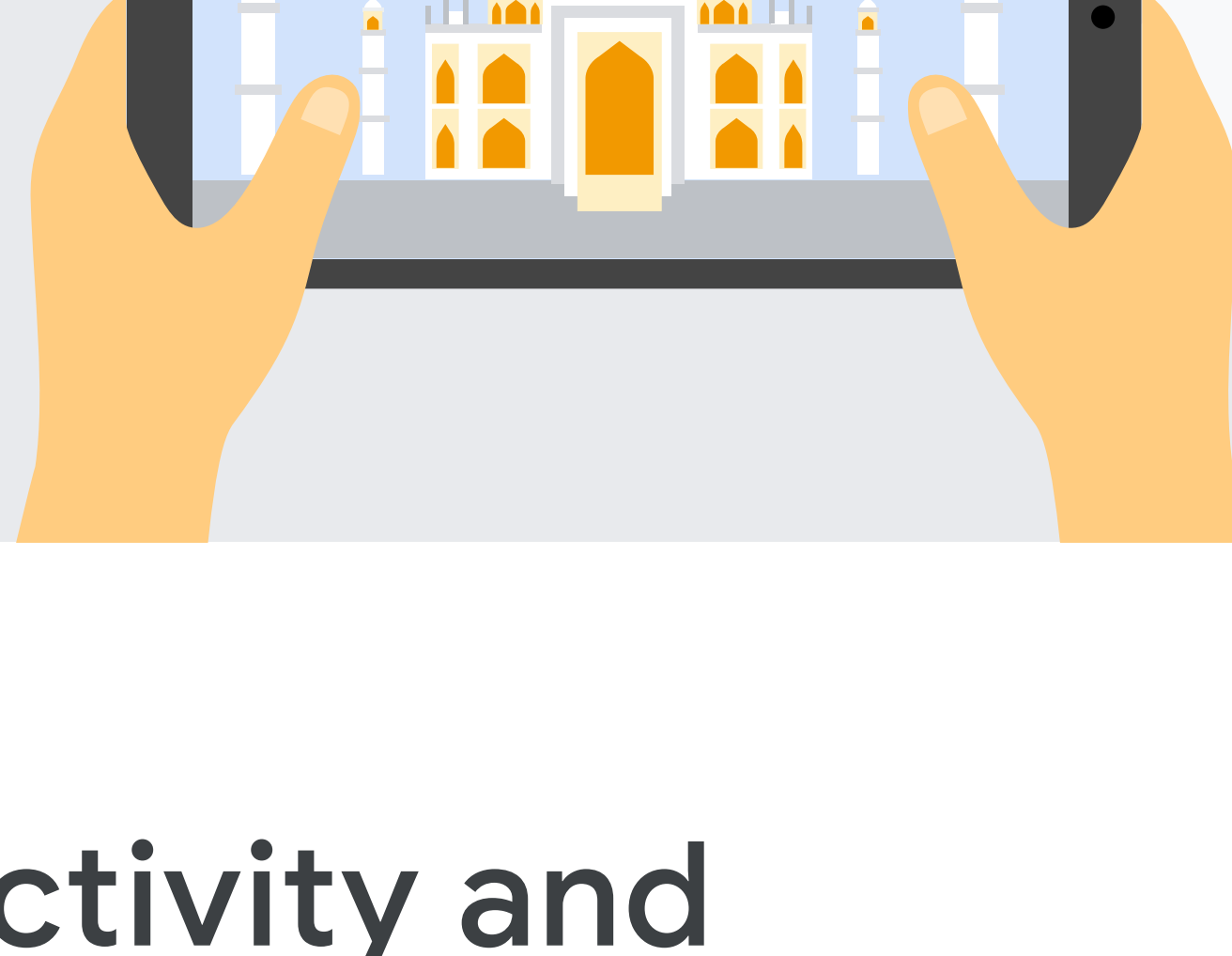
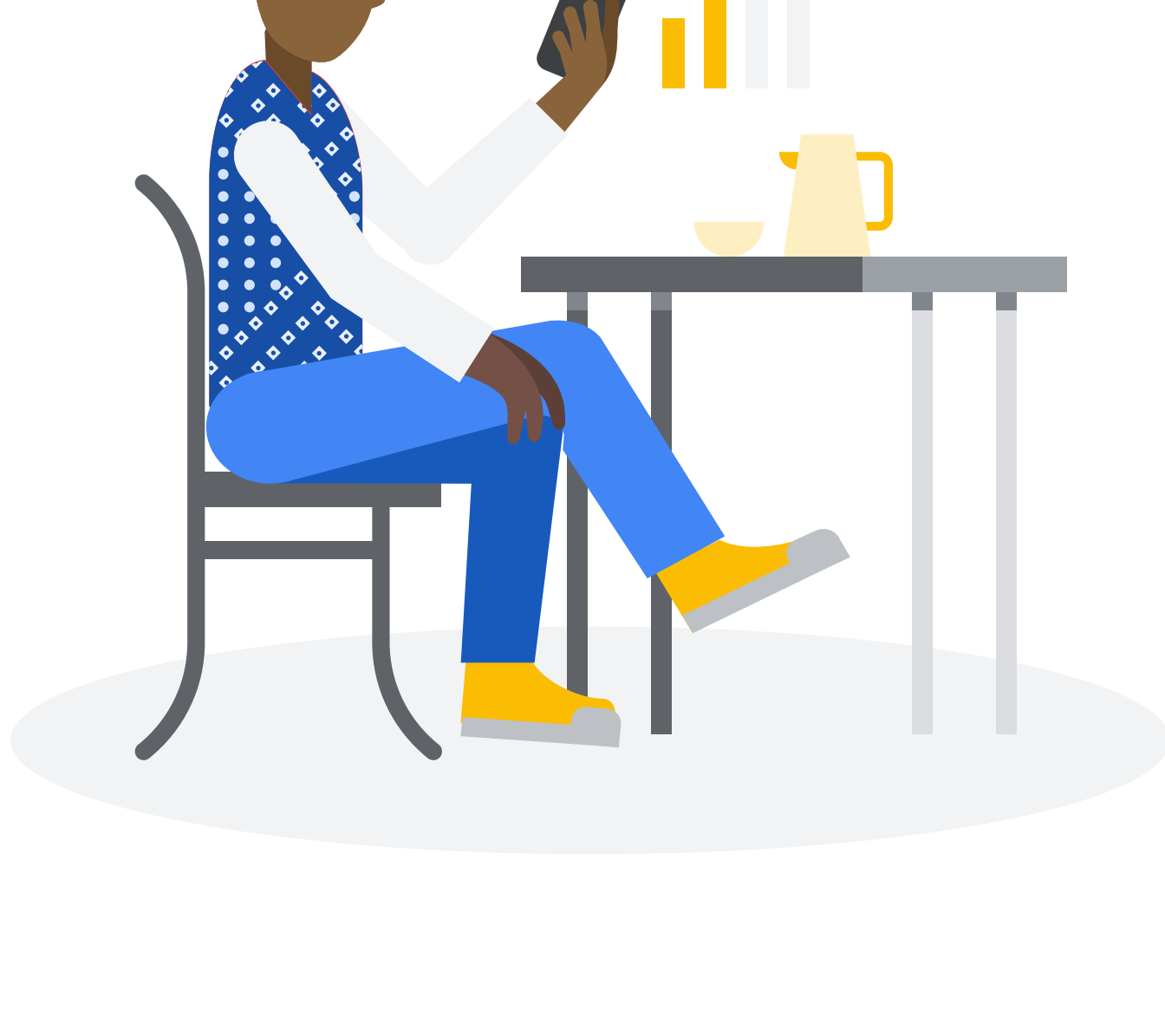


India's Mobile-First Ecosystem in Numbers

Over the past 24 months, the internet ecosystem in India has undergone seismic transformation. Today, there are 390M active internet users,¹ 187M of whom live in rural areas. By 2020, there will be 650M internet users, 45% of which will be women. We stand on the doorstep of a dynamic, ever-changing world where mobile shapes the way we work, play, and live. Here's a look at the new Indian internet user and how mobile is redefining the way they interact with the world around them.



Internet connectivity and data usage continue to soar



650M+

projected internet users in India by 2020

70%

of internet users are bypassing desktops and using smartphones²

~5X

more data consumed by 4G users than by 2G and 3G subscribers combined³

133%

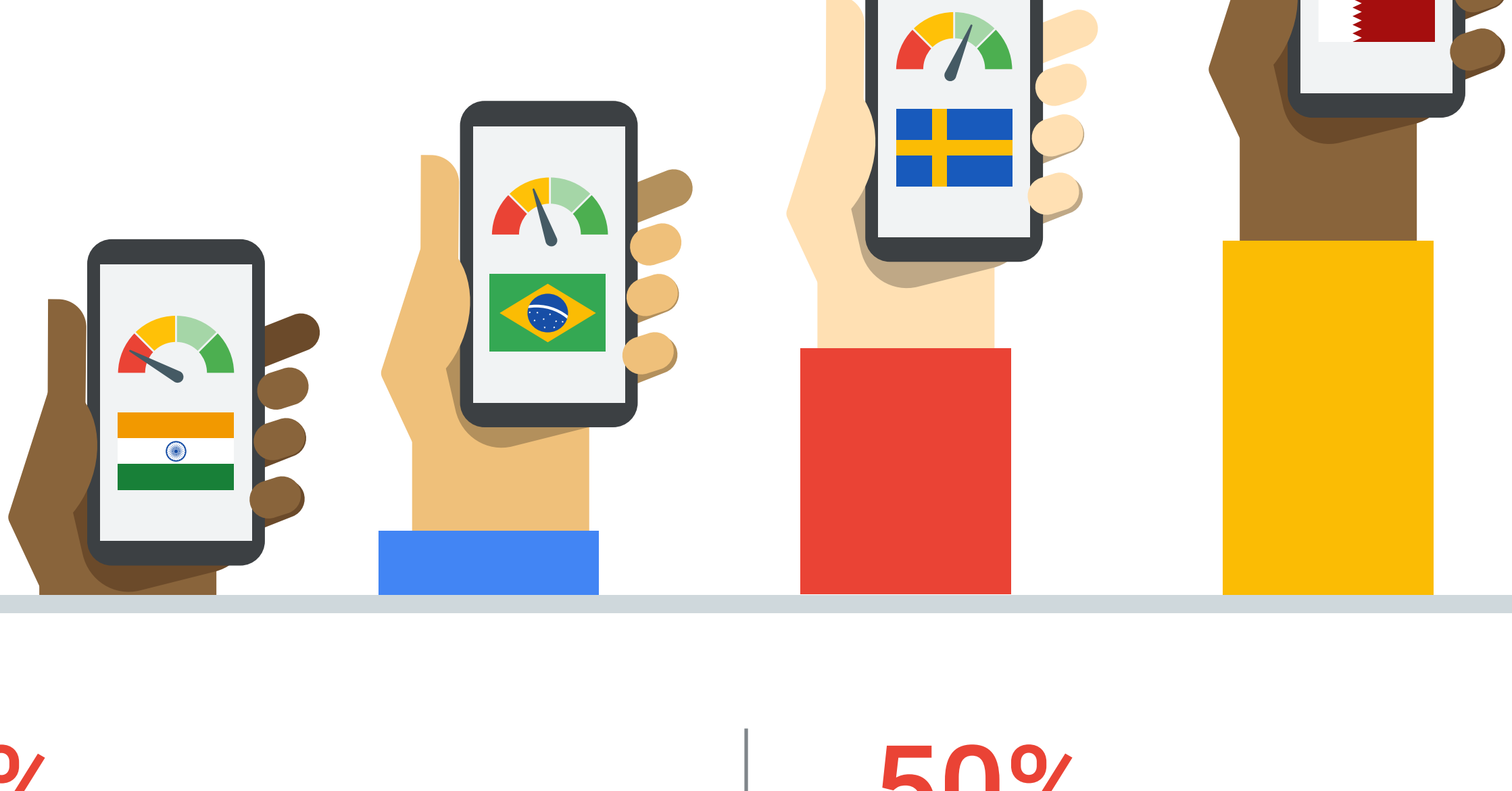
YoY growth in mobile data consumption, with more than 60% using 4G³

Internet is more affordable than ever, but speed hasn't caught up

9Mbps

India has one of the slowest 4G speeds in the world

(vs. Brazil: 2X faster; Sweden: 4X faster; and Qatar: 7X faster)⁴



27%

growth in internet speed-related searches on mobile⁵

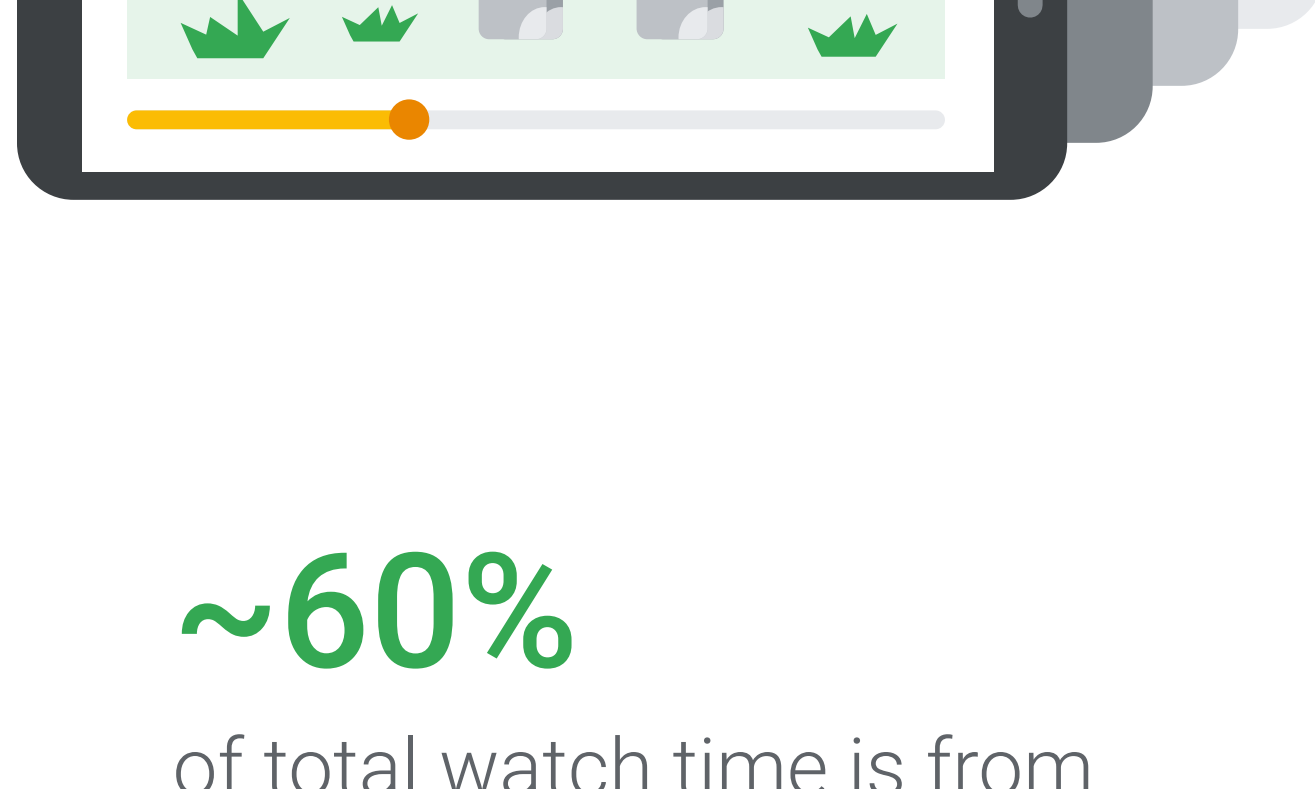
50%

increase in that same search in cities beyond the top eight*⁵

Mobile is shaping the way people consume video content

400%

increase in YouTube consumption on mobile devices⁸



250M

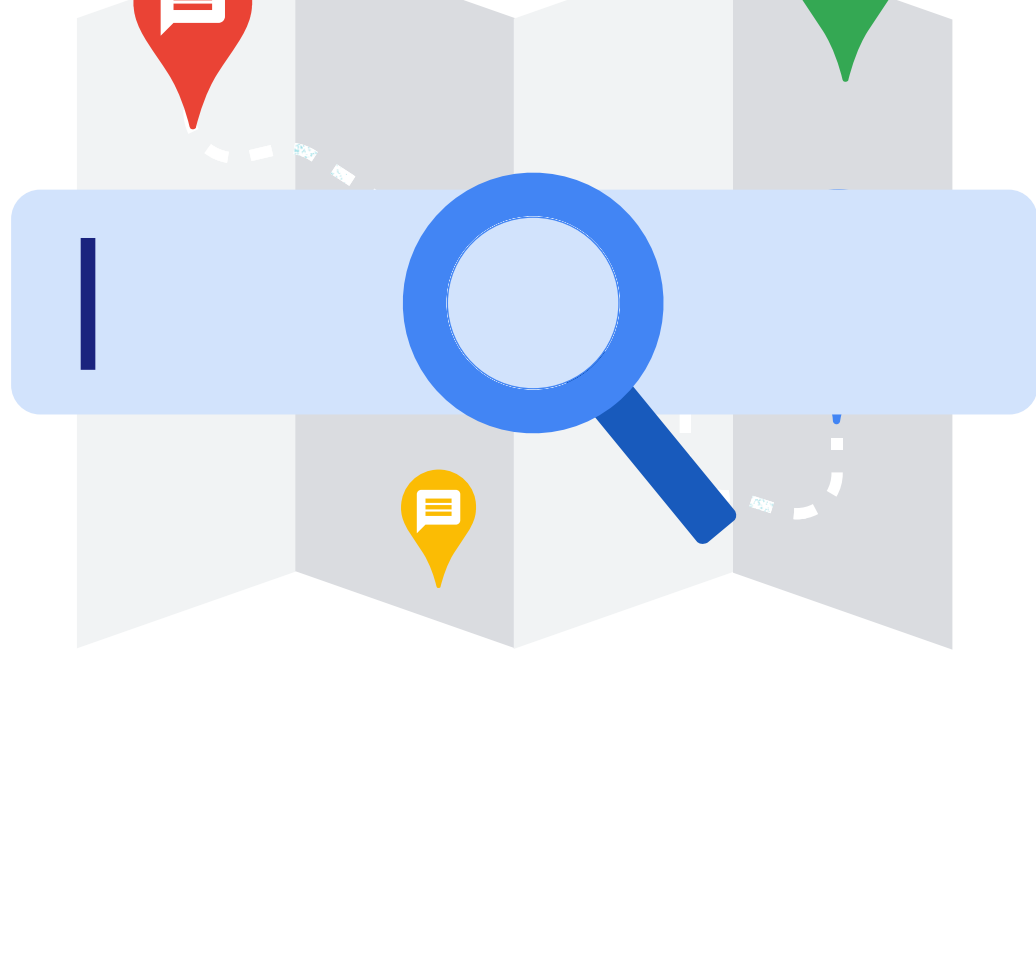
people consumed online video in 2017,⁶ largely on mobile

~60%

of total watch time is from outside the top six metros¹¹

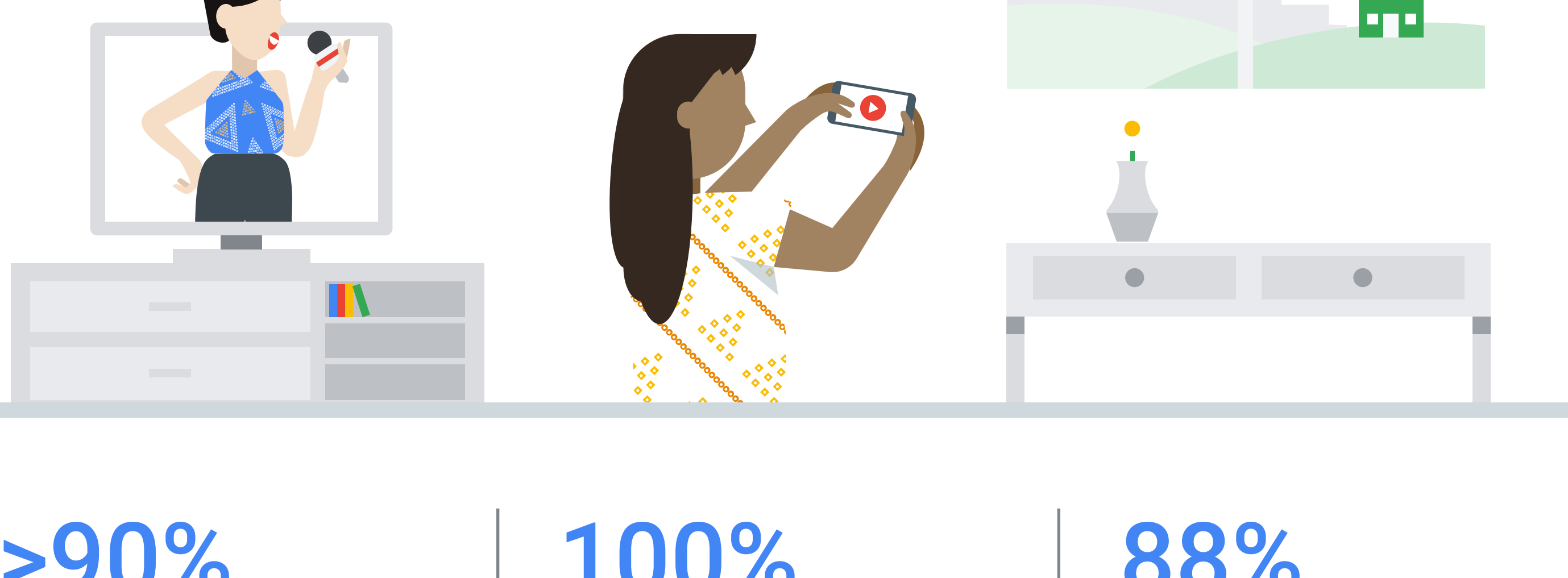
Genres such as comedy, song covers, and food-related content are seeing strong growth on YouTube⁸

Indians are engaging more with vernacular content



10X

growth in local language searches⁵



>90%

of video is consumed in a local language⁶

100%

growth in regional entertainment watch time on YouTube⁵

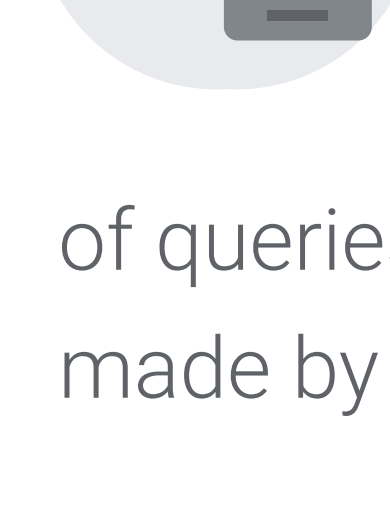
88%

of Indian language internet users are more likely to respond to a digital advertisement in their local language than they are to one in English⁷

Adoption of vernacular entertainment and chat applications is greatest, followed by digital news and social media platforms¹⁰

Indians are finding new ways to search and shop

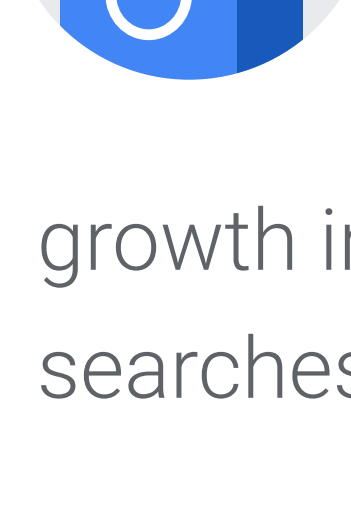
Voice is revolutionizing the way people use mobile



28%

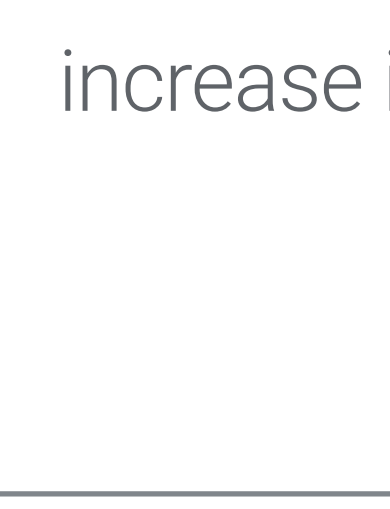
of queries on search apps are made by voice¹²

A person's new smartphone is just a search away



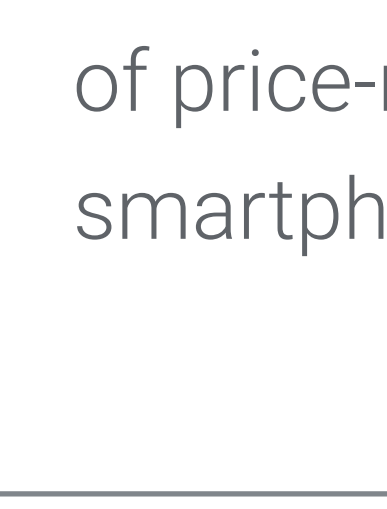
163%

growth in unboxing-related searches¹³



400%

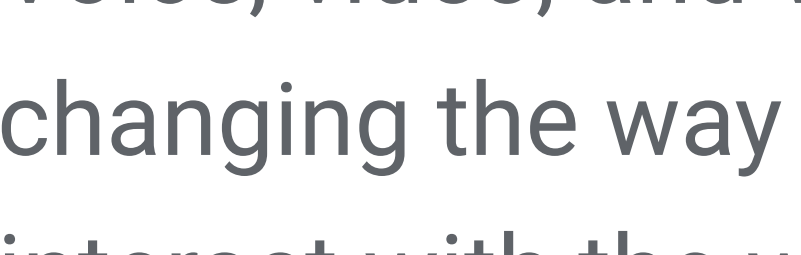
increase in Hindi voice searches¹²



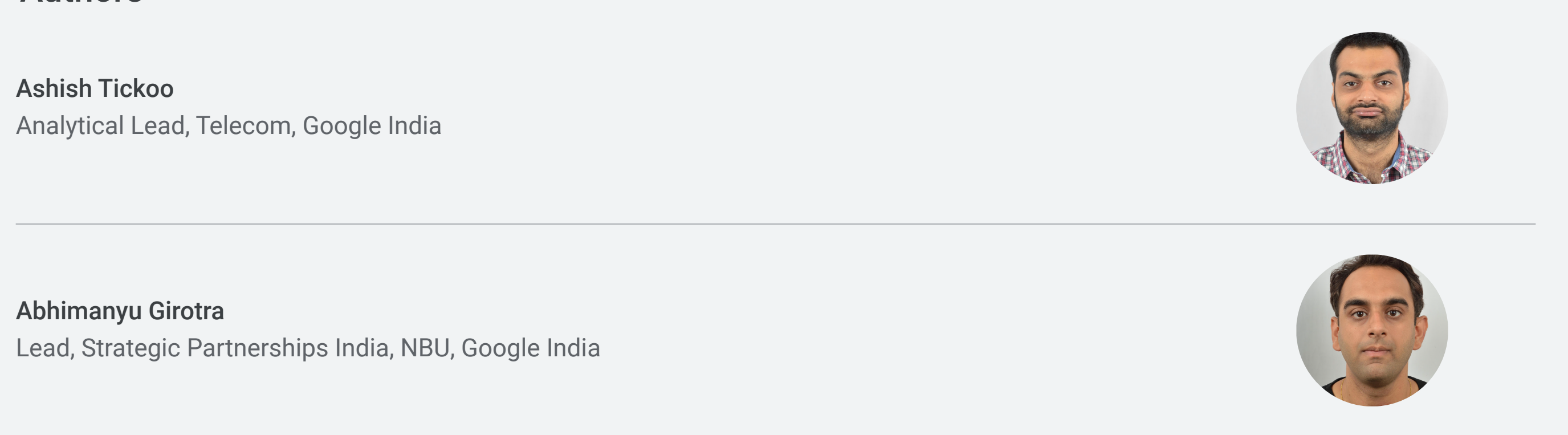
70%

of price-related searches are for smartphones costing ₹5K-15K¹³

At a glance

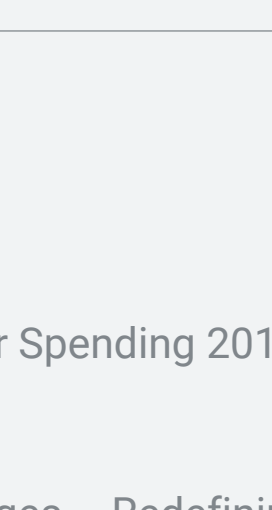


Voice, video, and vernacular content are changing the way audiences across India interact with the world. As they redefine consumption patterns, mobile marketers must ride the wave of change to maximize brand and business results.

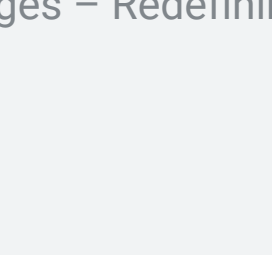


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*Top eight metros: Ahmedabad, Bangalore, Chennai, Delhi, Hyderabad, Kolkata, Mumbai, and Pune.