

# 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 DIGITAL  
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

**FUN  
FACT**

"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."

