

DIGITAL 2024

CHILE

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

we
are
social

 Meltwater



GLOBAL HEADLINES

GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



TOTAL
POPULATION



we
are
social

8.08
BILLION

YEAR-ON-YEAR CHANGE

+0.9%
+74 MILLION

URBANISATION

57.7%

CELLULAR MOBILE
CONNECTIONS



Meltwater

8.65
BILLION

YEAR-ON-YEAR CHANGE

+1.9%
+160 MILLION

TOTAL vs. POPULATION

107.0%

INDIVIDUALS USING
THE INTERNET



Meltwater

5.35
BILLION

YEAR-ON-YEAR CHANGE

+1.8%
+97 MILLION

TOTAL vs. POPULATION

66.2%

SOCIAL MEDIA
USER IDENTITIES



5.04
BILLION

YEAR-ON-YEAR CHANGE

+5.6%
+266 MILLION

TOTAL vs. POPULATION

62.3%



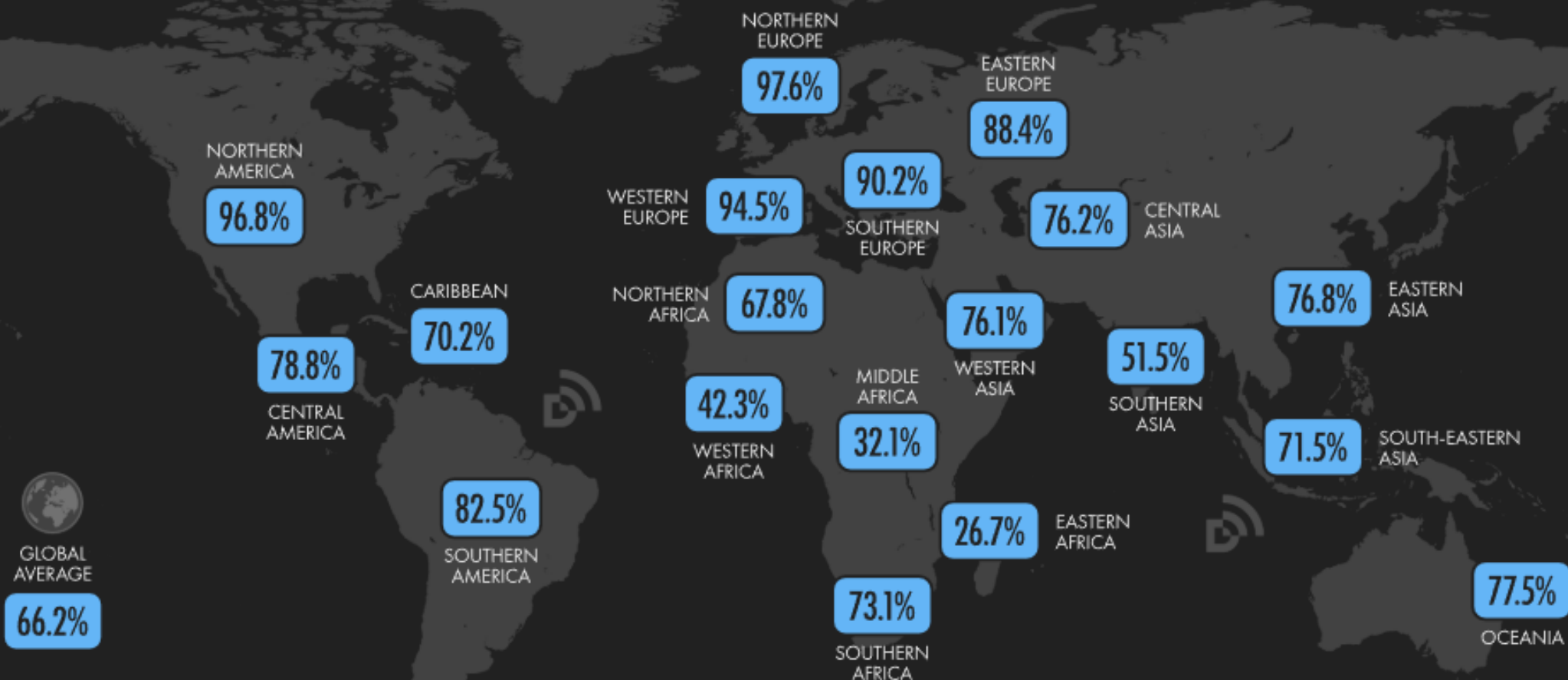
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INTERNET ADOPTION

INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION



GLOBAL OVERVIEW

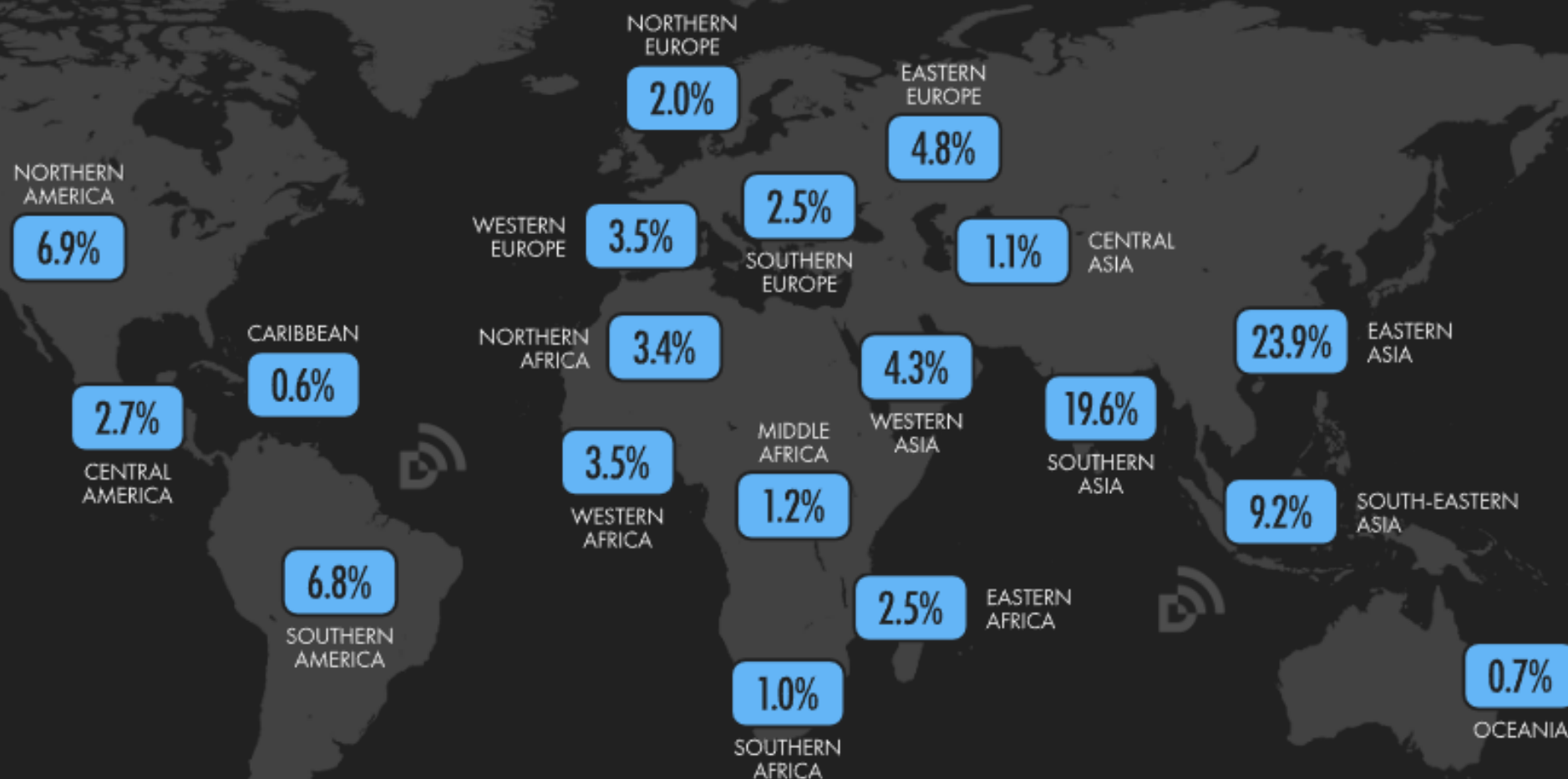


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SHARE OF GLOBAL INTERNET USERS

INDIVIDUALS USING THE INTERNET IN EACH REGION AS A PERCENTAGE OF TOTAL INDIVIDUALS USING THE INTERNET AROUND THE WORLD

GLOBAL OVERVIEW

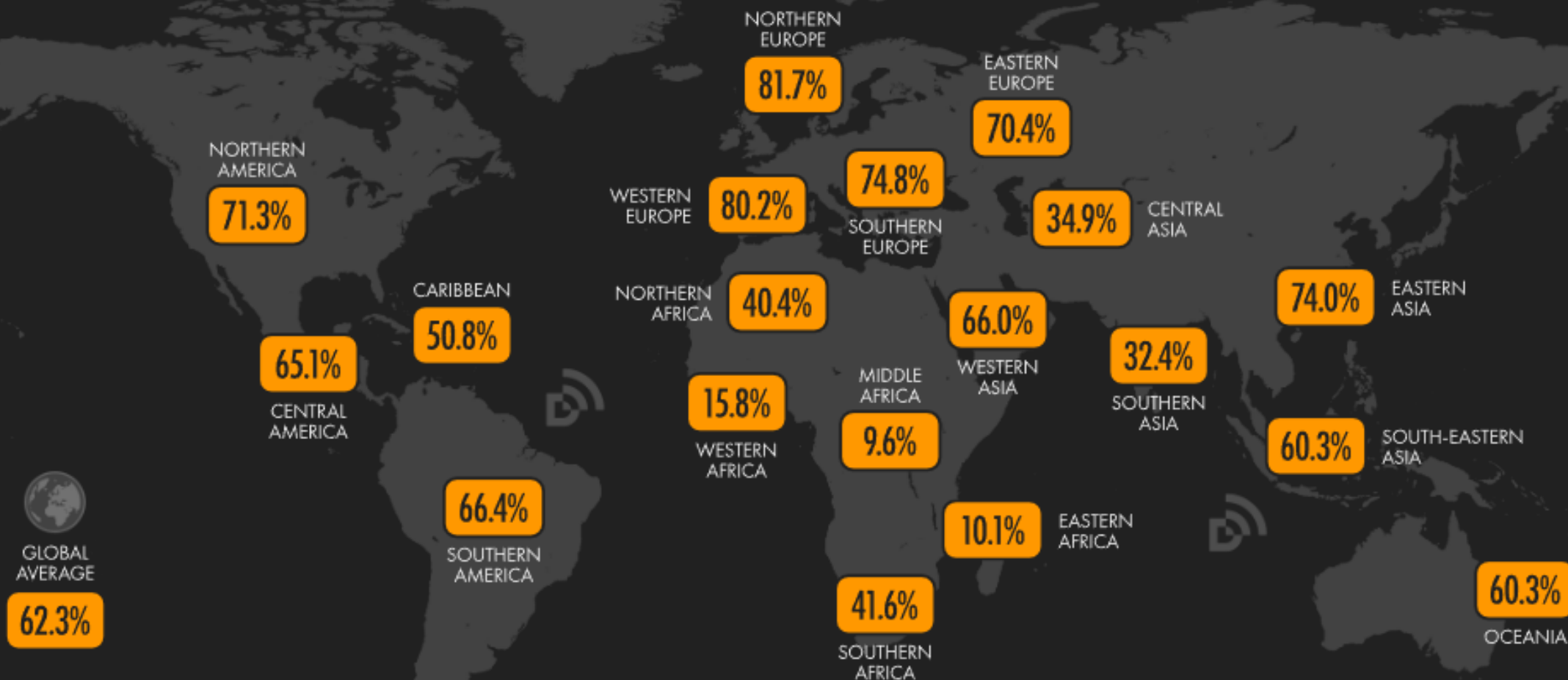


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SOCIAL MEDIA USE vs. TOTAL POPULATION

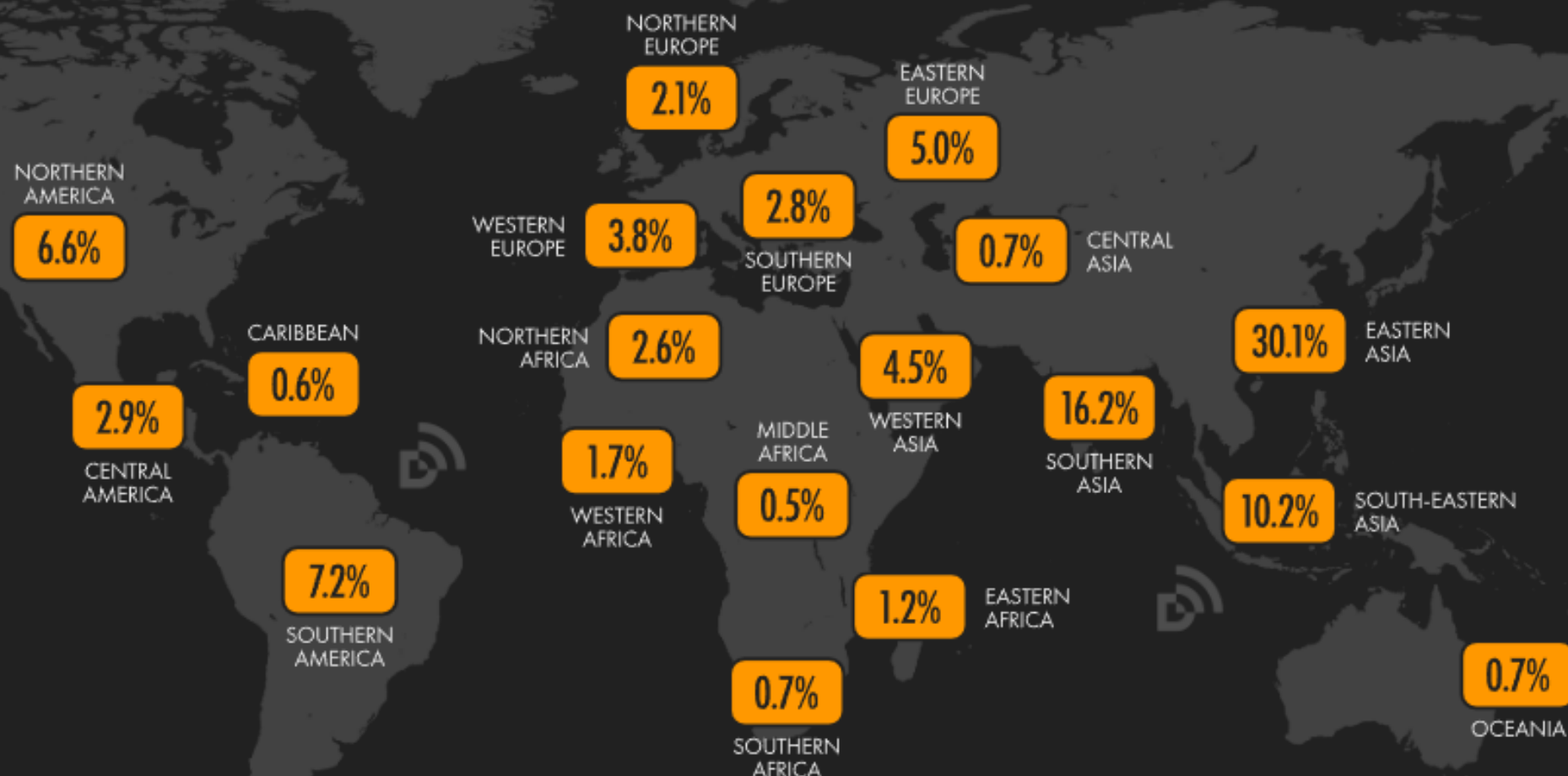
SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



SHARE OF GLOBAL SOCIAL MEDIA USER IDENTITIES

ACTIVE SOCIAL MEDIA USER IDENTITIES IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USER IDENTITIES

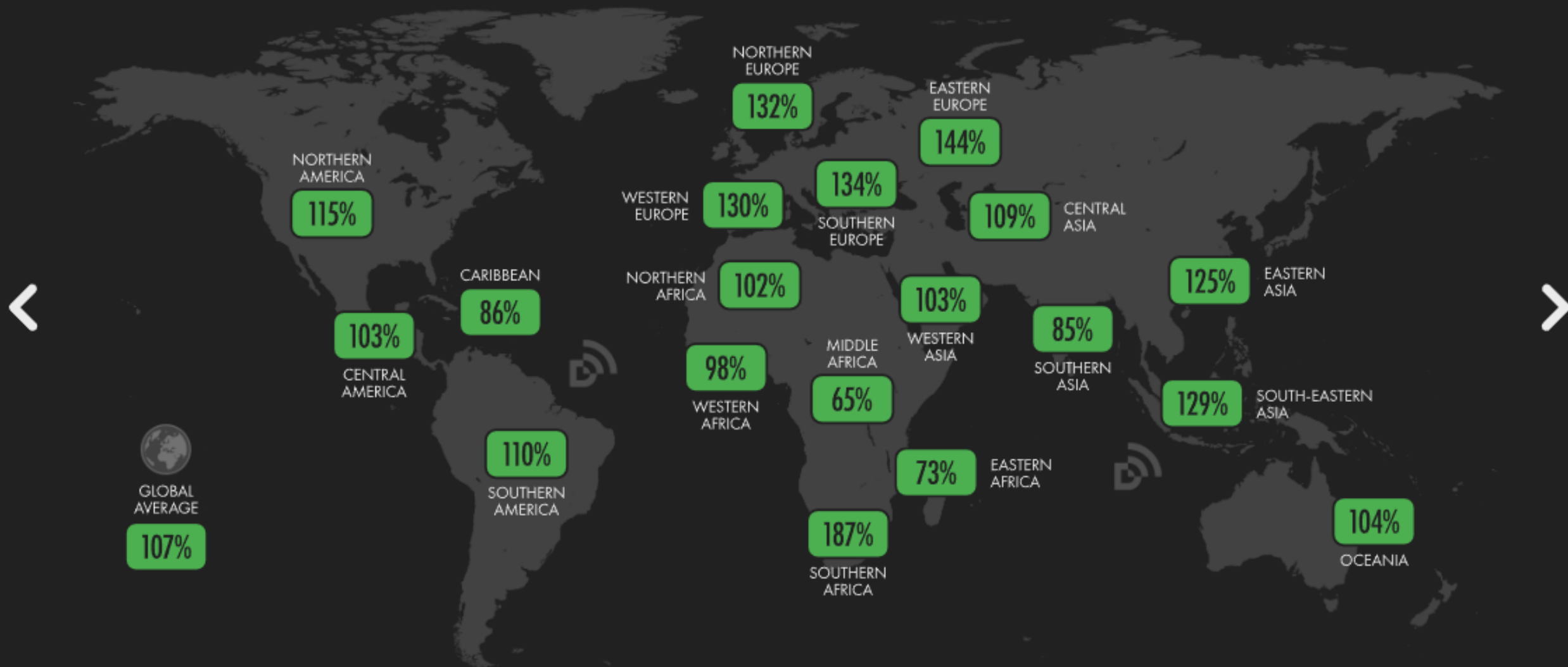


SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC, BETA RESEARCH CENTER, OCDH. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

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MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION



EXPLORE OUR FLAGSHIP DIGITAL 2024 REPORTS



DIGITAL 2024 GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

WGS
DIGITAL
SOCIAL

Meltwater



DIGITAL 2024 LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL DATA FOR DIGITAL ADOPTION AND USE IN EVERY COUNTRY IN THE WORLD

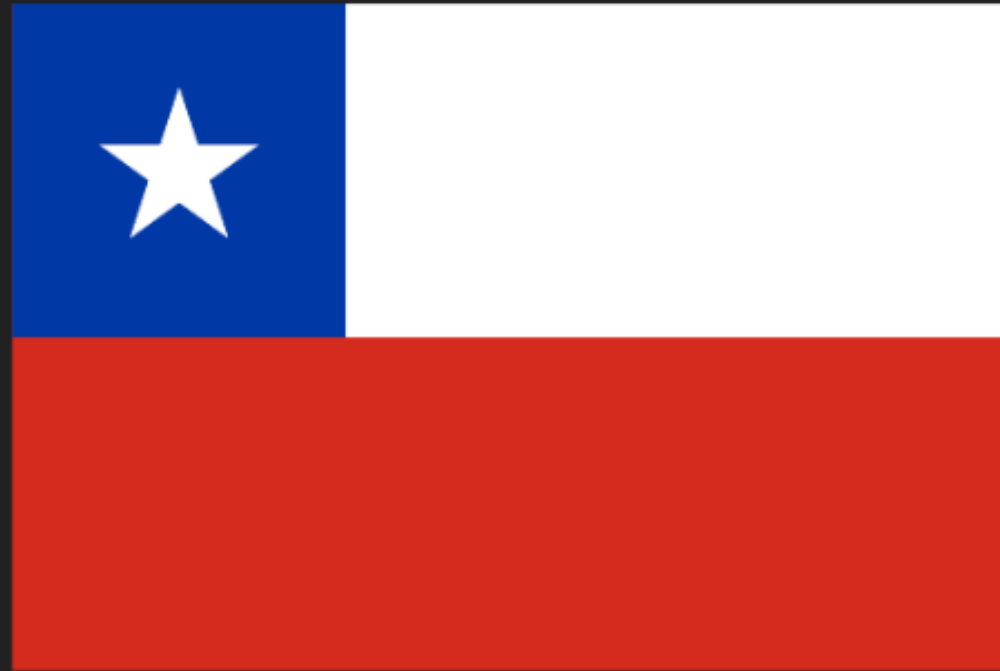
WGS
DIGITAL
SOCIAL

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[CLICK HERE](#) TO READ OUR FLAGSHIP **DIGITAL 2024 GLOBAL OVERVIEW** REPORT, PACKED WITH ALL THE NUMBERS YOU NEED TO MAKE SENSE OF THE CURRENT STATE OF DIGITAL

[CLICK HERE](#) TO READ OUR **DIGITAL 2024 LOCAL COUNTRY HEADLINES** REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD



CHILE

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CHILE

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



CHILE

TOTAL
POPULATION



we
are
social

19.64
MILLION

YEAR-ON-YEAR CHANGE

+0.1%
+29 THOUSAND

URBANISATION

88.1%

CELLULAR MOBILE
CONNECTIONS



Meltwater

30.16
MILLION

YEAR-ON-YEAR CHANGE

+4.6%
+1.3 MILLION

TOTAL vs. POPULATION

153.5%

INDIVIDUALS USING
THE INTERNET



Meltwater

17.88
MILLION

YEAR-ON-YEAR CHANGE

+0.5%
+90 THOUSAND

TOTAL vs. POPULATION

91.0%

SOCIAL MEDIA
USER IDENTITIES



15.20
MILLION

YEAR-ON-YEAR CHANGE

-1.3%
-200 THOUSAND

TOTAL vs. POPULATION

77.4%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMA; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

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POPULATION ESSENTIALS

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POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



CHILE

TOTAL
POPULATION



19.64
MILLION

FEMALE
POPULATION



50.4%

MALE
POPULATION



49.6%

YEAR-ON-YEAR CHANGE
IN TOTAL POPULATION



+0.1%
+29 THOUSAND

MEDIAN AGE OF
THE POPULATION



36.0

URBAN
POPULATION



88.1%

POPULATION DENSITY
(PEOPLE PER KM²)



26.1

OVERALL LITERACY
(ADULTS AGED 15+)



97.2%

FEMALE LITERACY
(ADULTS AGED 15+)



97.1%

MALE LITERACY
(ADULTS AGED 15+)



97.2%

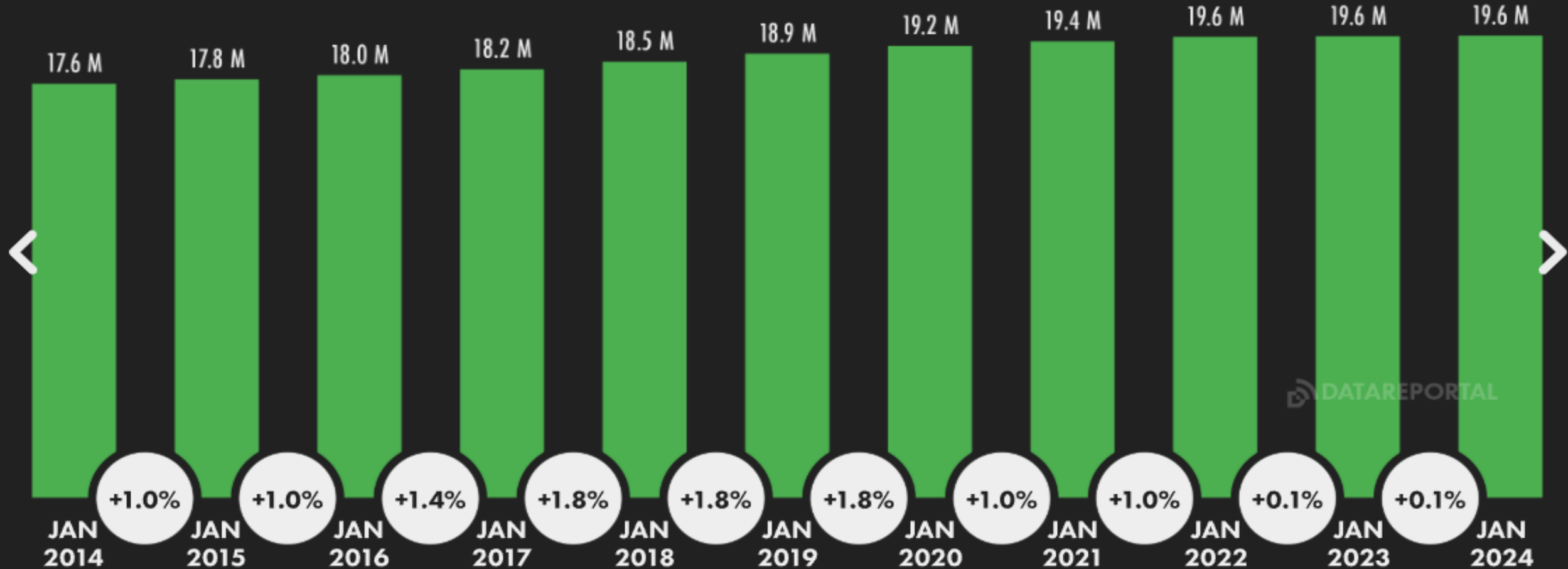
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POPULATION OVER TIME

POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE



CHILE



DATA REPORTAL

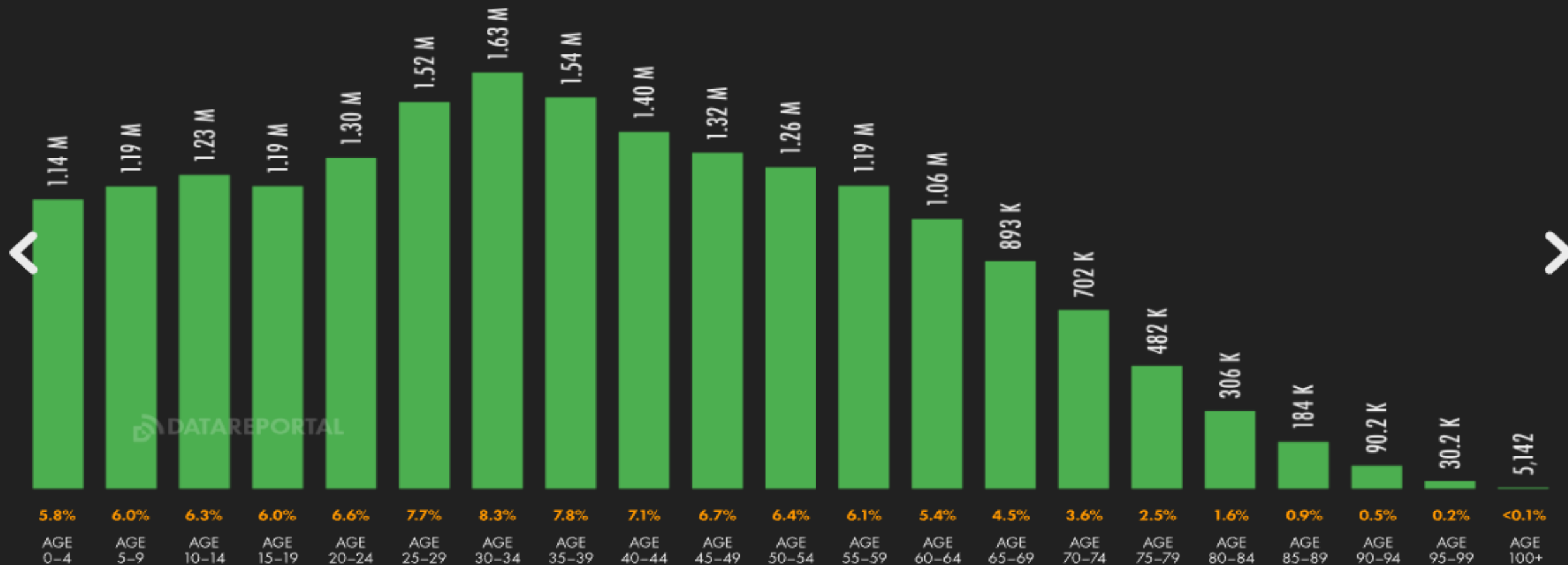
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AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION



CHILE



SOURCES: EXTRAPOLATIONS OF DATA PUBLISHED BY THE UNITED NATIONS AND LOCAL GOVERNMENT AUTHORITIES. **NOTES:** PERCENTAGE VALUES BELOW EACH BAR REPRESENT THE RESPECTIVE AGE GROUP'S SHARE OF THE TOTAL POPULATION. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS [E.G. "123 K" = 123,000], "M" DENOTES MILLIONS [E.G. "1.23 M" = 1,230,000], AND "B" DENOTES BILLIONS [E.G. "1.23 B" = 1,230,000,000]. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP



CHILE

GROSS DOMESTIC
PRODUCT (CURRENT
U.S. DOLLARS)



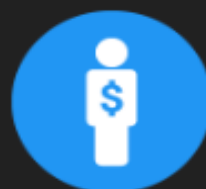
\$344.4
BILLION

GROSS DOMESTIC
PRODUCT (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$597.5
BILLION

GROSS DOMESTIC
PRODUCT PER CAPITA
(CURRENT U.S. DOLLARS)



\$17.3
THOUSAND

GROSS DOMESTIC PRODUCT
PER CAPITA (PPP; CURRENT
INTERNATIONAL DOLLARS)



\$29.9
THOUSAND

NET NATIONAL
INCOME PER CAPITA
(CURRENT U.S. DOLLARS)



\$11.1
THOUSAND

PERCENTAGE OF THE
POPULATION EARNING LESS
THAN \$3.65 (2017, PPP) PER DAY



1.7%

PERCENTAGE OF THE
POPULATION WITH ACCESS
TO BASIC DRINKING WATER



100%

PERCENTAGE OF THE
POPULATION WITH ACCESS
TO BASIC SANITATION



100%

PERCENTAGE OF THE
POPULATION WITH
ACCESS TO ELECTRICITY



100%

PERCENTAGE OF THE
POPULATION THAT OWNS
A MOBILE PHONE (ANY TYPE)



95.6%

SOURCES: IMF, WORLD BANK (BOTH LATEST PUBLISHED DATA UP TO 2023). **DEFINITIONS:** "\$3.65 (2017, PPP)": REFLECTS LOCAL "PURCHASING POWER PARITY", BASED ON THE WORLD BANK'S 2017 EXCHANGE BENCHMARK. "BASIC DRINKING WATER": PERCENTAGE OF THE TOTAL POPULATION THAT DRINKS WATER FROM AN IMPROVED SOURCE, PROVIDED COLLECTION TIME IS NOT MORE THAN 30 MINUTES FOR A ROUND TRIP. "BASIC SANITATION": PERCENTAGE OF THE TOTAL POPULATION USING IMPROVED SANITATION FACILITIES THAT ARE NOT SHARED WITH OTHER HOUSEHOLDS. **COMPARABILITY:** FIGURES USE LATEST PUBLISHED VALUES UP TO 2023, DATA MAY NOT ALL BE FROM THE SAME YEAR. VALUE FOR MOBILE PHONE OWNERSHIP MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



CHILE

ANY KIND OF
MOBILE PHONE



GWl.

98.7%

YEAR-ON-YEAR CHANGE
+0.2% (+20 BPS)

SMART
PHONE



KEPIOS

98.3%

YEAR-ON-YEAR CHANGE
-0.1% (-10 BPS)

FEATURE
PHONE



GWl.

9.3%

YEAR-ON-YEAR CHANGE
+17.7% (+140 BPS)

LAPTOP OR
DESKTOP COMPUTER



GWl.

69.1%

YEAR-ON-YEAR CHANGE
-3.5% (-250 BPS)

TABLET
DEVICE



35.8%

YEAR-ON-YEAR CHANGE
-6.5% (-250 BPS)

GAMES
CONSOLE



GWl.

33.8%

YEAR-ON-YEAR CHANGE
-5.6% (-200 BPS)

SMART WATCH OR
SMART WRISTBAND



KEPIOS

27.6%

YEAR-ON-YEAR CHANGE
-8.3% (-250 BPS)

TV STREAMING
DEVICE



GWl.

28.4%

YEAR-ON-YEAR CHANGE
+3.3% (+90 BPS)

SMART HOME
DEVICE



KEPIOS

15.0%

YEAR-ON-YEAR CHANGE
-2.0% (-30 BPS)

VIRTUAL REALITY
DEVICE



4.4%

YEAR-ON-YEAR CHANGE
-35.3% (-240 BPS)

SOURCE: GWl (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWL.COM](https://www.gwl.com). **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

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MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE



CHILE

USING THE INTERNET
VIA A MOBILE PHONE



GWl.

98.7%

YEAR-ON-YEAR CHANGE
-0.010% (-1.0 BPS)

USING THE INTERNET VIA A
LAPTOP, DESKTOP, OR TABLET



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are
social

93.8%

YEAR-ON-YEAR CHANGE
+0.4% (+35 BPS)

USING
SOCIAL MEDIA



GWl.

98.0%

YEAR-ON-YEAR CHANGE
-0.1% (-10 BPS)

WATCHING LINEAR
AND BROADCAST TV



92.2%

YEAR-ON-YEAR CHANGE
-2.5% (-233 BPS)

WATCHING STREAMING
AND ON-DEMAND TV



76.3%

YEAR-ON-YEAR CHANGE
-4.2% (-330 BPS)

READING ONLINE
PRESS CONTENT



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77.2%

YEAR-ON-YEAR CHANGE
-5.1% (-417 BPS)

READING PHYSICAL
PRESS CONTENT



GWl.

56.2%

YEAR-ON-YEAR CHANGE
-8.2% (-503 BPS)

LISTENING TO
BROADCAST RADIO



KEPIOS

73.1%

YEAR-ON-YEAR CHANGE
-4.7% (-357 BPS)

LISTENING TO MUSIC
STREAMING SERVICES



GWl.

73.1%

YEAR-ON-YEAR CHANGE
-1.3% (-99 BPS)

LISTENING
TO PODCASTS



63.1%

YEAR-ON-YEAR CHANGE
-2.1% (-133 BPS)

SOURCE: GWl. (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. VALUE FOR BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS DEVICE USAGE.

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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



CHILE

TIME SPENT USING
THE INTERNET



GWl.

8H 31M

YEAR-ON-YEAR CHANGE
-1.0% (-5 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 43M

YEAR-ON-YEAR CHANGE
-14.9% (-38 MINS)

TIME SPENT USING
SOCIAL MEDIA



GWl.

3H 22M

YEAR-ON-YEAR CHANGE
-2.8% (-5 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 32M

YEAR-ON-YEAR CHANGE
-11.8% (-12 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



2H 11M

YEAR-ON-YEAR CHANGE
-2.4% (-3 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



GWl.

1H 15M

YEAR-ON-YEAR CHANGE
-1.9% (-1 MIN)

TIME SPENT LISTENING
TO PODCASTS



0H 51M

YEAR-ON-YEAR CHANGE
+3.9% (+1 MIN)

TIME SPENT USING
A GAMES CONSOLE



0H 56M

YEAR-ON-YEAR CHANGE
-13.9% (-9 MINS)



INTERNET

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OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL NUMBER OF
INTERNET USERS



17.88
MILLION

INTERNET USERS vs.
TOTAL POPULATION



91.0%

YEAR-ON-YEAR CHANGE
IN TOTAL INTERNET USERS



+0.5%
+90 THOUSAND

YEAR-ON-YEAR CHANGE IN
INTERNET USERS vs. POPULATION



+0.4%
+32 BPS

INDEXED INTERNET ADOPTION
vs. GLOBAL AVERAGE



137.6

PERCENTAGE OF INTERNET USERS
ACCESSING VIA MOBILE PHONES



97.4%

AVERAGE DAILY TIME SPENT
USING THE INTERNET



8H 31M

YEAR-ON-YEAR CHANGE IN DAILY
TIME SPENT USING THE INTERNET



-1.0%
-5 MINS

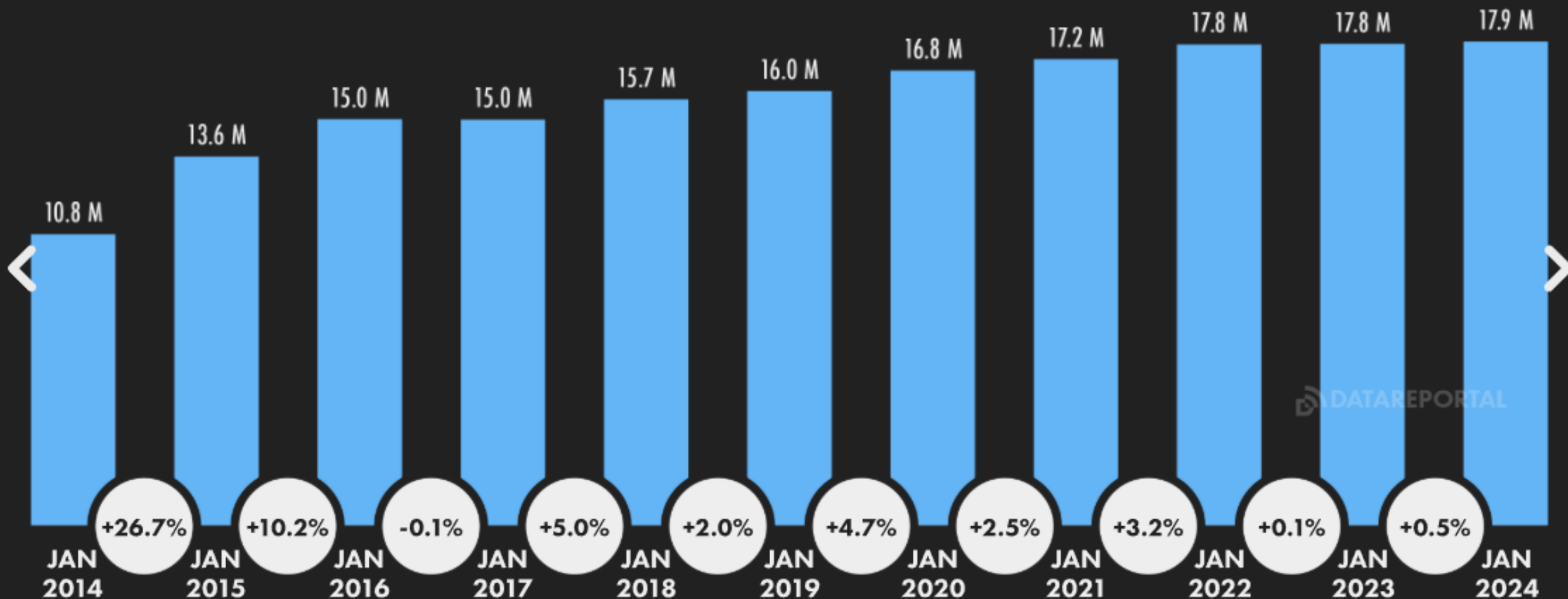
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INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE



CHILE



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1 23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1 23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

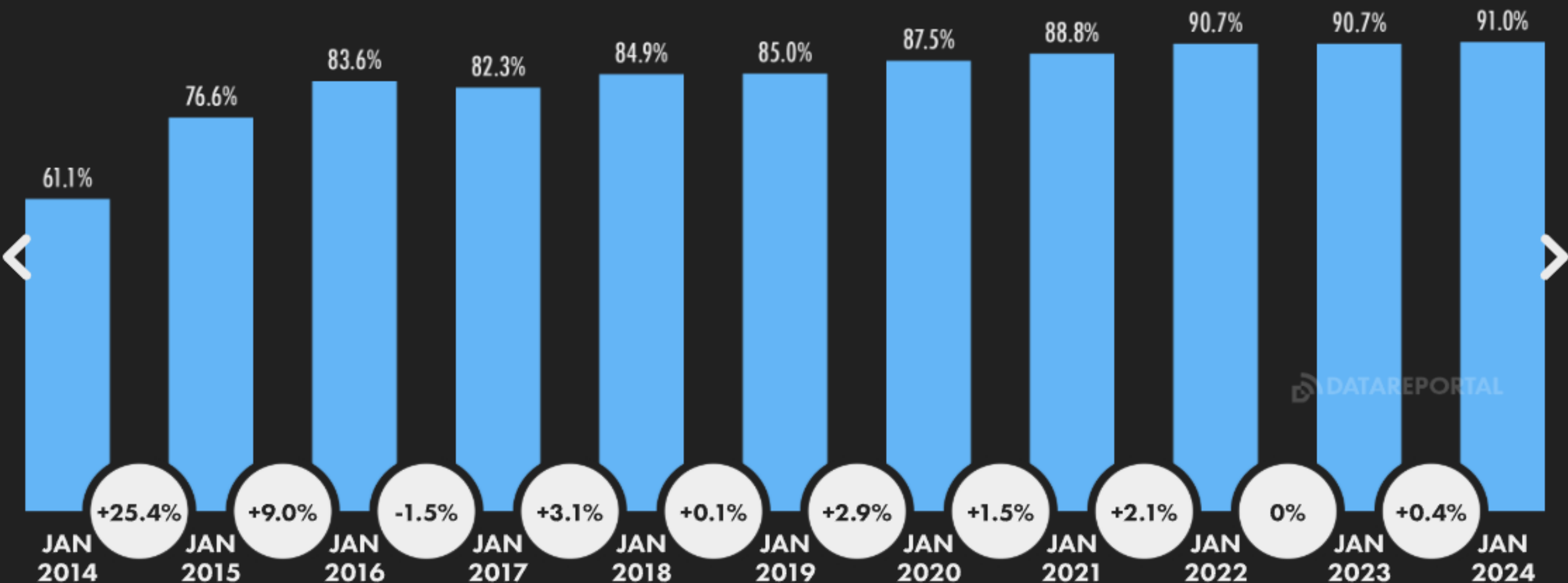
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INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE



CHILE



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** IF DATA IS NOT REPORTED FOR A SPECIFIC PERIOD, WE USE DATA FROM THE MOST RECENTLY REPORTED PRIOR PERIOD. PERCENTAGES IN THE WHITE CIRCLES SHOW THE **RELATIVE** CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE [NOTES ON DATA](#).

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



CHILE

INTERNET USERS:
ITU



17.81
MILLION

vs. POPULATION

90.7%

INTERNET USERS:
CIA WORLD FACTBOOK



17.10
MILLION

vs. POPULATION

87.0%

INTERNET USERS:
INTERNETWORLDSTATS



18.84
MILLION

vs. POPULATION

95.9%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "vs. POPULATION". **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

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DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY



CHILE

DAILY TIME SPENT USING THE
INTERNET ACROSS ALL DEVICES



8H 31M

TIME SPENT USING THE
INTERNET ON MOBILE PHONES



4H 48M

TIME SPENT USING THE INTERNET
ON COMPUTERS AND TABLETS



3H 42M

MOBILE'S SHARE OF TOTAL
DAILY INTERNET TIME



56.5%

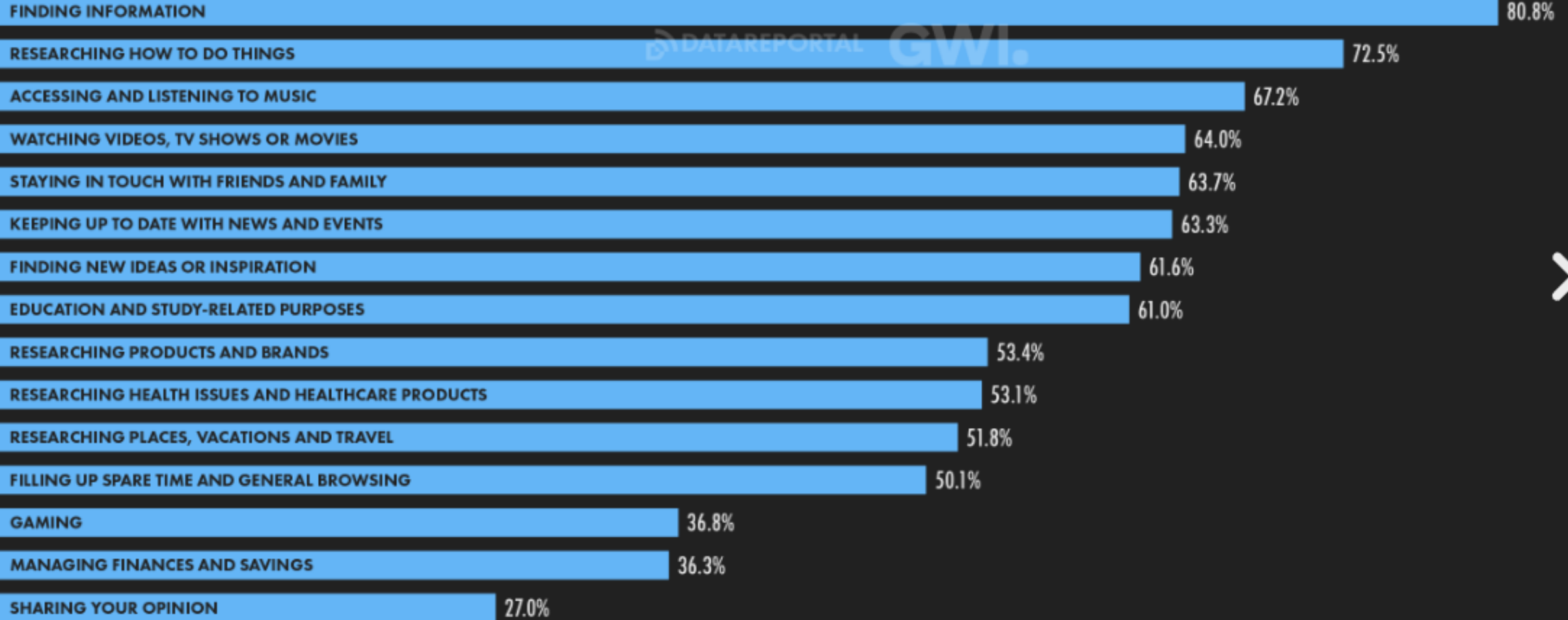
GWl.



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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



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DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



CHILE

MOBILE
PHONE (ANY)



GW.

97.4%

YEAR-ON-YEAR CHANGE
+2.1% (+200 BPS)

LAPTOP OR
DESKTOP (ANY)



GW.

73.8%

YEAR-ON-YEAR CHANGE
-4.4% (-340 BPS)

SMART
PHONE

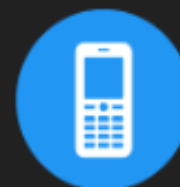


GW.

93.4%

YEAR-ON-YEAR CHANGE
+1.6% (+150 BPS)

FEATURE
PHONE



GW.

8.3%

YEAR-ON-YEAR CHANGE
-9.8% (-90 BPS)

TABLET
DEVICE



KEPIOS

28.6%

YEAR-ON-YEAR CHANGE
-2.1% (-60 BPS)

PERSONAL LAPTOP
OR DESKTOP



KEPIOS

67.2%

YEAR-ON-YEAR CHANGE
-5.6% (-400 BPS)

WORK LAPTOP
OR DESKTOP



GW.

17.5%

YEAR-ON-YEAR CHANGE
-37.7% (-1,060 BPS)

CONNECTED
TELEVISION



GW.

44.8%

YEAR-ON-YEAR CHANGE
-5.7% (-270 BPS)

SMART HOME
DEVICE



GW.

13.9%

YEAR-ON-YEAR CHANGE
+17.8% (+210 BPS)

GAMES
CONSOLE



GW.

17.4%

YEAR-ON-YEAR CHANGE
-4.4% (-80 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). NOTES: "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR A FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES

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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



MEDIAN SPEED OF
MOBILE INTERNET
CONNECTIONS



we
are
social

DOWNLOAD (MBPS)

34.77

UPLOAD (MBPS)

13.29

LATENCY (MS)

25

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



OOKLA

DOWNLOAD

+34.5%

UPLOAD

+6.7%

LATENCY

+4.2%

MEDIAN SPEED OF
FIXED INTERNET
CONNECTIONS



Meltwater

DOWNLOAD (MBPS)

249.82

UPLOAD (MBPS)

168.92

LATENCY (MS)

6

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



DOWNLOAD

+15.4%

UPLOAD

+29.2%

LATENCY

0%

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SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



CHILE

MOBILE
PHONES



51.76%

YEAR-ON-YEAR CHANGE

-12.3% (-728 BPS)

LAPTOP AND
DESKTOP COMPUTERS



47.15%

YEAR-ON-YEAR CHANGE

+18.1% (+722 BPS)

TABLET
DEVICES



1.03%

YEAR-ON-YEAR CHANGE

+6.2% (+6 BPS)

OTHER
DEVICES



0.06%

YEAR-ON-YEAR CHANGE

[MINIMAL]

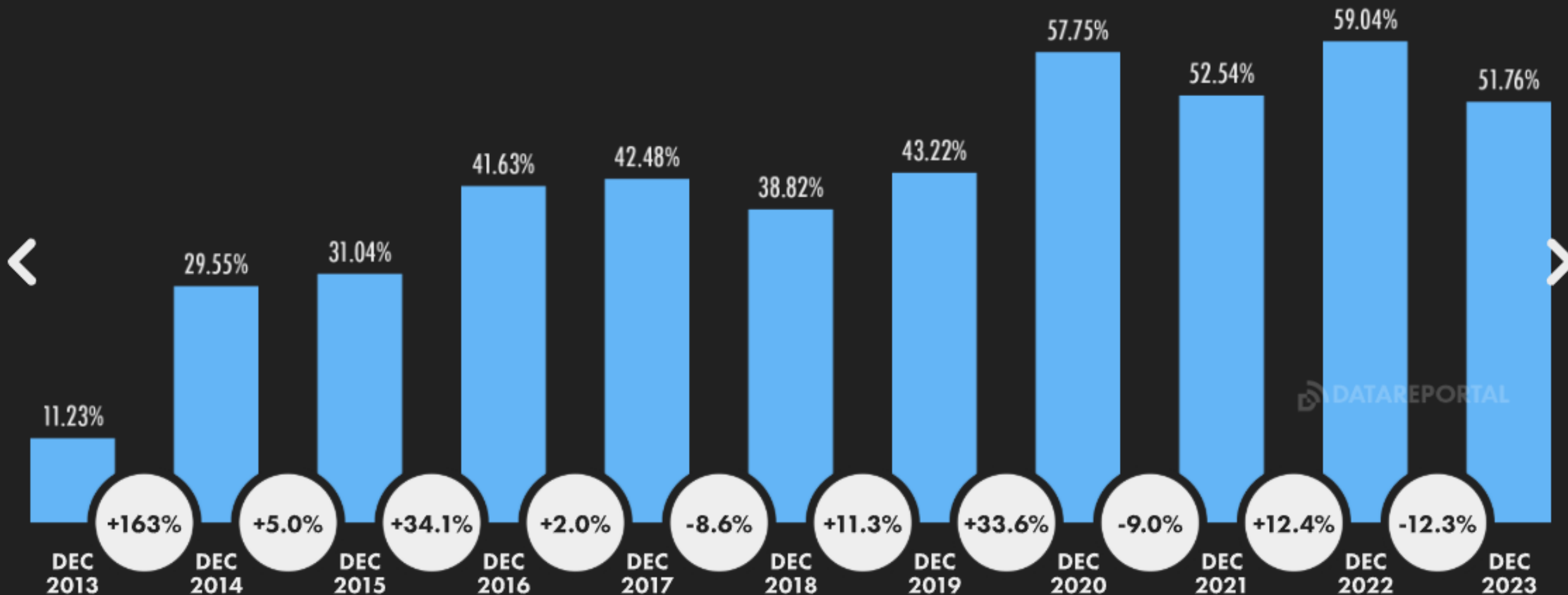
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MOBILE'S SHARE OF WEB TRAFFIC (YOY)

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES



CHILE



SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%)

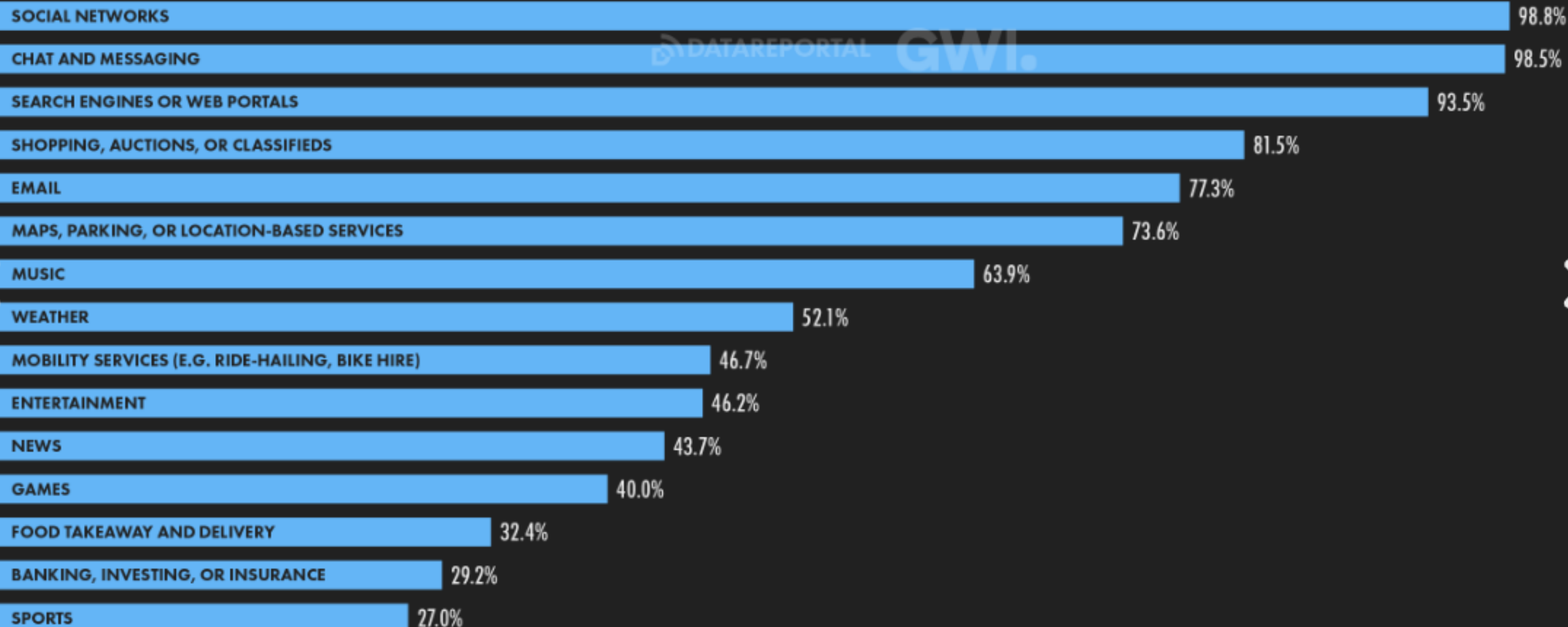
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TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



CHILE



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SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF **TOTAL WEB PAGES** SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



CHILE

DATA REPORTAL

CHROME

74.7%

SAFARI

10.8%

OPERA

6.2%

EDGE

4.3%

2.0%

SAMSUNG INTERNET

1.6%

FIREFOX

0.1%

ANDROID

0.3%

OTHERS

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TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023



CHILE

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	676 M	14.2 M	11M 27S	8.4
02	YOUTUBE.COM	250 M	9.19 M	21M 34S	11.4
03	FACEBOOK.COM	105 M	7.45 M	9M 05S	7.8
04	INSTAGRAM.COM	71.0 M	8.52 M	10M 22S	12.9
05	BANCOESTADO.CL	55.1 M	8.47 M	4M 26S	6.8
06	WHATSAPP.COM	48.8 M	3.69 M	13M 49S	1.7
07	TWITTER.COM	46.7 M	7.00 M	10M 09S	9.0
08	XVIDEOS.COM	43.3 M	4.22 M	9M 54S	8.1
09	GOOGLE.CL	42.0 M	2.54 M	7M 24S	10.0
10	MERCADOLIBRE.CL	30.3 M	6.24 M	6M 56S	7.0

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	FALABELLA.COM	29.1 M	6.66 M	6M 22S	4.8
12	BIOBIOCHILE.CL	27.8 M	4.69 M	3M 47S	3.2
13	XNXX.COM	27.2 M	2.84 M	3M 57S	9.5
14	WIKIPEDIA.ORG	25.2 M	4.68 M	3M 51S	2.8
15	LIVE.COM	21.9 M	2.19 M	8M 36S	7.5
16	LATERCERA.COM	19.7 M	4.48 M	3M 29S	2.7
17	TRANSBANK.CL	18.4 M	5.78 M	4M 14S	7.3
18	NETFLIX.COM	17.9 M	2.15 M	5M 26S	4.4
19	EMOL.COM	17.7 M	1.47 M	5M 33S	2.9
20	CLAVEUNICA.GOB.CL	16.9 M	4.33 M	3M 06S	2.5

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023



CHILE

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	1.42 B	69.5 M	19M 27S	3.3
02	YOUTUBE.COM	786 M	40.7 M	34M 23S	5.5
03	XVIDEOS.COM	133 M	16.7 M	12M 20S	8.1
04	FACEBOOK.COM	120 M	25.3 M	20M 47S	2.3
05	ANIMEFLV.NET	119 M	9.24 M	29M 54S	3.3
06	PORNHUB.COM	113 M	16.6 M	10M 29S	6.9
07	INSTAGRAM.COM	81.4 M	19.4 M	21M 22S	2.2
08	JKANIME.NET	63.0 M	4.79 M	30M 16S	3.1
09	WIKIPEDIA.ORG	54.6 M	12.8 M	10M 40S	1.9
10	BIOBIOCHILE.CL	54.2 M	5.90 M	14M 42S	2.4

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	TWITTER.COM	51.5 M	14.1 M	18M 36S	1.8
12	GOOGLE.CL	51.1 M	5.51 M	14M 03S	3.5
13	XNXX.COM	47.9 M	8.63 M	10M 11S	6.7
14	TIKTOK.COM	43.4 M	13.9 M	08M 33S	1.9
15	BANCOESTADO.CL	42.7 M	11.9 M	06M 26S	2.9
16	WHATSAPP.COM	41.7 M	11.2 M	18M 35S	1.4
17	MERCADOLIBRE.CL	38.2 M	11.5 M	12M 20S	4.0
18	FALABELLA.COM	36.2 M	11.6 M	12M 10S	2.9
19	OLYMPUSV2.GG	35.3 M	1.15 M	24M 40S	2.1
20	EMOL.COM	35.3 M	3.64 M	14M 07S	2.4

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT 'IDENTITIES' ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" ARE IN BILLIONS, FIGURES ENDING IN "M" ARE IN MILLIONS, FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.

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SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE



CHILE

GOOGLE

DATA REPORTAL

94.5%

3.5% BING

1.5% YAHOO!

0.1% DUCKDUCKGO

0.1% YANDEX

0.06% ECOSIA

0.02% BAIDU

0.06% OTHERS

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TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



CHILE

#	SEARCH QUERY	INDEX vs. TOP QUERY
---	--------------	---------------------

#	SEARCH QUERY	INDEX vs. TOP QUERY
---	--------------	---------------------

01	TIEMPO	100
----	--------	-----

02	TRADUCTOR	51
----	-----------	----

03	EL TIEMPO	30
----	-----------	----

04	YOUTUBE	26
----	---------	----

05	WHATSAPP	26
----	----------	----

06	GOOGLE	25
----	--------	----

07	FALABELLA	20
----	-----------	----

08	EL TIEMPO EN	19
----	--------------	----

09	COLO COLO	18
----	-----------	----

10	CLIMA	17
----	-------	----

11	BANCOESTADO	17
----	-------------	----

12	WHATSAPP WEB	17
----	--------------	----

13	BANCO ESTADO	15
----	--------------	----

14	TIEMPO MAÑANA	15
----	---------------	----

15	FACEBOOK	14
----	----------	----

16	INSTAGRAM	14
----	-----------	----

17	DOLAR	14
----	-------	----

18	GMAIL	12
----	-------	----

19	RIPLEY	12
----	--------	----

20	BANCO CHILE	12
----	-------------	----

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

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ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH KIND OF ONLINE ACTIVITY



CHILE

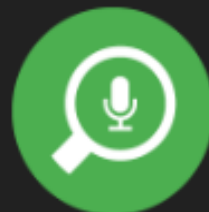
USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) **EACH MONTH**



93.5%

GW.

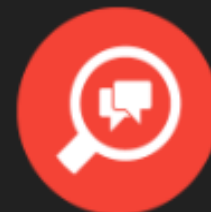
USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION **EACH WEEK**



12.1%

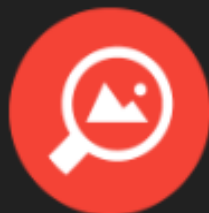


VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS



58.6%

USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE **EACH MONTH**



46.6%



SCAN A QR CODE ON A MOBILE PHONE **EACH MONTH**



53.6%

GW.

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES **EACH WEEK**



46.6%

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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



CHILE

ANY KIND
OF VIDEO



GW.

95.8%

YOY: [UNCHANGED]

MUSIC
VIDEO



KEPIOS

64.7%

YOY: -2.3% (-150 BPS)

COMEDY, MEME,
OR VIRAL VIDEO



GW.

48.7%

YOY: +2.7% (+130 BPS)

VIDEO
LIVESTREAM



GW.

24.1%

YOY: -18.6% (-550 BPS)

TUTORIAL OR
HOW-TO VIDEO



31.8%

YOY: -0.3% (-10 BPS)

EDUCATIONAL
VIDEO



KEPIOS

29.0%

YOY: +2.8% (+80 BPS)

PRODUCT
REVIEW VIDEO



GW.

26.0%

YOY: -3.3% (-90 BPS)

SPORTS CLIP OR
HIGHLIGHTS VIDEO



GW.

23.9%

YOY: -9.8% (-260 BPS)

INFLUENCER
VIDEOS AND VLOGS



GW.

15.9%

YOY: -9.1% (-160 BPS)

GAMING
VIDEO



29.1%

YOY: -10.5% (-340 BPS)

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2024

TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64



CHILE

PERCENTAGE OF INTERNET
USERS WHO WATCH ANY
KIND OF TV EACH MONTH



99.0%

YEAR-ON-YEAR CHANGE
IN INTERNET USERS WHO
WATCH ANY KIND OF TV



-1.0%
-100 BPS

DAILY TIME THAT
INTERNET USERS SPEND
WATCHING ANY KIND OF TV



3H 43M

YEAR-ON-YEAR CHANGE IN
DAILY TV VIEWING TIME (ALL
FORMS OF CONTENT DELIVERY)



-14.9%
-38 MINS

INTERNET USERS WHO STREAM
TV CONTENT vs. INTERNET USERS
WHO WATCH ANY KIND OF TV



98.0%

DAILY TIME SPENT WATCHING
TV CONTENT STREAMED
OVER THE INTERNET



1H 29M

YEAR-ON-YEAR CHANGE IN
DAILY TIME SPENT WATCHING
STREAMING TV CONTENT



-14.8%
-15 MINS

TIME SPENT WATCHING
STREAMING TV CONTENT AS A
PERCENTAGE OF TOTAL TV TIME



39.7%

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MOST STREAMED CONTENT ON NETFLIX

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023



CHILE

MOST STREAMED MOVIES ON NETFLIX

#	MOVIE NAME	INDEX
01	SING	100
02	LEO	55
03	SHREK	51
04	HUNGER	47
05	FORGOTTEN LOVE	44
06	YOU ARE SO NOT INVITED TO MY BAT MITZVAH	42
07	LEAVE THE WORLD BEHIND	41
08	LUTHER: THE FALLEN SUN	41
09	EXTRACTION 2	39
10	HEART OF STONE	37

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	TIL MONEY DO US PART	100
02	PASIÓN DE GAVILANES	79
03	LA REINA DEL SUR	78
04	PABLO ESCOBAR: EL PATRÓN DEL MAL	41
05	KING THE LAND	36
06	THE NIGHT AGENT	30
07	PACT OF SILENCE	30
08	THE SURROGACY	30
09	PERFIL FALSO	28
10	LIEBES KIND	28

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MOST STREAMED CONTENT ON DISNEY+

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR FULL-YEAR 2023



CHILE

MOST STREAMED MOVIES ON DISNEY+

#	MOVIE NAME	INDEX
01	COCO	100
02	MOANA	87
03	TURNING RED	85
04	ENCANTO	69
05	ELEMENTAL	41
06	AVATAR: THE WAY OF WATER	34
07	RATATOUILLE	28
08	AVENGERS: ENDGAME	26
09	BLACK PANTHER: WAKANDA FOREVER	26
10	AVATAR	23

MOST STREAMED TV SHOWS ON DISNEY+

#	TV SHOW NAME	INDEX
01	BLUEY	100
02	MALCOLM IN THE MIDDLE	99
03	GRAVITY FALLS	69
04	JESSIE	56
05	I AM LUNA	46
06	THE MANDALORIAN	33
07	MIRACULOUS: TALES OF LADYBUG & CAT NOIR	28
08	THE SIMPSONS	27
09	LOKI	23
10	SECRET INVASION	17

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MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023



CHILE

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	MOVIE NAME	INDEX
01	CULPA MÍA	100
02	SHOTGUN WEDDING	41
03	LAST SEEN ALIVE	40
04	FALL	39
05	DESCONECTADOS	36
06	JOHN WICK: CHAPTER 4	32
07	GUY RITCHIE'S THE COVENANT	28
08	ME BEFORE YOU	28
09	PLANE	27
10	FELIPE AVELLO: WELL DRESSED, WELL RECEIVED	27

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	YO SOY BETTY LA FEA	100
02	THE GOOD DOCTOR	66
03	PA' QUERERTE	52
04	IRREVERSIBLE	26
05	PRECIOSAS	26
06	THE SUMMER I TURNED PRETTY	21
07	GEN V	17
08	THE LORD OF THE RINGS: THE RINGS OF POWER	17
09	RIGO	17
10	CASADO CON HIJOS	15

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MOST STREAMED CONTENT ON HBO

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON HBO FOR FULL-YEAR 2023



MOST STREAMED MOVIES ON HBO

#	MOVIE NAME	INDEX
01	HARRY POTTER AND THE PHILOSOPHER'S STONE	100
02	BLACK ADAM	74
03	SPIDER-MAN: NO WAY HOME	66
04	BULLET TRAIN	63
05	UNCHARTED	51
06	A MAN CALLED OTTO	50
07	THE FLASH	49
08	THE MEG	46
09	SHAZAM! FURY OF THE GODS	44
10	THE BATMAN	41

MOST STREAMED TV SHOWS ON HBO

#	TV SHOW NAME	INDEX
01	THE LAST OF US	100
02	SUCCESSION	86
03	LOVE, REASON, GET EVEN	77
04	FAMILY SECRETS	72
05	RICK AND MORTY	59
06	AND JUST LIKE THAT...	51
07	THE GILDED AGE	46
08	30 COINS	45
09	SUPERMAN & LOIS	43
10	TWISTED METAL	36

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ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK



CHILE

WATCH OR LISTEN TO
ONLINE MUSIC VIDEOS



64.7%

YEAR-ON-YEAR CHANGE

-2.3% (-150 BPS)

LISTEN TO MUSIC
STREAMING SERVICES



46.5%

YEAR-ON-YEAR CHANGE

+5.4% (+240 BPS)

LISTEN TO ONLINE RADIO
SHOWS OR STATIONS



18.8%

YEAR-ON-YEAR CHANGE

-13.0% (-280 BPS)

LISTEN TO
PODCASTS



23.4%

YEAR-ON-YEAR CHANGE

-5.3% (-130 BPS)

LISTEN TO
AUDIO BOOKS



12.4%

YEAR-ON-YEAR CHANGE

-17.3% (-260 BPS)

GW.



GW.



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DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE



CHILE

ANY DEVICE



GW.

84.7%

YOY: -3.3% (-290 BPS)

SMARTPHONE



55.8%

YOY: -20.4% (-1,430 BPS)

LAPTOP OR DESKTOP



GW.

25.9%

YOY: -34.4% (-1,360 BPS)

GAMES CONSOLE



35.4%

YOY: -1.1% (-40 BPS)

TABLET



16.6%

YOY: +11.4% (+170 BPS)

HAND-HELD GAMING DEVICE



GW.

16.3%

YOY: +3.2% (+50 BPS)

MEDIA STREAMING DEVICE



9.7%

YOY: +76.4% (+420 BPS)

VIRTUAL REALITY HEADSET



3.0%

YOY: -44.4% (-240 BPS)

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SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)



CHILE

NUMBER OF HOMES WITH
SMART HOME DEVICES



statista

**769.5
THOUSAND**

YEAR-ON-YEAR CHANGE
+11.0% (+76 THOUSAND)

TOTAL ANNUAL VALUE OF THE
SMART HOME DEVICES MARKET



KEPIOS

**\$222.2
MILLION**

YEAR-ON-YEAR CHANGE
+17.4% (+\$33 MILLION)

VALUE OF SMART HOME
APPLIANCES MARKET



statista

**\$104.9
MILLION**

YEAR-ON-YEAR CHANGE
+15.7% (+\$14 MILLION)

VALUE OF SMART HOME CONTROL
& CONNECTIVITY DEVICE MARKET



**\$38.46
MILLION**

YEAR-ON-YEAR CHANGE
+24.4% (+\$7.5 MILLION)

VALUE OF SMART HOME
SECURITY DEVICE MARKET



statista

**\$32.22
MILLION**

YEAR-ON-YEAR CHANGE
+16.3% (+\$4.5 MILLION)

VALUE OF SMART HOME
ENTERTAINMENT DEVICE MARKET



statista

**\$24.56
MILLION**

YEAR-ON-YEAR CHANGE
+14.5% (+\$3.1 MILLION)

VALUE OF SMART HOME
COMFORT & LIGHTING MARKET



KEPIOS

**\$11.78
MILLION**

YEAR-ON-YEAR CHANGE
+20.7% (+\$2.0 MILLION)

VALUE OF SMART HOME
ENERGY MANAGEMENT MARKET



**\$10.35
MILLION**

YEAR-ON-YEAR CHANGE
+17.1% (+\$1.5 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

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AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)



CHILE

PENETRATION OF
SMART HOME DEVICES



13.9%

YEAR-ON-YEAR CHANGE
+10.3% (+129 BPS)

statista

ARPU: SPEND ON ALL
SMART HOME DEVICES



\$289

YEAR-ON-YEAR CHANGE
+5.8% (+\$15.80)



ARPU: SMART
HOME APPLIANCES



\$258

YEAR-ON-YEAR CHANGE
-7.0% (-\$19.30)

statista

ARPU: SMART HOME CONTROL
& CONNECTIVITY DEVICES



\$120

YEAR-ON-YEAR CHANGE
-1.2% (-\$1.50)

ARPU: SMART HOME
SECURITY DEVICES



\$71.08

YEAR-ON-YEAR CHANGE
-7.4% (-\$5.67)



ARPU: SMART HOME
ENTERTAINMENT DEVICES



\$52.17

YEAR-ON-YEAR CHANGE
-6.2% (-\$3.47)

statista

ARPU: SMART HOME
COMFORT & LIGHTING



\$31.39

YEAR-ON-YEAR CHANGE
-3.4% (-\$1.11)



ARPU: SMART HOME
ENERGY MANAGEMENT



\$33.41

YEAR-ON-YEAR CHANGE
-9.6% (-\$3.55)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** "SMART HOME DEVICES" INCLUDE: DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED; SENSORS, ACTUATORS AND CLOUD SERVICES THAT ENABLE HOME AUTOMATION; CONTROL HUBS THAT CONNECT SENSORS AND ACTUATORS TO REMOTE CONTROLS AND TO EACH OTHER; AND SMART HOME-RELATED SOFTWARE SALES (INCLUDING SUBSCRIPTION FEES). DOES NOT INCLUDE SMART TVS, OR B2B OR C2C SALES. FIGURES REPRESENT ESTIMATES OF FULL-YEAR SPEND PER SMART HOME FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

JAN
2024

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE



CHILE

USE A BANKING, INVESTMENT,
OR INSURANCE WEBSITE OR
MOBILE APP EACH MONTH



29.2%

YOY: -5.5% (-170 BPS)

USE A MOBILE PAYMENT
SERVICE (E.G. APPLE PAY,
SAMSUNG PAY) EACH MONTH



18.5%

YOY: -16.7% (-370 BPS)

OWN ANY FORM
OF CRYPTOCURRENCY
(E.G. BITCOIN, ETHER)



9.1%

YOY: -21.6% (-250 BPS)

GW.



SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

JAN
2024

ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY



CHILE

EXPRESS CONCERN
ABOUT WHAT IS REAL
vs. WHAT IS FAKE
ON THE INTERNET



61.4%

WORRY ABOUT
HOW COMPANIES
MIGHT USE THEIR
ONLINE DATA



46.3%

DECLINE COOKIES
ON WEBSITES
AT LEAST SOME
OF THE TIME



33.9%

USE A TOOL TO BLOCK
ADVERTISEMENTS ON
THE INTERNET AT LEAST
SOME OF THE TIME



24.0%

USE A VIRTUAL PRIVATE
NETWORK (VPN) TO
ACCESS THE INTERNET AT
LEAST SOME OF THE TIME



17.9%



SOCIAL MEDIA

JAN
2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



CHILE

NUMBER OF SOCIAL
MEDIA USER IDENTITIES



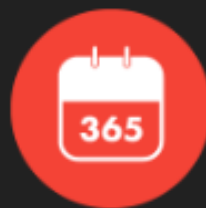
15.20
MILLION

QUARTER-ON-QUARTER CHANGE
IN SOCIAL MEDIA USER IDENTITIES



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA USER IDENTITIES



-1.3%
-200 THOUSAND

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



3H 22M
YOY: -5 MINS

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.2

SOCIAL MEDIA
USER IDENTITIES vs.
TOTAL POPULATION



77.4%

SOCIAL MEDIA USER
IDENTITIES AGED 18+ vs.
POPULATION AGED 18+



89.4%

SOCIAL MEDIA USER
IDENTITIES vs. INDIVIDUALS
USING THE INTERNET



85.0%

FEMALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



53.7%

MALE SOCIAL MEDIA USER
IDENTITIES vs. TOTAL SOCIAL
MEDIA USER IDENTITIES



46.3%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; GWI (Q3 2023). **NOTE:** AVERAGE NUMBER OF PLATFORMS INCLUDES DATA FOR YOUTUBE ACCOUNTS, USER AGE MISSTATEMENTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **COMPARABILITY:** SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS. SEE [NOTES ON DATA](#).

we
are
social

Meltwater

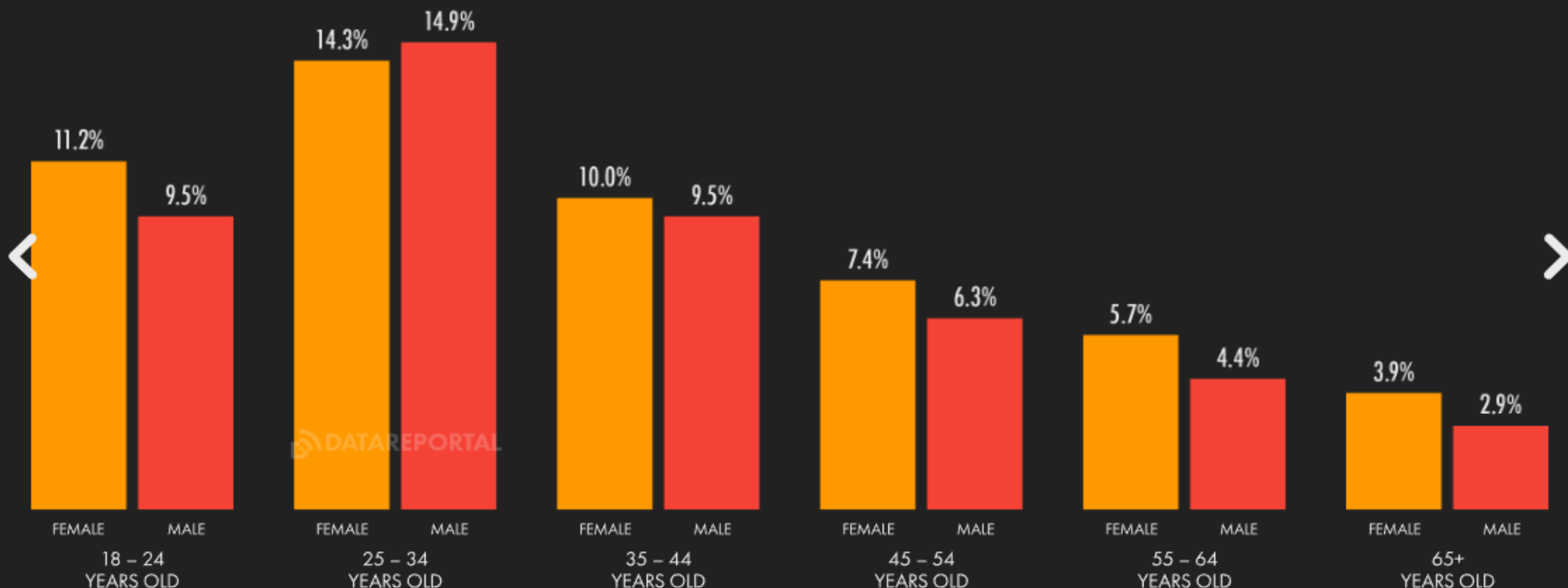
JAN
2024

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



CHILE



SOURCES: KEPIOS ANALYSIS; META'S ADVERTISING RESOURCES. **NOTE:** META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

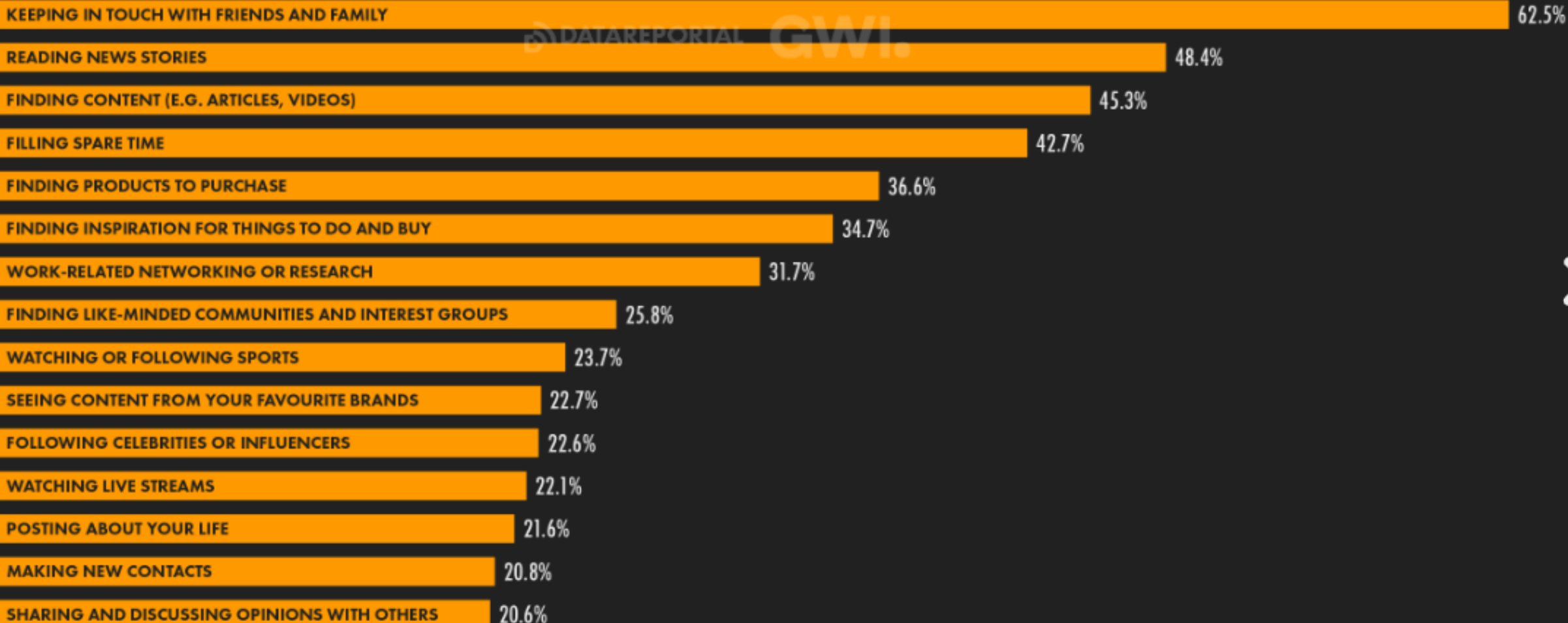
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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



CHILE



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MOST USED SOCIAL MEDIA PLATFORMS

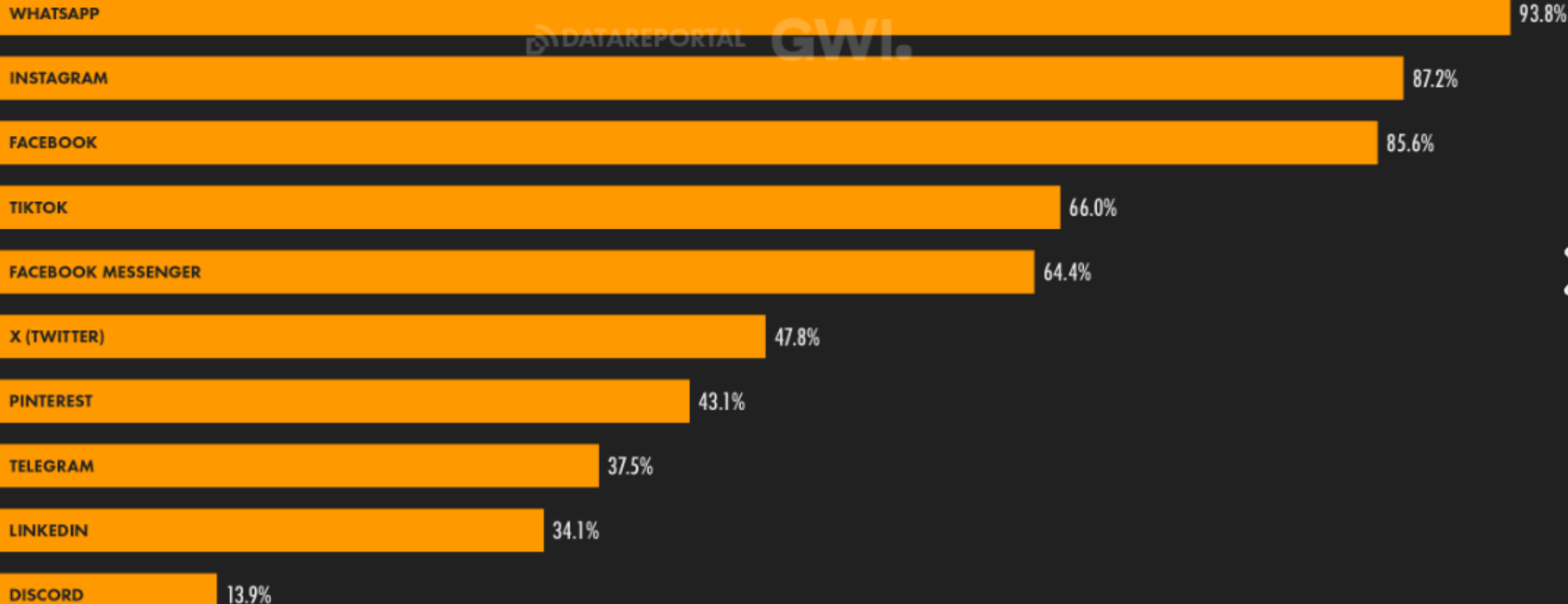
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



CHILE

DATA REPORTAL GWI.



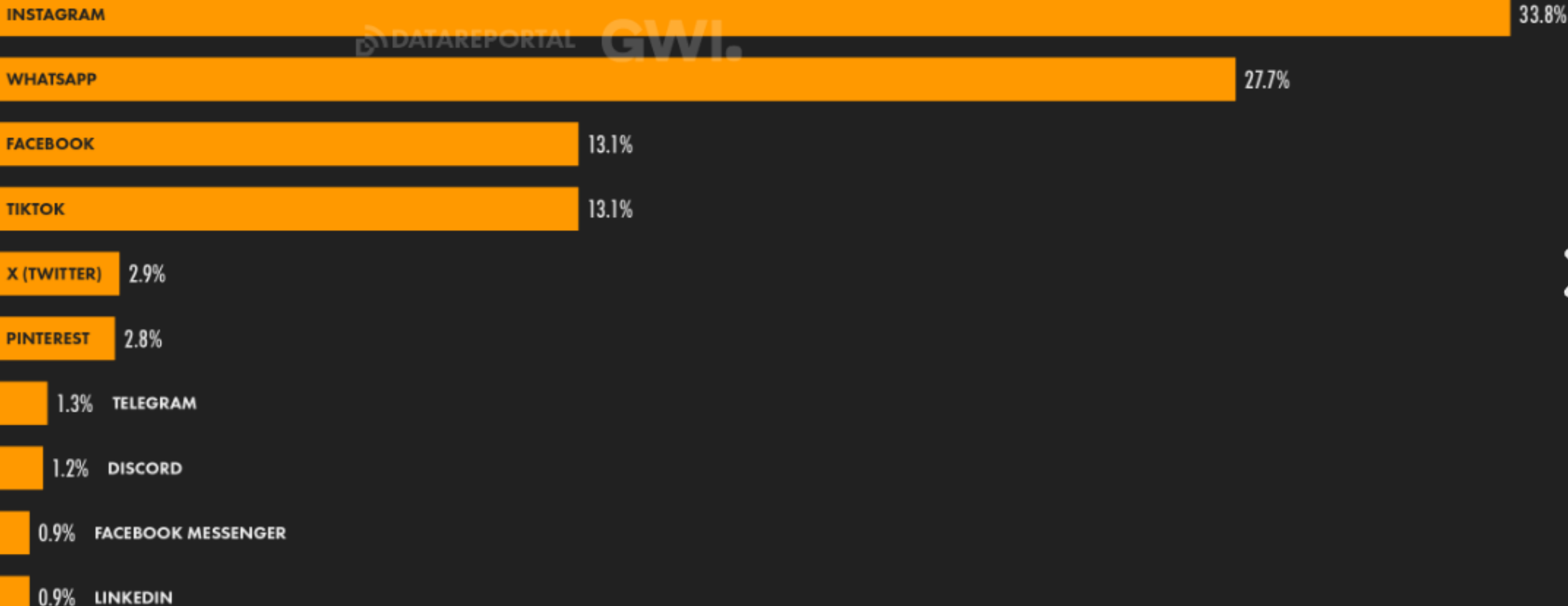
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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



CHILE



SOURCE: GWI (Q3 2023). SEE [GWI.COM](https://www.gwi.com). **NOTES:** ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER FOR THIS QUESTION IN GWI'S SURVEY. WE REPORT GWI'S VALUES FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS PER BYTEDANCE'S CORPORATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

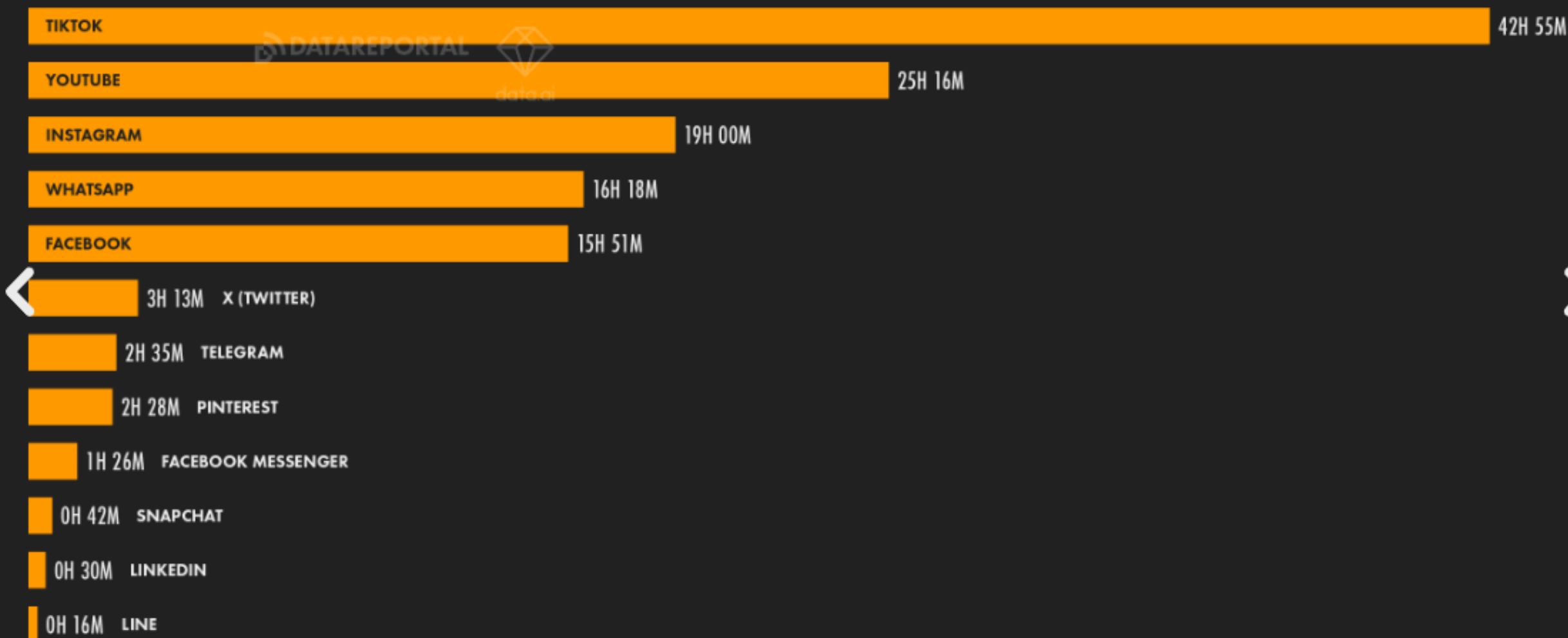
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TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023



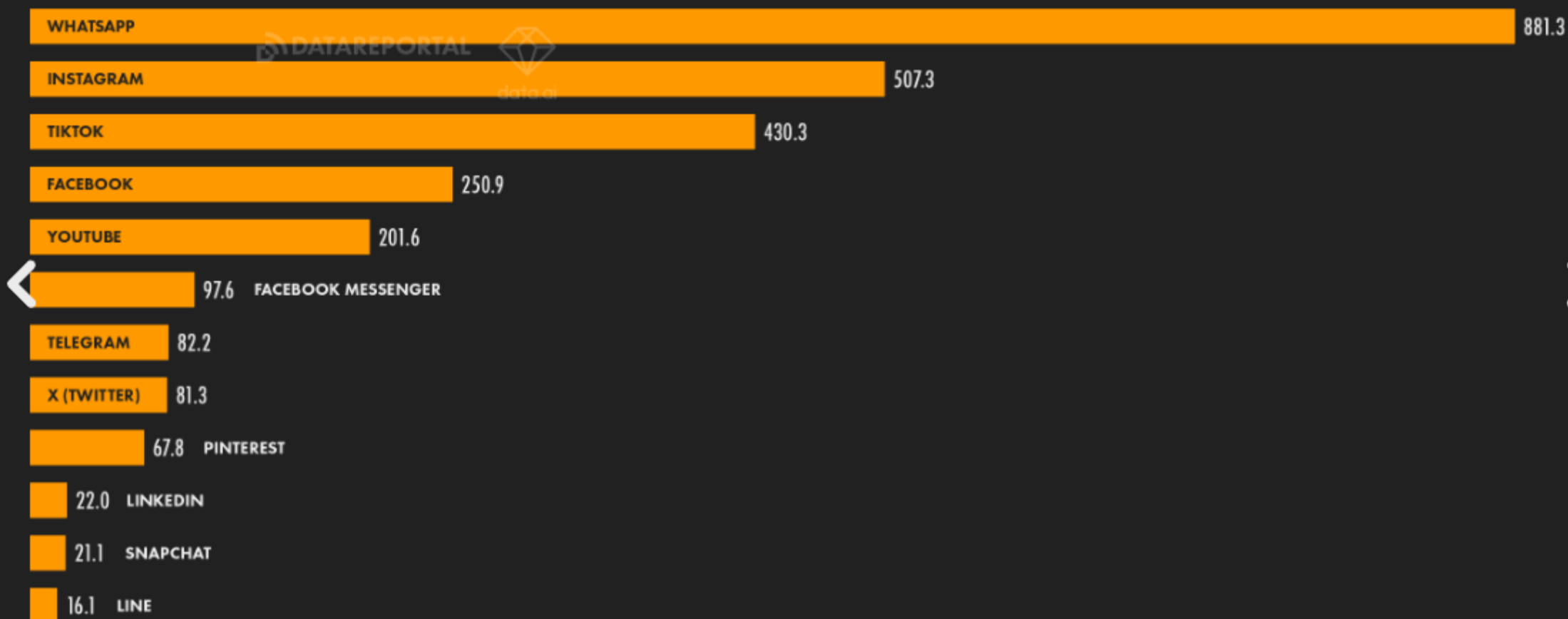
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2024

MONTHLY SOCIAL MEDIA APP SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH



CHILE



JAN
2024

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS



CHILE

ANY KIND OF SOCIAL
MEDIA PLATFORM



GW.

75.1%

YOY: -2.3% (-180 BPS)

SOCIAL
NETWORKS



58.6%

YOY: +2.4% (+140 BPS)

QUESTION & ANSWER
SITES (E.G. QUORA)



GW.

20.5%

YOY: -6.0% (-130 BPS)

MESSAGING AND
LIVE CHAT SERVICES



8.4%

YOY: -24.3% (-270 BPS)

FORUMS AND
MESSAGE BOARDS



8.7%

YOY: -13.9% (-140 BPS)

MICRO-BLOGS
(E.G. X / TWITTER)

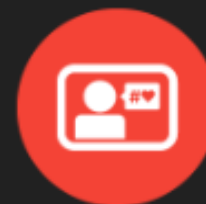


GW.

6.4%

YOY: -26.4% (-230 BPS)

VLOGS (BLOGS IN
A VIDEO FORMAT)



7.9%

YOY: -7.1% (-60 BPS)

ONLINE PINBOARDS
(E.G. PINTEREST)



8.1%

YOY: +6.6% (+50 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTE:** VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE AT LEAST ONE OF: SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICRO-BLOGS (E.G. TWITTER), BLOGS ON PRODUCTS / BRANDS (NOT SHOWN AS AN INDIVIDUAL VALUE ON THIS CHART), VLOGS (I.E. BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#).

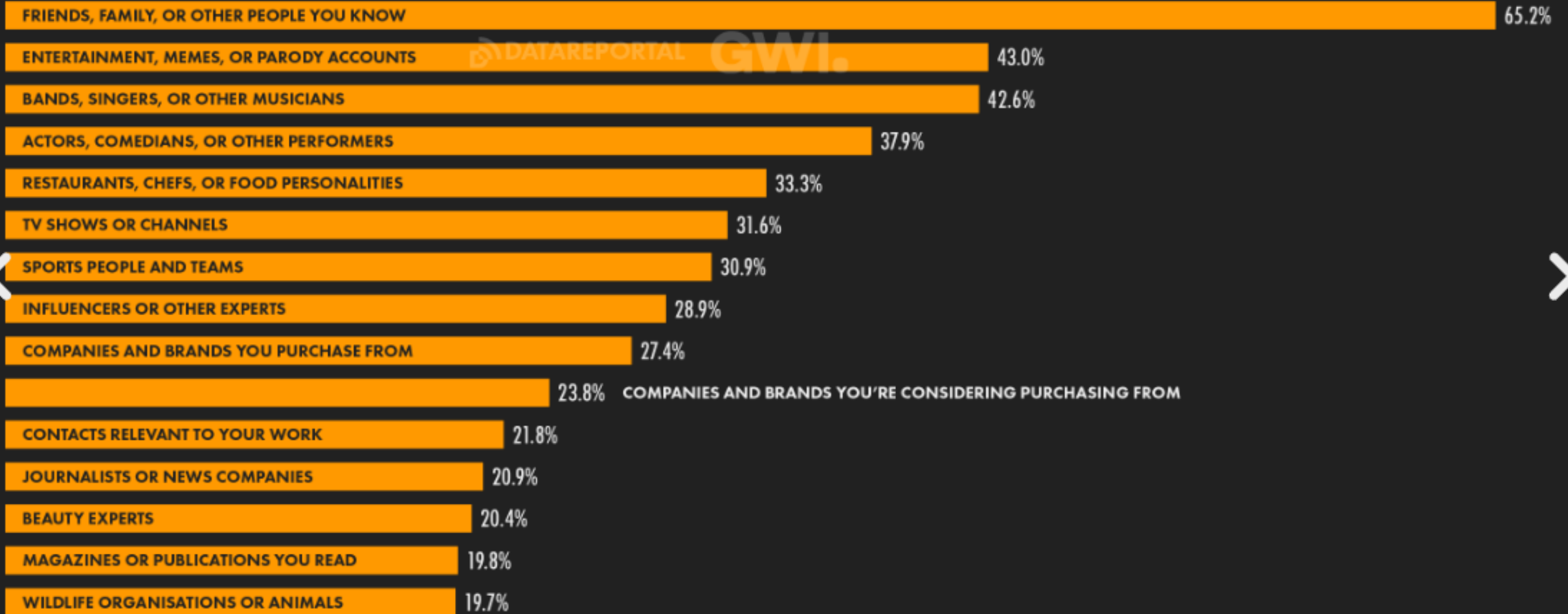
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SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



CHILE



JAN
2024

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



FACEBOOK

48.6%

INSTAGRAM

33.5%

PINTEREST

8.3%

4.0% X (TWITTER)

3.2% YOUTUBE

1.1% LINKEDIN

0.7% TUMBLR

0.6% OTHERS

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES **NOT** INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN **DECEMBER 2023**.

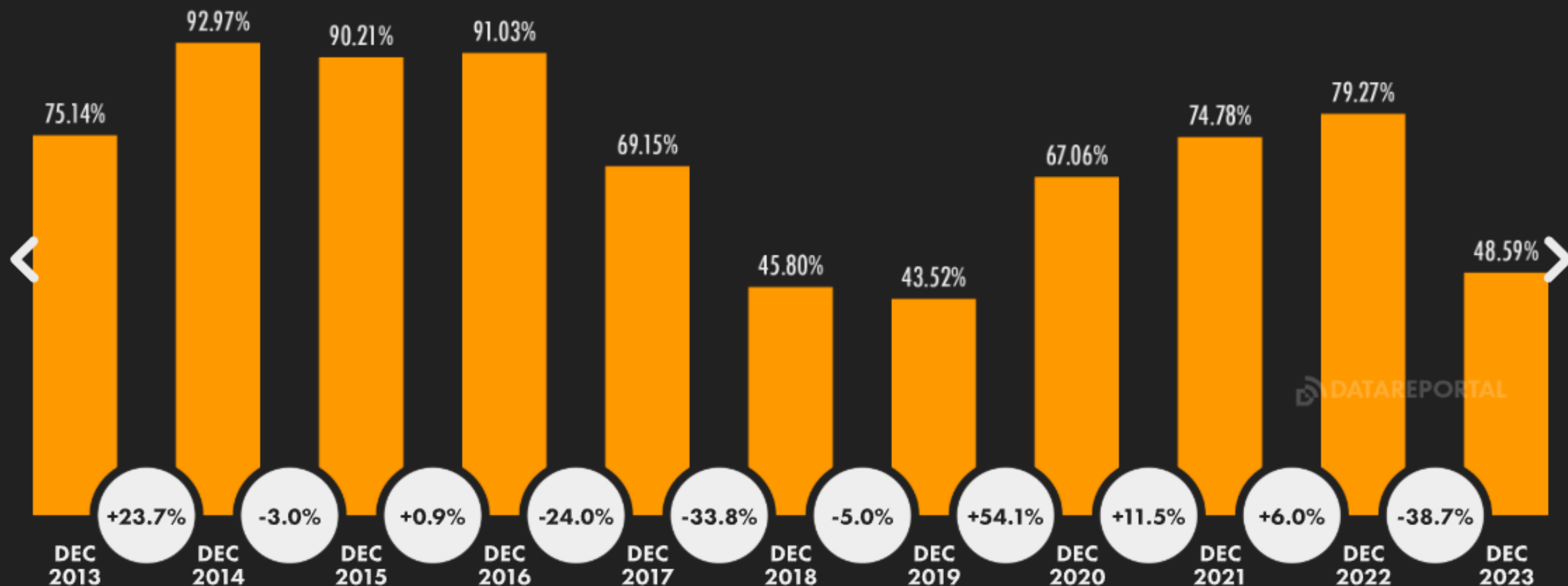
JAN
2024

FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)



CHILE



SOURCE: STATCOUNTER. **NOTES:** DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE



SOCIAL MEDIA PLATFORMS

JAN
2024

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



CHILE

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



12.85
MILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



65.4%

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



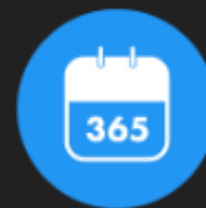
71.9%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-0.8%
-100 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



+5.8%
+700 THOUSAND

SHARE: FEMALE FACEBOOK
AD REACH vs. OVERALL
FACEBOOK AD REACH



51.2%

SHARE: MALE FACEBOOK
AD REACH vs. OVERALL
FACEBOOK AD REACH



48.8%

ADOPTION: OVERALL FACEBOOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



83.6%

ADOPTION: FEMALE FACEBOOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



81.4%

ADOPTION: MALE FACEBOOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



79.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#)

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YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



CHILE

TOTAL POTENTIAL REACH
OF ADS ON YOUTUBE



15.20
MILLION



YOUTUBE AD REACH
vs. TOTAL POPULATION



77.4%

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YOUTUBE AD REACH
vs. TOTAL INTERNET USERS



85.0%

Meltwater

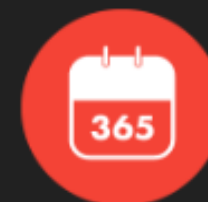
QUARTER-ON-QUARTER CHANGE
IN REPORTED YOUTUBE AD REACH



0%
[UNCHANGED]



YEAR-ON-YEAR CHANGE IN
REPORTED YOUTUBE AD REACH



-1.3%
-200 THOUSAND

SHARE: FEMALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



50.8%



SHARE: MALE YOUTUBE
AD REACH AGED 18+ vs. OVERALL
YOUTUBE AD REACH AGED 18+



49.2%

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ADOPTION: OVERALL YOUTUBE
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



86.1%



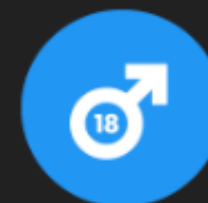
ADOPTION: FEMALE YOUTUBE
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



86.1%

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are
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ADOPTION: MALE YOUTUBE
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



86.1%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS; VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#)

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TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



CHILE

#	SEARCH QUERY	INDEX
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01	CHILE	100
----	-------	-----

02	MUSICA	99
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03	CANCIONES	72
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04	VIDEOS	55
----	--------	----

05	JERE KLEIN	53
----	------------	----

06	PELICULAS	53
----	-----------	----

07	KAROL G	50
----	---------	----

08	SHAKIRA	40
----	---------	----

09	FEDE	37
----	------	----

10	PELICULAS COMPLETAS EN ESPAÑOL	36
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#	SEARCH QUERY	INDEX
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11	MINECRAFT	35
----	-----------	----

12	MÚSICA	32
----	--------	----

13	ASMR	31
----	------	----

14	ANUEL	31
----	-------	----

15	FEDE VIGEVANI	30
----	---------------	----

16	ROBLOX	29
----	--------	----

17	ALEJO	27
----	-------	----

18	TIKTOK	27
----	--------	----

19	BAD BUNNY	26
----	-----------	----

20	KARAOKE	25
----	---------	----

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023 **NOTE:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



CHILE

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



12.95
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



we
are
social

65.9%

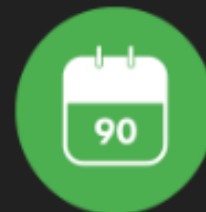
INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



Meltwater

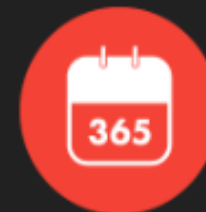
72.4%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



+2.4%
+300 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



+18.3%
+2.0 MILLION

SHARE: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



55.2%

SHARE: MALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



Meltwater

44.8%

ADOPTION: OVERALL INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



81.6%

ADOPTION: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

85.2%

ADOPTION: MALE INSTAGRAM
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



71.3%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:**

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Meltwater

JAN
2024

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



CHILE

TOTAL POTENTIAL REACH
OF ADS ON TIKTOK



13.75
MILLION

TIKTOK AD REACH
vs. TOTAL POPULATION



70.0%

TIKTOK AD REACH
vs. TOTAL INTERNET USERS



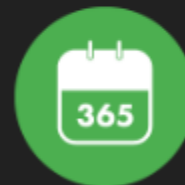
76.9%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



+6.6%
+846 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



+22.2%
+2.5 MILLION

SHARE: FEMALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



54.9%

SHARE: MALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



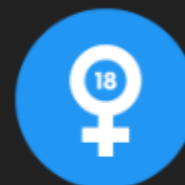
45.1%

ADOPTION: OVERALL TIKTOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



89.4%

ADOPTION: FEMALE TIKTOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



96.7%

ADOPTION: MALE TIKTOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



81.9%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** CHANGE IN DATA SOURCING APPROACH AND BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#)

JAN
2024

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



CHILE

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER



8.15
MILLION

MESSENGER AD REACH
vs. TOTAL POPULATION



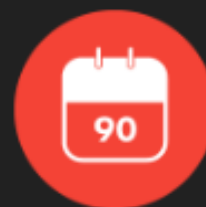
41.5%

MESSENGER AD REACH
vs. TOTAL INTERNET USERS



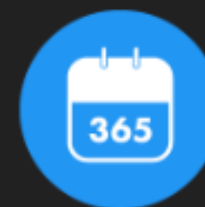
45.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED MESSENGER AD REACH



-3.0%
-250 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED MESSENGER AD REACH



0%
[UNCHANGED]

SHARE: FEMALE MESSENGER
AD REACH AGED 18+ vs. OVERALL
MESSENGER AD REACH AGED 18+



52.9%

SHARE: MALE MESSENGER
AD REACH AGED 18+ vs. OVERALL
MESSENGER AD REACH AGED 18+



47.1%

ADOPTION: OVERALL MESSENGER
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



52.4%

ADOPTION: FEMALE MESSENGER
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



53.2%

ADOPTION: MALE MESSENGER
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



48.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. REDUCED AVAILABILITY OF CERTAIN AD FORMATS MAY IMPACT REACH IN SOME COUNTRIES. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

JAN
2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



CHILE

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



7.90
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



40.2%

we
are
social

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



44.2%



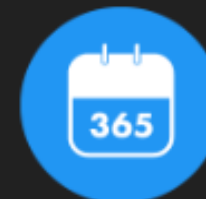
QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+5.3%
+400 THOUSAND



YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+14.5%
+1.0 MILLION

SHARE: FEMALE LINKEDIN
AD REACH AGED 18+ vs. OVERALL
LINKEDIN AD REACH AGED 18+



46.7%



SHARE: MALE LINKEDIN
AD REACH AGED 18+ vs. OVERALL
LINKEDIN AD REACH AGED 18+



53.3%



ADOPTION: OVERALL LINKEDIN
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



51.4%



ADOPTION: FEMALE LINKEDIN
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



44.9%

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are
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ADOPTION: MALE LINKEDIN
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



52.8%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#)

JAN
2024

SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



CHILE

TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



825.0
THOUSAND

SNAPCHAT AD REACH
vs. TOTAL POPULATION



we
are
social

4.2%

SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



Meltwater

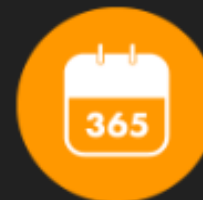
4.6%

QUARTER-ON-QUARTER CHANGE
IN REPORTED SNAPCHAT AD REACH



-3.5%
-30 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED SNAPCHAT AD REACH



-21.4%
-225 THOUSAND

SHARE: FEMALE SNAPCHAT
AD REACH AGED 18+ vs. OVERALL
SNAPCHAT AD REACH AGED 18+



74.8%

SHARE: MALE SNAPCHAT
AD REACH AGED 18+ vs. OVERALL
SNAPCHAT AD REACH AGED 18+



Meltwater

23.0%

ADOPTION: OVERALL SNAPCHAT
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



4.7%

ADOPTION: FEMALE SNAPCHAT
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



we
are
social

7.0%

ADOPTION: MALE SNAPCHAT
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



2.2%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE", BUT GENDER VALUES DO NOT SUM TO PUBLISHED TOTAL. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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JAN
2024

X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



CHILE

TOTAL POTENTIAL REACH
OF ADS ON X (TWITTER)



4.18
MILLION



X AD REACH vs.
TOTAL POPULATION



21.3%

we
are
social

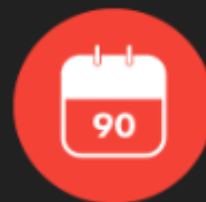
X AD REACH vs.
TOTAL INTERNET USERS



23.4%

Meltwater

QUARTER-ON-QUARTER CHANGE
IN REPORTED X AD REACH



-0.4%
-19 THOUSAND



YEAR-ON-YEAR CHANGE
IN REPORTED X AD REACH



+14.6%
+531 THOUSAND

SHARE: FEMALE X AD REACH
AGED 18+ vs. OVERALL
X AD REACH AGED 18+



38.4%



SHARE: MALE X AD REACH
AGED 18+ vs. OVERALL
X AD REACH AGED 18+



61.6%

Meltwater

ADOPTION: OVERALL X AD
REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



23.8%



ADOPTION: FEMALE X AD
REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



17.9%

we
are
social

ADOPTION: MALE X AD
REACH AGED 18+ vs. MALE
POPULATION AGED 18+



29.9%

SOURCES: X'S ADVERTISING RESOURCES; KEPIOS ANALYSIS **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** SIGNIFICANT ANOMALIES IN SOURCE DATA. REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

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PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



CHILE

TOTAL POTENTIAL REACH
OF ADS ON PINTEREST



4.92
MILLION

PINTEREST AD REACH
vs. TOTAL POPULATION



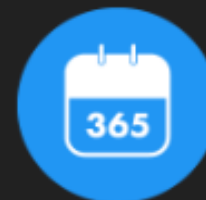
25.0%

QUARTER-ON-QUARTER CHANGE
IN REPORTED PINTEREST AD REACH



-9.3%
-505 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED PINTEREST AD REACH



+37.8%
+1.4 MILLION

PINTEREST AD REACH
vs. TOTAL INTERNET USERS



27.5%

PINTEREST AD REACH
vs. POPULATION AGED 13+



29.7%

FEMALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



65.5%

MALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



26.5%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. GENDER DATA ARE ALSO AVAILABLE FOR "UNSPECIFIED", SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#)

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MOBILE

JAN
2024

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



CHILE

NUMBER OF CELLULAR
MOBILE CONNECTIONS
(EXCLUDING IOT)



30.16
MILLION



NUMBER OF CELLULAR MOBILE
CONNECTIONS COMPARED
WITH TOTAL POPULATION



153.5%



YEAR-ON-YEAR CHANGE
IN THE NUMBER OF CELLULAR
MOBILE CONNECTIONS



+4.6%
+1.3 MILLION



SHARE OF CELLULAR MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G, 4G, 5G)



98.2%

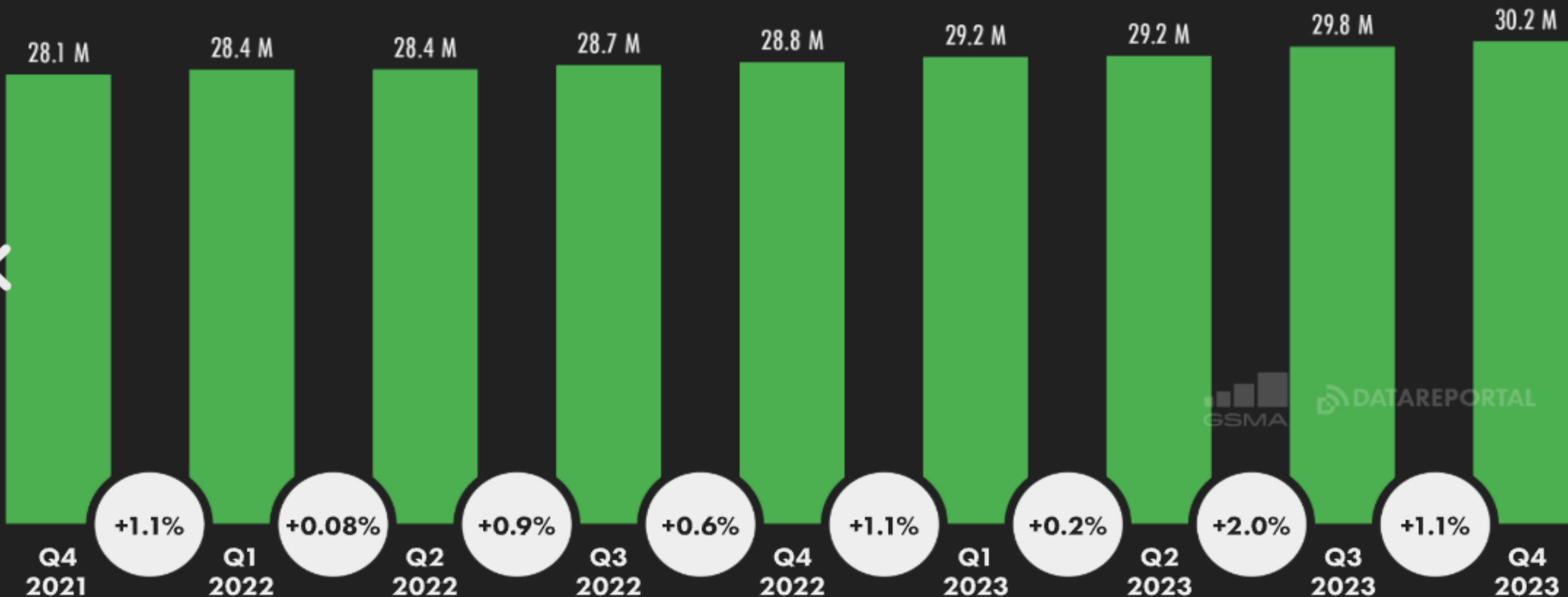
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2024

CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME



CHILE



SOURCE: GSMA INTELLIGENCE. **NOTE:** EXCLUDES CELLULAR IOT CONNECTIONS. WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** BASE CHANGES. SEE [NOTES ON DATA](#).

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2024

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN **DECEMBER 2023**



CHILE

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM ANDROID DEVICES



77.25%

YEAR-ON-YEAR CHANGE

-4.3% (-343 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM APPLE IOS DEVICES



22.41%

YEAR-ON-YEAR CHANGE

+18.6% (+351 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING FROM
SAMSUNG OS DEVICES



0.31%

YEAR-ON-YEAR CHANGE

-16.2% (-6 BPS)

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM KAI OS DEVICES



0%

YEAR-ON-YEAR CHANGE

[UNCHANGED]

SHARE OF MOBILE WEB
TRAFFIC ORIGINATING
FROM OTHER OS DEVICES



0.03%

YEAR-ON-YEAR CHANGE

-40.0% (-2 BPS)

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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JAN
2024

SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING **ANDROID PHONES** OVERALL



CHILE

TOTAL TIME SPENT USING
SMARTPHONES EACH DAY



4H 59M

SHARE OF SMARTPHONE
TIME: SOCIAL MEDIA APPS



31.1%

SHARE OF SMARTPHONE
TIME: ENTERTAINMENT APPS



37.0%

SHARE OF SMARTPHONE
TIME: UTILITY & PRODUCTIVITY



11.9%

SHARE OF SMARTPHONE TIME:
MOBILE GAMES (ALL GENRES)



13.3%

SHARE OF SMARTPHONE
TIME: SHOPPING APPS



0.7%

SHARE OF SMARTPHONE
TIME: ALL OTHER APPS



6.0%

SHARE OF SMARTPHONE TIME: WEB
BROWSERS & SEARCH ENGINES*



6.0%

JAN
2024

MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023



CHILE

TOTAL NUMBER
OF MOBILE APP
DOWNLOADS



893.6
MILLION

YEAR-ON-YEAR CHANGE
IN THE TOTAL NUMBER OF
MOBILE APP DOWNLOADS



-5.5%
-52 MILLION

ANNUAL CONSUMER
SPEND ON MOBILE APPS
AND IN-APP PURCHASES (USD)



\$350.7
MILLION

YEAR-ON-YEAR CHANGE IN
CONSUMER SPEND ON MOBILE
APPS AND IN-APP PURCHASES



+14.8%
+\$45 MILLION

SOURCE: DATA AI INTELLIGENCE. SEE [DATA AI](#). **NOTES:** FIGURES REPRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2021. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

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APP RANKING: MONTHLY ACTIVE USERS

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS BETWEEN 01 JANUARY AND 31 DECEMBER 2023



CHILE

#	MOBILE APP	COMPANY
01	WHATSAPP MESSENGER	META
02	YOUTUBE	GOOGLE
03	CHROME BROWSER	GOOGLE
04	GOOGLE	GOOGLE
05	FACEBOOK	META
06	GMAIL	GOOGLE
07	INSTAGRAM	META
08	GOOGLE MAPS	GOOGLE
09	TIKTOK	BYTEDANCE
10	GOOGLE PHOTOS	GOOGLE

#	MOBILE GAME	COMPANY
01	ROBLOX	ROBLOX
02	FREE FIRE	SEA
03	STUMBLE GUYS	SCOPELY
04	MINECRAFT POCKET EDITION	MICROSOFT
05	GEOMETRY DASH	ROBTOP
06	CLASH ROYALE	TENCENT
07	POKÉMON GO	NIANTIC
08	BRAWL STARS	TENCENT
09	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
10	AMONG US!	INNERSLOTH

JAN
2024

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023



CHILE

MOBILE APP COMPANY

01	TIKTOK	BYTEDANCE
02	CAPCUT	BYTEDANCE
03	INSTAGRAM	META
04	SHEIN	SHEIN
05	WHATSAPP MESSENGER	META
06	BANCOESTADO	BANCOESTADO
07	FALABELLA	FALABELLA
08	STAR+	DISNEY
09	FACEBOOK	META
10	PLUTO.TV	VIACOMCBS

MOBILE GAME COMPANY

01	ROBLOX	ROBLOX
02	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
03	FREE FIRE	SEA
04	ROYAL MATCH	DREAM GAMES
05	STUMBLE GUYS	SCOPELY
06	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
07	WORDS OF WONDERS	FUGO
08	SUBWAY SURFERS	TENCENT
09	TOMB OF THE MASK	PLAYGENDARY
10	MY PERFECT HOTEL	SAYGAMES

JAN
2024

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023



CHILE

MOBILE APP COMPANY

01	MAX: STREAM HBO, TV, & MOVIES	WARNER BROS. DISCOVERY
02	DISNEY+	DISNEY
03	STAR+	DISNEY
04	TINDER	MATCH GROUP
05	TIKTOK	BYTEDANCE
06	CRUNCHYROLL	SONY
07	YOUTUBE	GOOGLE
08	GOOGLE ONE	GOOGLE
09	PARAMOUNT+	VIACOMCBS
10	AMAZON PRIME VIDEO	AMAZON

MOBILE GAME COMPANY

01	ROBLOX	ROBLOX
02	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
03	COIN MASTER	MOON ACTIVE
04	FREE FIRE	SEA
05	CALL OF DUTY: MOBILE	ACTIVISION BLIZZARD
06	EA SPORTS FC™ MOBILE 24 SOCCER	ELECTRONIC ARTS
07	GARDENSCAPES BY PLAYRIX	PLAYRIX
08	ROYAL MATCH	DREAM GAMES
09	STUMBLE GUYS	SCOPELY
10	POKÉMON GO	NIANTIC

SOURCE: DATA AI INTELLIGENCE. SEE [DATA.AI](#). **NOTES:** RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.



ECOMMERCE

JAN
2024

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES EACH PRODUCT OR SERVICE



CHILE

ACCOUNT WITH A
FINANCIAL INSTITUTION



87.1%

FEMALE

86.6%

MALE

87.6%



CREDIT CARD
OWNERSHIP



24.3%

FEMALE

21.9%

MALE

27.0%



DEBIT CARD
OWNERSHIP



78.8%

FEMALE

77.2%

MALE

80.6%



MOBILE MONEY ACCOUNT
(E.G. MPESA, GCASH)



18.7%

FEMALE

16.1%

MALE

21.5%



MADE A DIGITAL
PAYMENT (PAST YEAR)



77.6%

FEMALE

75.9%

MALE

79.4%



MADE A PURCHASE USING A MOBILE
PHONE OR THE INTERNET (PAST YEAR)



48.9%

FEMALE

45.6%

MALE

52.6%



USED A MOBILE PHONE OR THE
INTERNET TO SEND MONEY (PAST YEAR)



42.9%

FEMALE

40.9%

MALE

45.2%



USED A MOBILE PHONE OR THE
INTERNET TO PAY BILLS (PAST YEAR)



51.6%

FEMALE

50.4%

MALE

52.8%

SOURCE: WORLD BANK. **NOTES:** SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT STORE FUNDS IN AN ELECTRONIC WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR MOBILE MONEY ACCOUNTS DO NOT INCLUDE PEOPLE WHO USE 'OVER-THE-TOP' MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY, OR SAMSUNG PAY.

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WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



PURCHASED A PRODUCT
OR SERVICE ONLINE

ORDERED GROCERIES
VIA AN ONLINE STORE

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE

USED AN ONLINE PRICE
COMPARISON SERVICE

USED A BUY NOW,
PAY LATER SERVICE



GWJ.

53.8%



27.2%



13.2%



GWJ.

17.0%



4.2%

JAN
2024

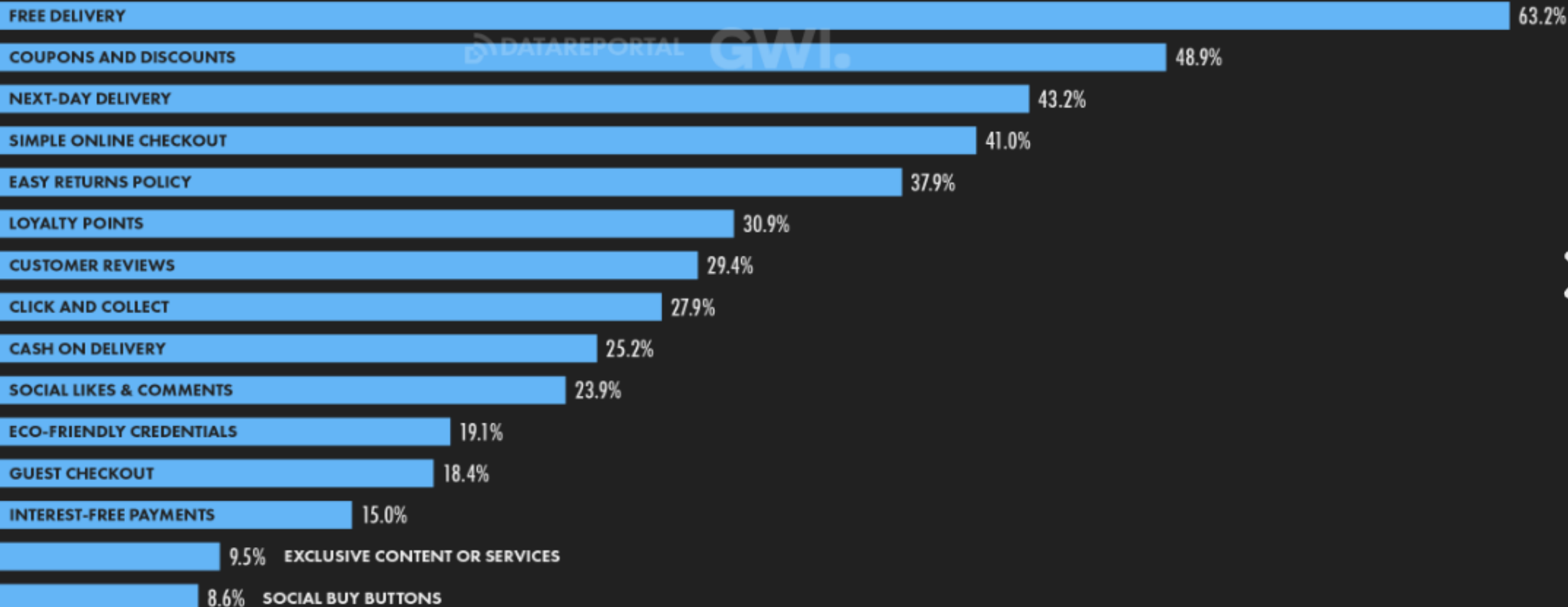
ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE



CHILE

DATA REPORTAL GWI.



JAN
2024

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)



CHILE

ELECTRONICS



**\$2.66
BILLION**

YEAR-ON-YEAR CHANGE
+5.6% (+\$140 MILLION)

FASHION



**\$1.09
BILLION**

YEAR-ON-YEAR CHANGE
+10.1% (+\$100 MILLION)

FOOD



**\$440.0
MILLION**

YEAR-ON-YEAR CHANGE
+18.9% (+\$70 MILLION)

BEVERAGES



**\$170.0
MILLION**

YEAR-ON-YEAR CHANGE
+6.3% (+\$10 MILLION)

DIY & HARDWARE



**\$690.0
MILLION**

YEAR-ON-YEAR CHANGE
+1.5% (+\$10 MILLION)

FURNITURE



**\$740.0
MILLION**

YEAR-ON-YEAR CHANGE
+8.8% (+\$60 MILLION)

PHYSICAL MEDIA



**\$230.0
MILLION**

YEAR-ON-YEAR CHANGE
[UNCHANGED]

BEAUTY &
PERSONAL CARE



**\$250.0
MILLION**

YEAR-ON-YEAR CHANGE
+8.7% (+\$20 MILLION)

TOBACCO
PRODUCTS



**\$60.00
MILLION**

YEAR-ON-YEAR CHANGE
+20.0% (+\$10 MILLION)

TOYS &
HOBBY



**\$340.0
MILLION**

YEAR-ON-YEAR CHANGE
+3.0% (+\$10 MILLION)

HOUSEHOLD
ESSENTIALS



**\$40.00
MILLION**

YEAR-ON-YEAR CHANGE
+33.3% (+\$10 MILLION)

OVER-THE-COUNTER
PHARMACEUTICALS



**\$80.00
MILLION**

YEAR-ON-YEAR CHANGE
+14.3% (+\$10 MILLION)

LUXURY
GOODS



**\$100.0
MILLION**

YEAR-ON-YEAR CHANGE
[UNCHANGED]

EYE-
WEAR



**\$30.00
MILLION**

YEAR-ON-YEAR CHANGE
[UNCHANGED]

SOURCE: STATISTA ECOMMERCE MARKET. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

we
are
social

Meltwater

**JAN
2024**

PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD



CHILE

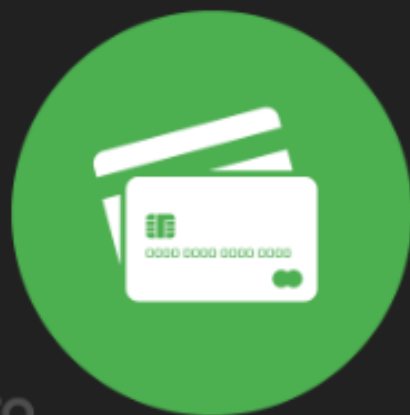
SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO DIGITAL
AND MOBILE WALLETS



ppro

18.0%

SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO DEBIT
AND CREDIT CARDS



KEPIOS

59.0%

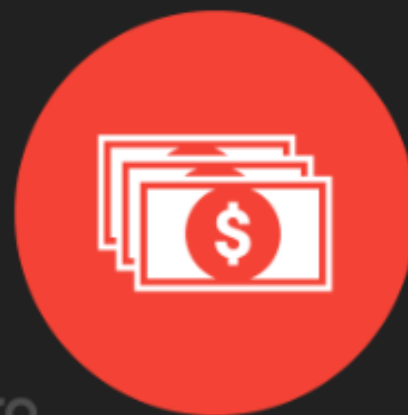
SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO
BANK TRANSFERS



ppro

15.0%

SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO
CASH-ON-DELIVERY



ppro

2.0%

SHARE OF B2C ECOMMERCE
TRANSACTION VOLUME
ATTRIBUTABLE TO OTHER
PAYMENT METHODS



6.0%

JAN
2024

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



CHILE

#	SEARCH QUERY	INDEX vs. TOP QUERY
---	--------------	---------------------

01	ZAPATILLAS	100
----	------------	-----

02	NIKE	60
----	------	----

03	IPHONE	38
----	--------	----

04	FALABELLA	37
----	-----------	----

05	SAMSUNG	32
----	---------	----

06	ADIDAS	32
----	--------	----

07	ZAPATILLAS MUJER	31
----	------------------	----

08	RIPLEY	24
----	--------	----

09	JORDAN	23
----	--------	----

10	MERCADO LIBRE	23
----	---------------	----

#	SEARCH QUERY	INDEX vs. TOP QUERY
---	--------------	---------------------

11	ZAPATILLAS HOMBRE	22
----	-------------------	----

12	SODIMAC	21
----	---------	----

13	LIDER	21
----	-------	----

14	PARIS	17
----	-------	----

15	PUMA	17
----	------	----

16	MOCHILA	16
----	---------	----

17	ZAPATILLAS NIKE	15
----	-----------------	----

18	COCINA	14
----	--------	----

19	CONVERSE	10
----	----------	----

20	EASY	10
----	------	----

JAN
2024

ONLINE TRAVEL AND TOURISM

ANNUAL **ONLINE** SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)



CHILE

FLIGHTS



statista

**\$1.84
BILLION**

YEAR-ON-YEAR CHANGE
+24.7% (+\$364 MILLION)

TRAINS



**\$10.08
MILLION**

YEAR-ON-YEAR CHANGE
+45.1% (+\$3.1 MILLION)

CAR RENTALS



statista

**\$199.3
MILLION**

YEAR-ON-YEAR CHANGE
+34.8% (+\$52 MILLION)

LONG-DISTANCE BUSES



**\$147.4
MILLION**

YEAR-ON-YEAR CHANGE
+44.5% (+\$45 MILLION)

HOTELS



**\$825.3
MILLION**

YEAR-ON-YEAR CHANGE
+27.7% (+\$179 MILLION)

PACKAGE HOLIDAYS



statista

**\$879.6
MILLION**

YEAR-ON-YEAR CHANGE
+45.0% (+\$273 MILLION)

VACATION RENTALS



**\$382.3
MILLION**

YEAR-ON-YEAR CHANGE
+27.1% (+\$81 MILLION)

CRUISES



**\$6.18
MILLION**

YEAR-ON-YEAR CHANGE
+35.0% (+\$1.6 MILLION)

JAN
2024

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES



CHILE

NUMBER OF PEOPLE
USING ONLINE RIDE-
HAILING SERVICES



statista

5.98
MILLION

YEAR-ON-YEAR CHANGE IN
THE NUMBER OF ONLINE
RIDE-HAILING SERVICE USERS



we
are
social

+2.7%
+160 THOUSAND

TOTAL ANNUAL VALUE OF
ONLINE RIDE-HAILING
BOOKINGS (USD, 2023)



Meltwater

\$256.1
MILLION

YEAR-ON-YEAR CHANGE IN
MARKET VALUE: ONLINE RIDE-
HAILING BOOKINGS



statista

+44.3%
+\$79 MILLION

AVERAGE ANNUAL VALUE PER
USER: ONLINE RIDE-HAILING
BOOKINGS (USD, 2023)



\$42.83

JAN
2024

DIGITAL HEALTH TREATMENT & CARE OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE TREATMENTS AND CARE



CHILE

NUMBER OF PEOPLE
USING DIGITAL HEALTH
TREATMENT & CARE



statista

YEAR-ON-YEAR CHANGE
IN USERS OF DIGITAL
TREATMENT & CARE



Meltwater

TOTAL ANNUAL VALUE OF
THE DIGITAL TREATMENT &
CARE MARKET (USD, 2023)



statista

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
TREATMENT & CARE MARKET



we
are
social

AVERAGE ANNUAL VALUE PER
USER: DIGITAL TREATMENT &
CARE (USD, 2023)



5.93

MILLION

+10.4%

+560 THOUSAND

\$129.8

MILLION

+20.3%

+\$22 MILLION

\$21.88

JAN
2024

ONLINE DOCTOR CONSULTATIONS OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES



CHILE

NUMBER OF PEOPLE
USING ONLINE DOCTOR
CONSULTATION SERVICES

YEAR-ON-YEAR CHANGE IN
USERS OF ONLINE DOCTOR
CONSULTATION SERVICES

TOTAL ANNUAL VALUE
OF ONLINE DOCTOR
CONSULTATIONS (USD, 2023)

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: ONLINE
DOCTOR CONSULTATIONS

AVERAGE ANNUAL VALUE
PER USER: ONLINE DOCTOR
CONSULTATIONS (USD, 2023)



statista

420.0
THOUSAND



0%
[UNCHANGED]

Meltwater



\$35.28
MILLION

statista



+16.1%
+\$4.9 MILLION

we
are
social



\$83.17

JAN
2024

DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES



CHILE

NUMBER OF PEOPLE USING
DIGITAL FITNESS & WELL-
BEING DEVICES AND SERVICES



statista

6.97
MILLION

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF DIGITAL
FITNESS & WELL-BEING USERS



Meltwater

+25.1%
+1.4 MILLION

TOTAL ANNUAL VALUE OF
THE DIGITAL FITNESS & WELL-
BEING MARKET (USD, 2023)



statista

\$308.7
MILLION

YEAR-ON-YEAR CHANGE
IN MARKET VALUE: DIGITAL
FITNESS & WELL-BEING MARKET



we
are
social

+24.9%
+\$62 MILLION

AVERAGE ANNUAL VALUE
PER USER: DIGITAL FITNESS &
WELL-BEING (USD, 2023)



\$44.32

JAN
2024

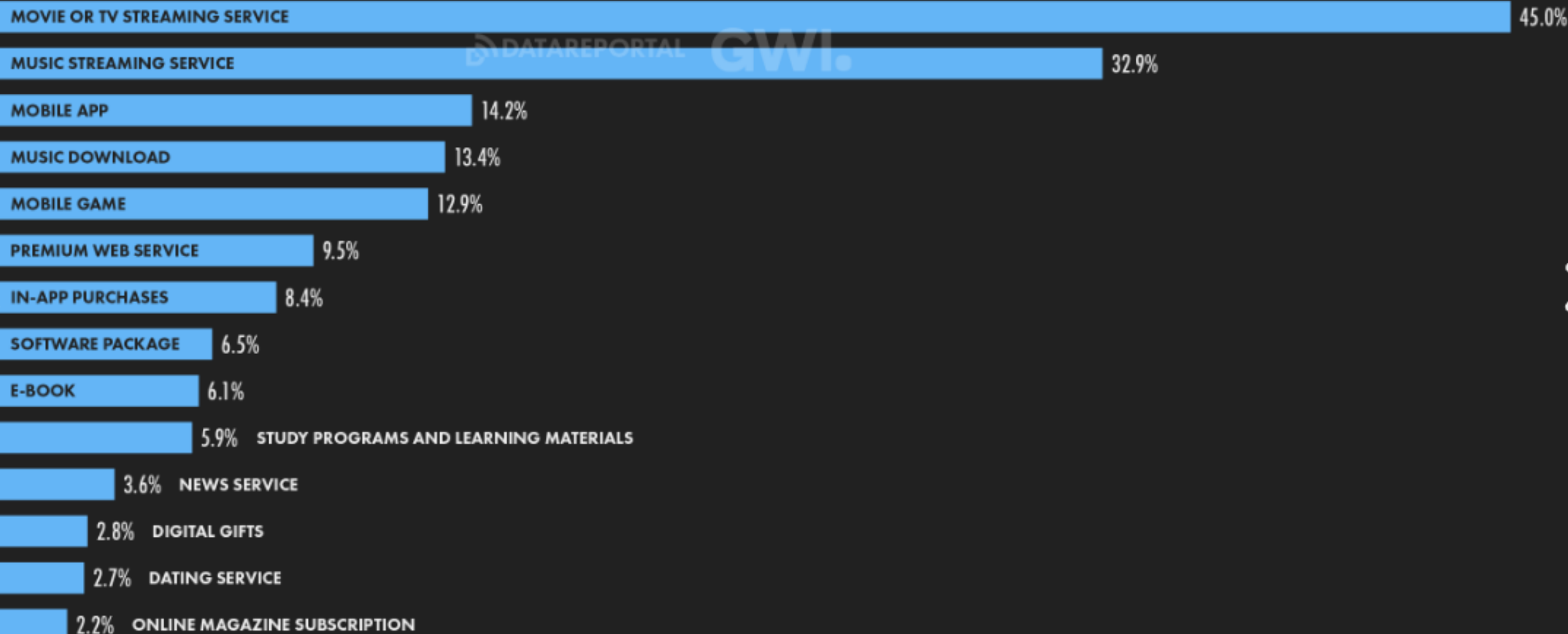
DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH



CHILE

DATA REPORTAL GWI.



JAN
2024

DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)



CHILE

TOTAL



\$1.07
BILLION

YEAR-ON-YEAR CHANGE
+11.7% (+\$113 MILLION)

VIDEO GAMES



\$456.7
MILLION

YEAR-ON-YEAR CHANGE
+11.3% (+\$46 MILLION)

VIDEO-ON-DEMAND



\$404.5
MILLION

YEAR-ON-YEAR CHANGE
+13.7% (+\$49 MILLION)

EPUBLISHING



\$89.62
MILLION

YEAR-ON-YEAR CHANGE
+4.5% (+\$3.9 MILLION)

DIGITAL MUSIC



\$122.8
MILLION

YEAR-ON-YEAR CHANGE
+12.1% (+\$13 MILLION)

statista



statista



SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



DIGITAL MARKETING

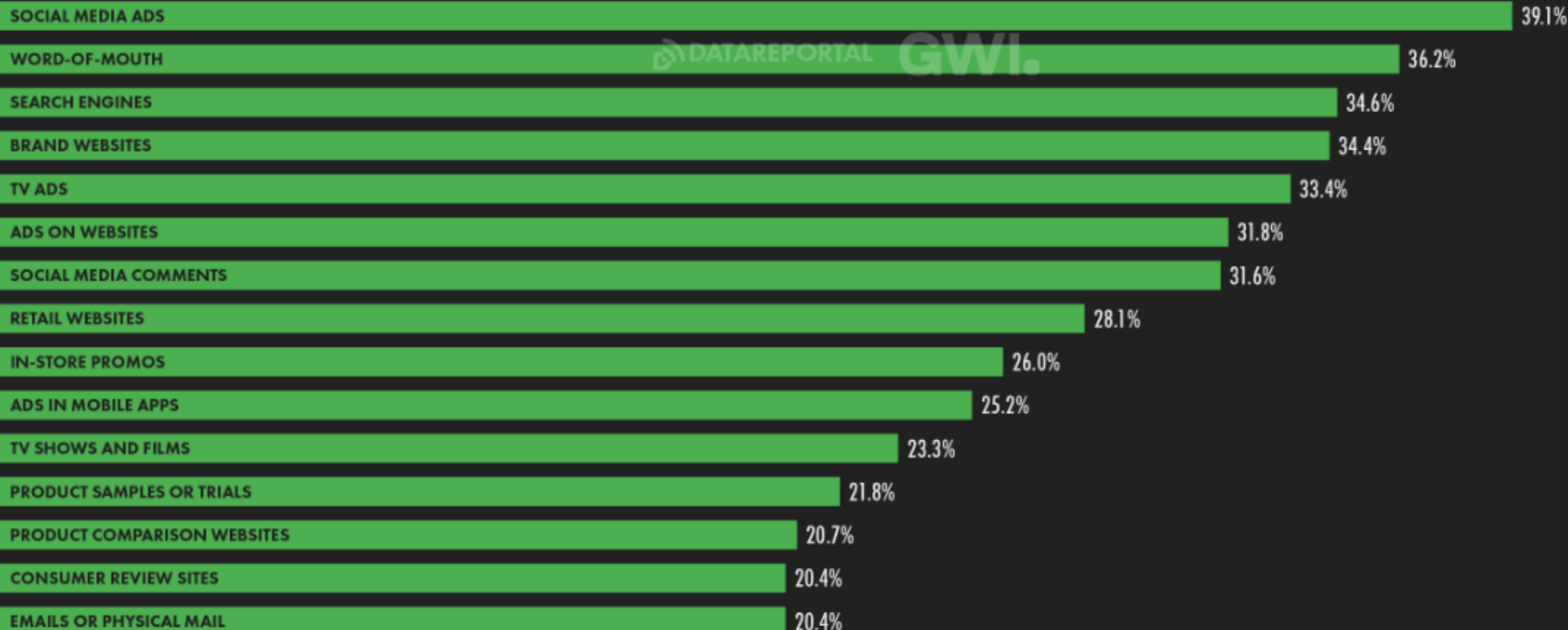
JAN
2024

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



CHILE



JAN
2024

ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY



CHILE

RESEARCH BRANDS
ONLINE BEFORE
MAKING A PURCHASE

VISITED A BRAND'S
WEBSITE IN THE
PAST 30 DAYS

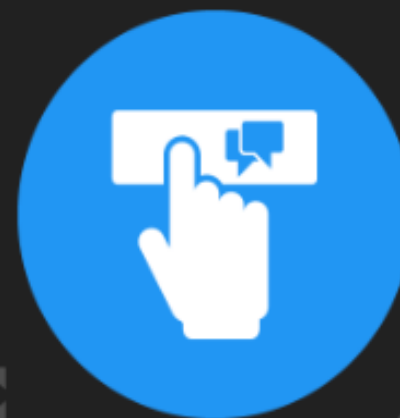
CLICKED OR TAPPED
ON A BANNER AD ON A
WEBSITE IN THE PAST 30 DAYS

CLICKED OR TAPPED ON A
SPONSORED SOCIAL MEDIA
POST IN THE PAST 30 DAYS

DOWNLOADED OR
USED A BRANDED MOBILE
APP IN THE PAST 30 DAYS



GW.



GW.



59.7%

YOY: +3.5% (+200 BPS)

60.3%

YOY: -5.0% (-320 BPS)

13.3%

YOY: -9.5% (-140 BPS)

14.0%

YOY: -11.4% (-180 BPS)

16.0%

YOY: -11.1% (-200 BPS)

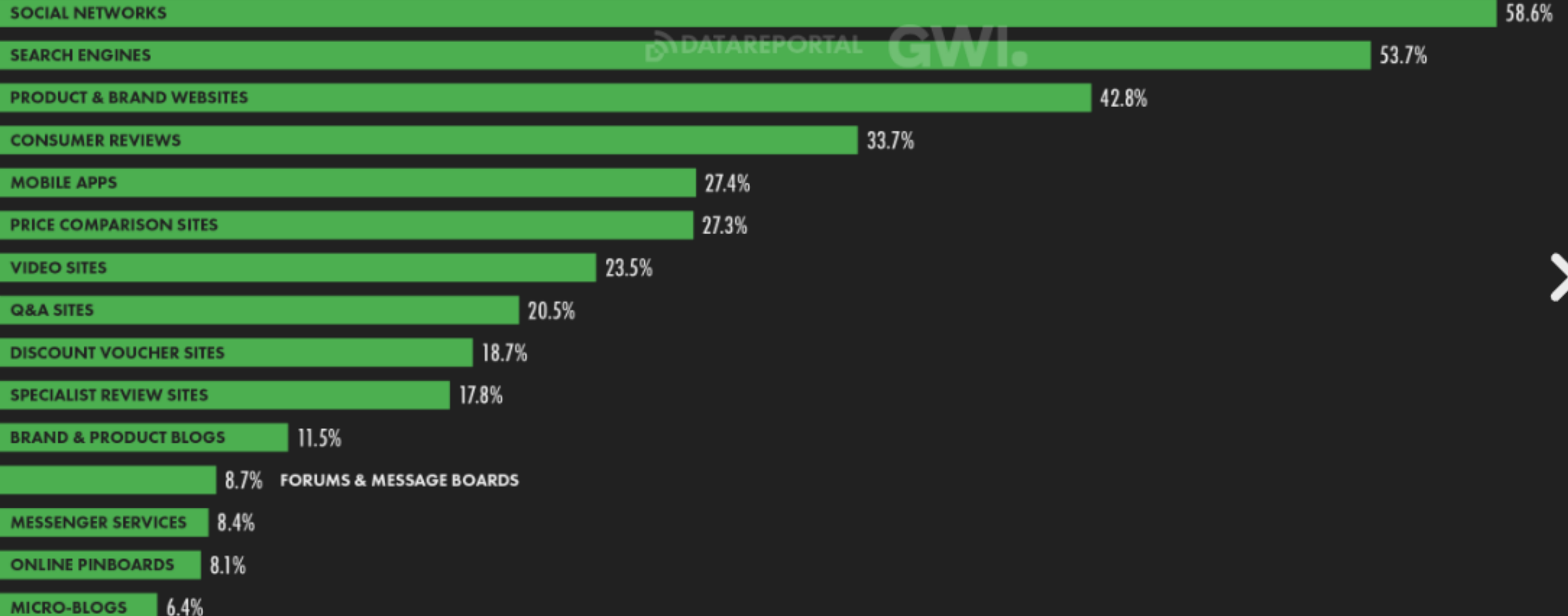
JAN
2024

MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



CHILE



**JAN
2024**

ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)



CHILE

TOTAL AD SPEND
(INCLUDING ONLINE
AND OFFLINE CHANNELS)



statista

\$2.01
BILLION

YEAR-ON-YEAR
CHANGE IN TOTAL AD
SPEND (ALL CHANNELS)



+5.0%
+\$96 MILLION

DIGITAL AD SPEND
(INCLUDING SEARCH
AND SOCIAL MEDIA)



\$966.0
MILLION

YEAR-ON-YEAR
CHANGE IN
DIGITAL AD SPEND



statista

+10.3%
+\$91 MILLION

DIGITAL AD SPEND
AS A PERCENTAGE
OF TOTAL AD SPEND



48.1%

JAN
2024

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2023)



CHILE

TOTAL ANNUAL SPEND ON
DIGITAL ADS (ALL TYPES)



statista

\$966.0
MILLION

Y-O-Y CHANGE IN SPEND
+10.3% (+\$91 MILLION)

ANNUAL SPEND ON
ONLINE SEARCH ADS



\$242.2
MILLION

Y-O-Y CHANGE IN SPEND
+13.0% (+\$28 MILLION)

ANNUAL SPEND ON
DIGITAL VIDEO ADS

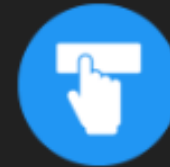


statista

\$255.0
MILLION

Y-O-Y CHANGE IN SPEND
+8.3% (+\$20 MILLION)

ANNUAL SPEND ON
DIGITAL BANNER ADS



statista

\$261.5
MILLION

Y-O-Y CHANGE IN SPEND
+10.3% (+\$25 MILLION)

ANNUAL SPEND ON ONLINE
INFLUENCER ACTIVITIES



we
are
social

\$49.20
MILLION

Y-O-Y CHANGE IN SPEND
+16.1% (+\$6.8 MILLION)

ANNUAL SPEND ON
ONLINE CLASSIFIEDS



\$19.33
MILLION

Y-O-Y CHANGE IN SPEND
+1.8% (+\$340 THOUSAND)

ANNUAL SPEND ON
DIGITAL AUDIO ADS



statista

\$13.59
MILLION

Y-O-Y CHANGE IN SPEND
+18.0% (+\$2.1 MILLION)

SHARE OF TOTAL DIGITAL
AD SPEND: MOBILE DEVICES*



Meltwater

65.3%

Y-O-Y CHANGE IN SPEND
+5.3% (+327 BPS)

SHARE OF TOTAL DIGITAL
AD SPEND: SOCIAL MEDIA



statista

27.3%

Y-O-Y CHANGE IN SPEND
-0.5% (-14 BPS)

SHARE OF TOTAL DIGITAL
AD SPEND: PROGRAMMATIC



71.9%

Y-O-Y CHANGE IN SPEND
+0.7% (+52 BPS)

JAN
2024

PROGRAMMATIC ADVERTISING OVERVIEW

SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



CHILE

ANNUAL SPEND ON
PROGRAMMATIC
ADVERTISING (USD)



\$694.8
MILLION

statista

YEAR-ON-YEAR CHANGE
IN PROGRAMMATIC
ADVERTISING SPEND (USD)



+11.1%
+\$70 MILLION

PROGRAMMATIC'S
SHARE OF TOTAL DIGITAL
ADVERTISING SPEND



71.9%

YEAR-ON-YEAR CHANGE IN
PROGRAMMATIC'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+0.7%
+52 BPS

KEPIOS

JAN
2024

SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



CHILE

ANNUAL SPEND
ON ONLINE SEARCH
ADVERTISING (USD)



statista

\$242.2
MILLION

YEAR-ON-YEAR CHANGE
IN ONLINE SEARCH
ADVERTISING SPEND



Meltwater

+13.0%
+\$28 MILLION

ONLINE SEARCH'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



we
are
social

25.1%

YEAR-ON-YEAR CHANGE IN
ONLINE SEARCH'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+2.4%
+59 BPS

JAN
2024

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



CHILE

ANNUAL SPEND
ON SOCIAL MEDIA
ADVERTISING (USD)



\$263.8
MILLION

statista

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA
ADVERTISING SPEND



+9.7%
+\$23 MILLION

KEPIOS

SOCIAL MEDIA'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



27.3%

KEPIOS

YEAR-ON-YEAR CHANGE IN
SOCIAL MEDIA'S SHARE OF TOTAL
DIGITAL ADVERTISING SPEND



-0.6%
-15 BPS

JAN
2024

INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET



CHILE

ANNUAL SPEND
ON INFLUENCER
ADVERTISING (USD)



\$49.20
MILLION

statista

YEAR-ON-YEAR
CHANGE IN INFLUENCER
ADVERTISING SPEND



+16.1%
+\$6.8 MILLION

Meltwater

INFLUENCER ADVERTISING'S
SHARE OF TOTAL
DIGITAL AD SPEND



5.1%

we
are
social

YEAR-ON-YEAR CHANGE IN
INFLUENCER ADVERTISING'S SHARE
OF TOTAL DIGITAL AD SPEND



+5.3%
+25 BPS

JAN
2024

ATTITUDES: ADS AND AD TRACKING

HOW INTERNET USERS AGED 16 TO 64 FEEL ABOUT ADS, AND THE STEPS THEY TAKE TO AVOID ADVERTISING AND AD TRACKING



CHILE

FEEL REPRESENTED
IN THE ADVERTISING
THAT THEY SEE OR HEAR



GWI.

7.7%

YEAR-ON-YEAR CHANGE
-15.4% (-140 BPS)

USE AN AD BLOCKER
FOR AT LEAST SOME
ONLINE ACTIVITIES



24.0%

YEAR-ON-YEAR CHANGE
-7.3% (-190 BPS)

DECLINE COOKIES
AT LEAST SOME
OF THE TIME



33.9%

YEAR-ON-YEAR CHANGE
+4.3% (+140 BPS)

USE A VIRTUAL PRIVATE
NETWORK (VPN) FOR AT LEAST
SOME ONLINE ACTIVITIES



17.9%

YEAR-ON-YEAR CHANGE
-6.3% (-120 BPS)