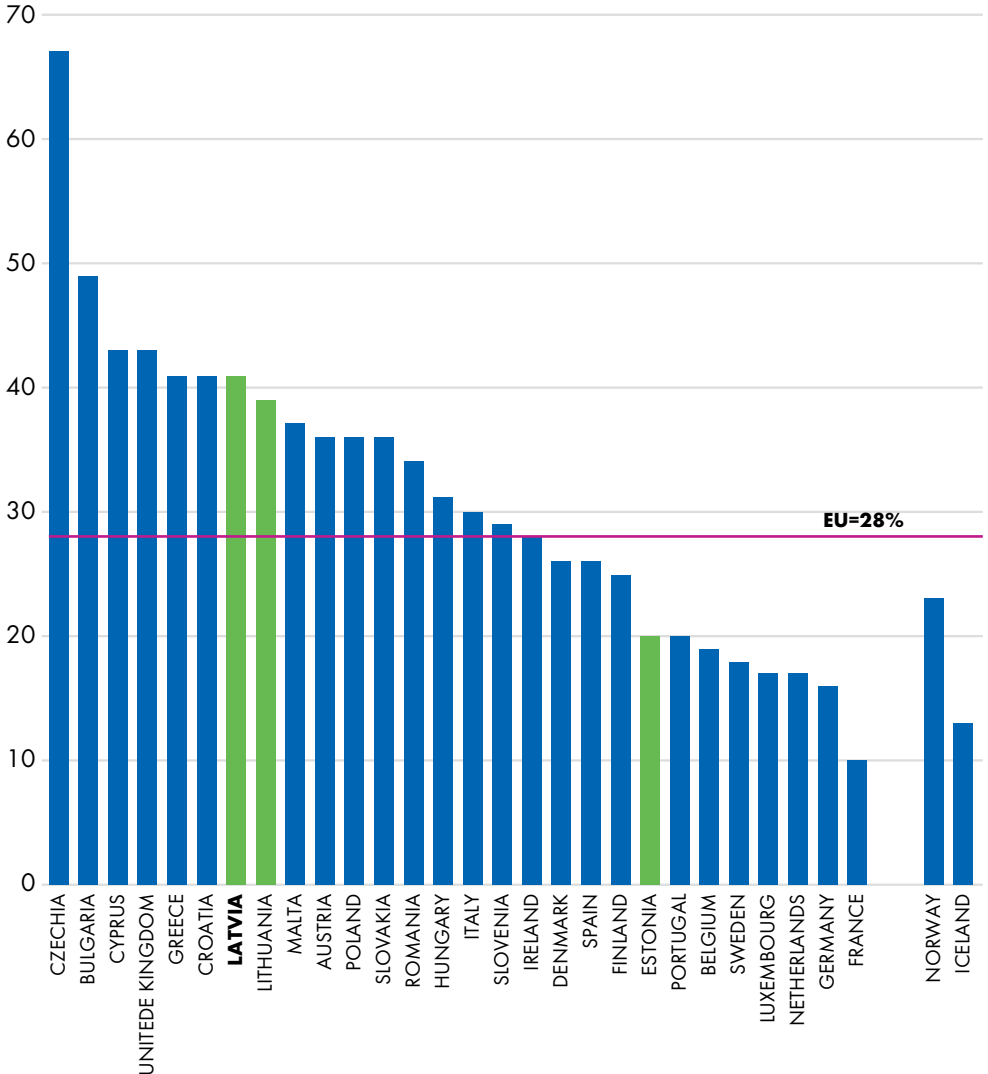


Source: datareportal.com
App Annie (January 2019). Based on combined data for the Google Play and Apple iOS app stores. Note: does not include data for downloads from third-party android stores.



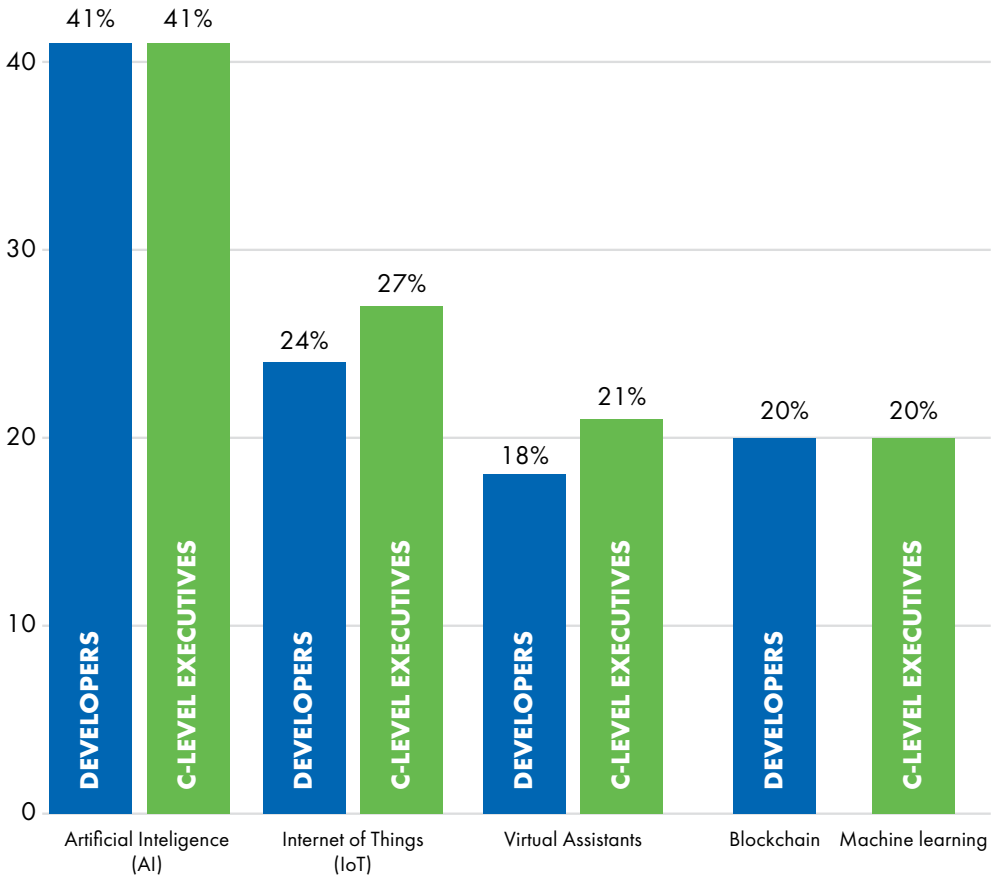
INDIVIDUALS WHO NEVER RESTRICTED OR REFUSED ACCESS TO PERSONAL DATA WHEN USING OR INSTALLING AN APP ON THE SMARTPHONE, 2018

(% of individuals who use a smartphone for private purposes)





TECHNOLOGICAL TRENDS WHICH WILL BE HAVING THE GREATEST IMPACT ON COMPANIES WORLDWIDE 10 YEARS FROM NOW AS OF 2018



Source: Stripe Statista 2018. Additional Information: Worldwide, 2018; 2,000+; Developers and c-suites



KEY AREAS OF INNOVATION – MAJOR PLAYERS AND USE CASES (NOT EXHAUSTIVE)

Internet of Things

- Next-generation vehicles
- Smart enterprises
- Smart homes and buildings
- Smart cities
- Digital health

OPERATORS



AR and VR

- Entertainment (games, movies, sport/music events)
- Augmented retail
- Remote assistance
- Medical (holographic imaging, remote diagnosis)
- Manufacturing (3D printing)

OPERATORS



Networks

- Mobile networks/platforms (5G, LPWA, RCS)
- Alternative networks (drones, balloons, mesh)
- Edge computing
- Network virtualisation and SDN
- Network slicing

OPERATORS



Artificial Intelligence

- Voice-based platforms
- Machine learning
- Robotics
- Intelligent analytics
- Security

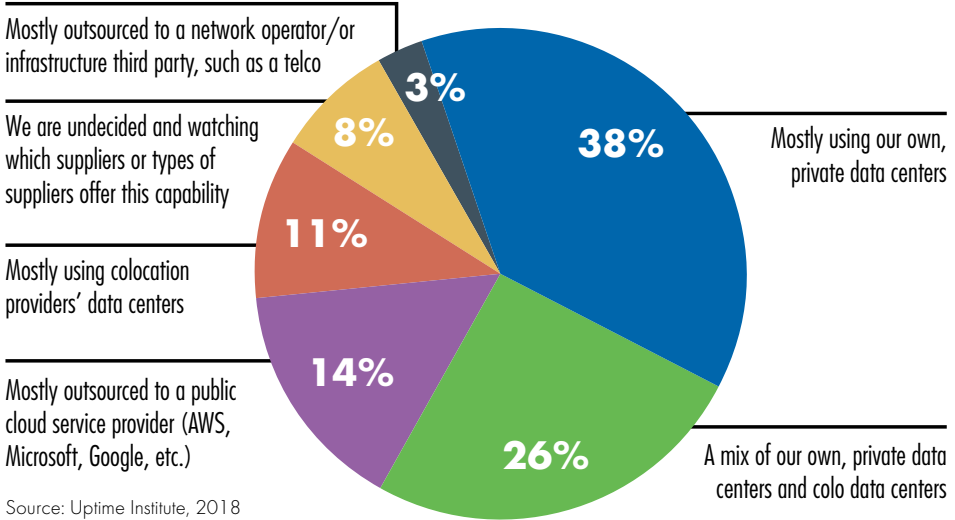
OPERATORS





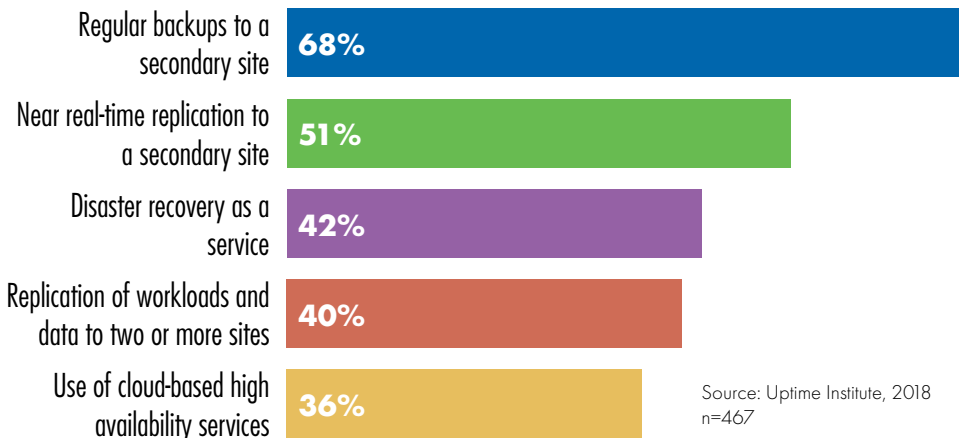
GLOBAL DATA CENTER SURVEY

[For those who do anticipate that their organization will require edge computing capabilities] How will your organization meet its demand for edge computing capacity?



Source: Uptime Institute, 2018
n=272

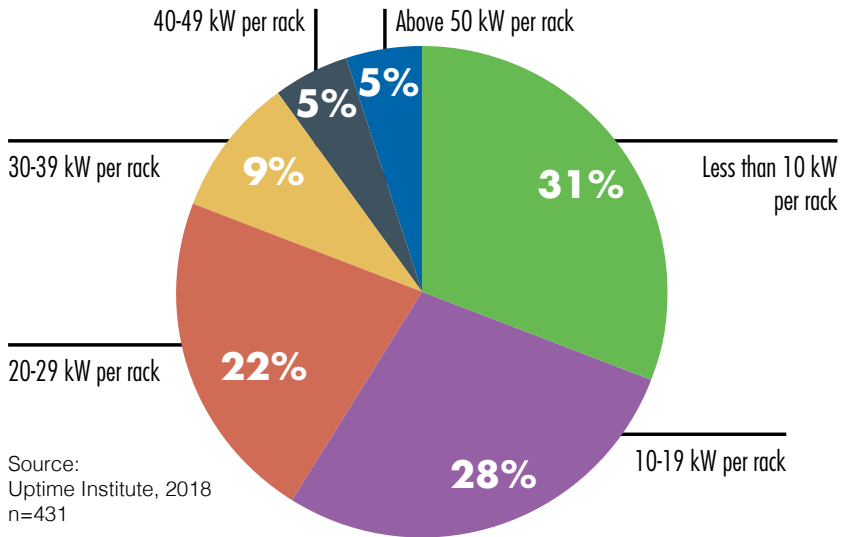
Which of the following do you deploy to achieve or enhance resiliency (select all that apply)



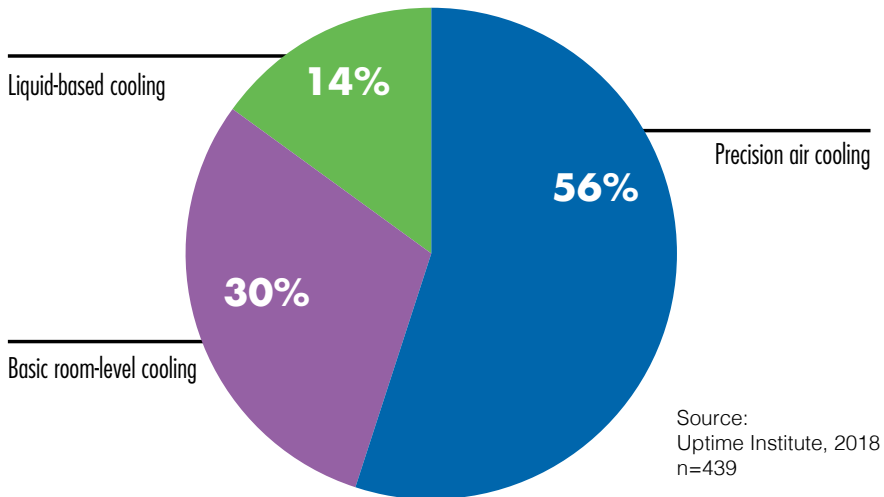
Source: Uptime Institute, 2018
n=467



What is the HIGHEST server density deployed in your site?



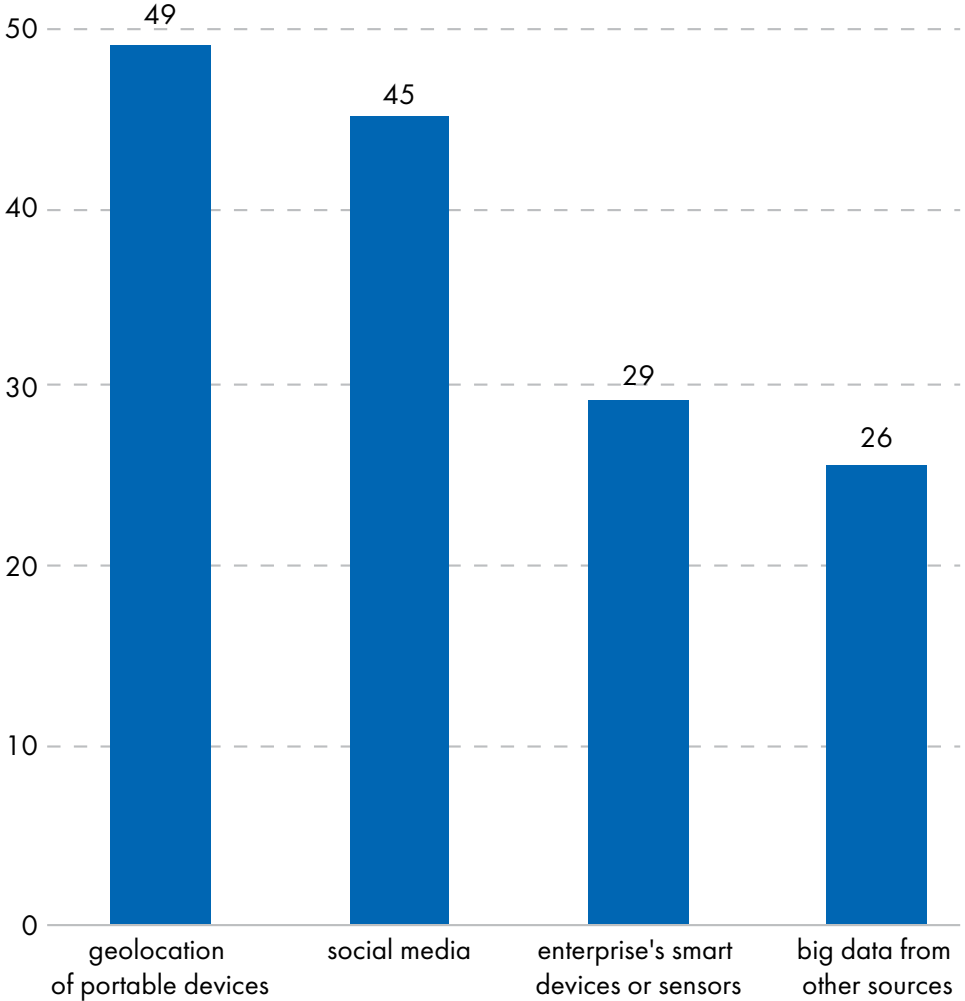
How are you cooling your HIGHEST density racks?





USE OF BIG DATA ANALYSIS IN THE EU BY DATA SOURCE, 2018

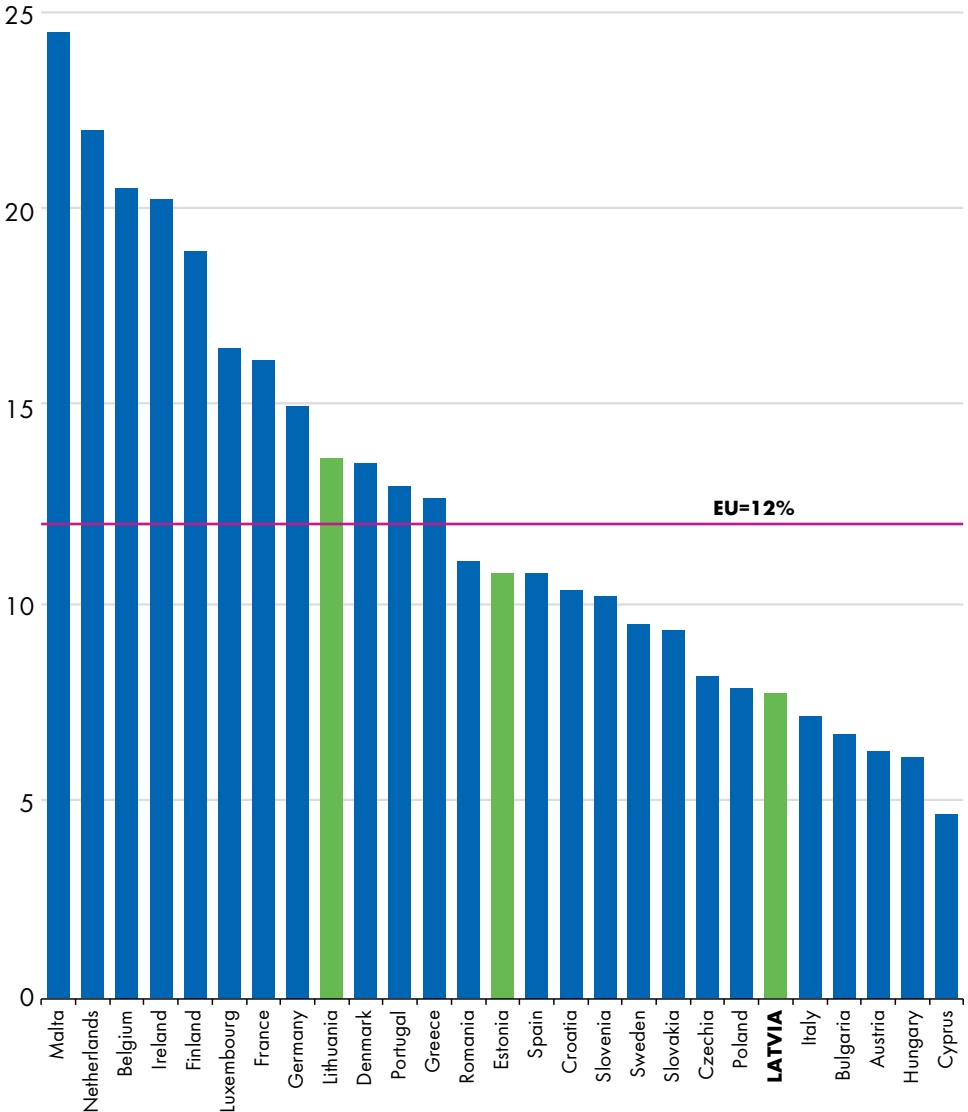
(% of enterprises analysing big data)





USE OF BIG DATA ANALYSIS BY ENTERPRISES IN THE EU MEMBER STATES, 2018

(% of enterprises)





A SHORT HISTORY OF THE EMOJI

Number of emojis by year and release of notable emojis

Most popular emojis on **Twitter** (2018)

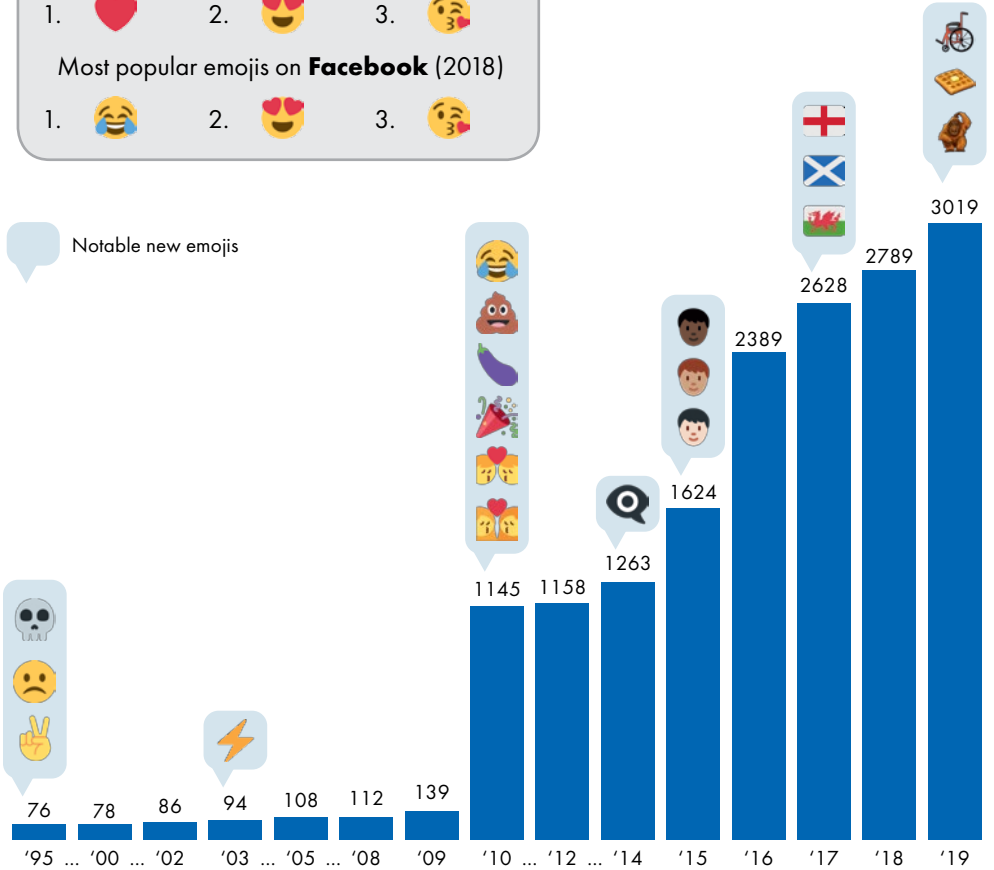
1. 😂
2. ❤️
3. ♻️

Most popular emojis on **Instagram** (2018)

1. ❤️
2. 😍
3. 🙄

Most popular emojis on **Facebook** (2018)

1. 😂
2. 😍
3. 🙄





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