## DIGITAL IS CRITICAL

TOTAL POPULATION



7.98 BILLION

**URBANISATION** 

57.0%

UNIQUE MOBILE PHONE USERS



5.34 BILLION

vs. POPULATION

66.9%

INTERNET USERS

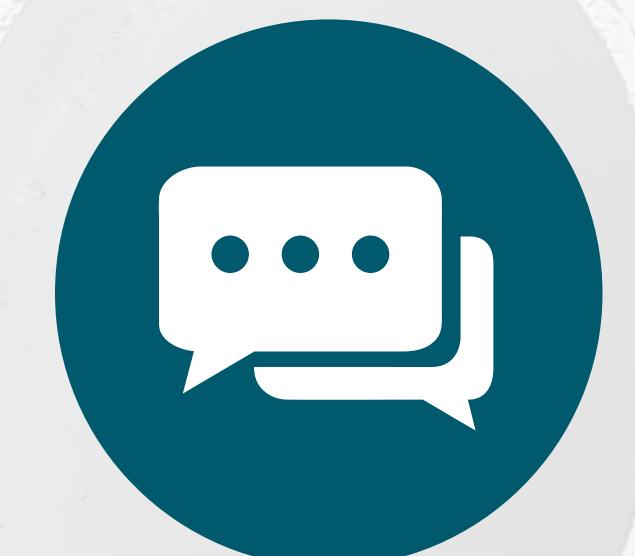


5.03
BILLION

vs. POPULATION

63.1%

ACTIVE DITIGAL MEDIA USERS



4.70 BILLION

vs. POPULATION

59.0%

## 5 DIGITAL MEDIA PILLARS

**CONTENT, MARKETING** 

SEO (SEARCH ENGINE OPTIMIZATION)

SOCIAL MEDIA MARKETING

**EMAIL MARKETING** 

**AFFILIATE MARKETING** 



"If someone signed up on a social platform at the age of 16 and they lived to 70, they would spend 5.7 years of their life using social media. Active social media users have passed the 4.74 billion mark."

