How the World Uses the Internet

**What we are buying (2015)**

- **Books, CDs & DVDs**
  - $51B
- **Online classes**
  - $105B
- **Online games**
  - $810B
- **Travel**
  - $12B
- **Buying computer hardware**
  - $12B
- **Downloading apps**
  - $70B
- **Streaming music**
  - $35B
- **Downloading e-books**
  - $10B
- **Reading news**
  - $9B
- **Using social networks**
  - $10B
- **Using instant messaging**
  - $10B
- **Using email**
  - $2B
- **Using maps**
  - $1B
- **Finding a new job**
  - $1B

**What we are doing (2015)**

- **Using social networks**
  - 2B people
- **Online banking**
  - 1.7B people
- **Using email**
  - 1.5B people
- **Stream music**
  - 1.2B people
- **Using instant messaging**
  - 1.0B people

**Percent of World Wide Internet Users (per Capita GDP weighted)**

- **Asia Pacific (excl. Japan)**
- **Middle East & Africa**
- **Latin America**
- **North America**
- **Central and Eastern Europe**
- **Japan**
- **Europe**
- **United States**
- **Canada**
- **Germany**
- **Russia**
- **Indonesia**

**Highest usage per month per person in North America:**
- 92 hours/month

**Highest number of mobile Internet buyers in Western Europe:**
- 42 million

**Highest number of mobile devices in Asia:**
- 78 million

**Highest number of people using social networks in Eastern Europe:**
- 981 million

**Highest amount spent buying clothing online in South America:**
- $2,094

**Highest total spending on Internet advertising in the Middle East & Africa:**
- $5.5 billion

**Highest anticipated growth rate in number of Internet users in Asia:**
- 12%