

SOCIAL MEDIA IN AFRICA

social@Ogilvy

DEMOGRAPHICS



TOTAL POPULATION ACROSS LEADING MARKETS

545.5M

INTERNET PENETRATION

42%

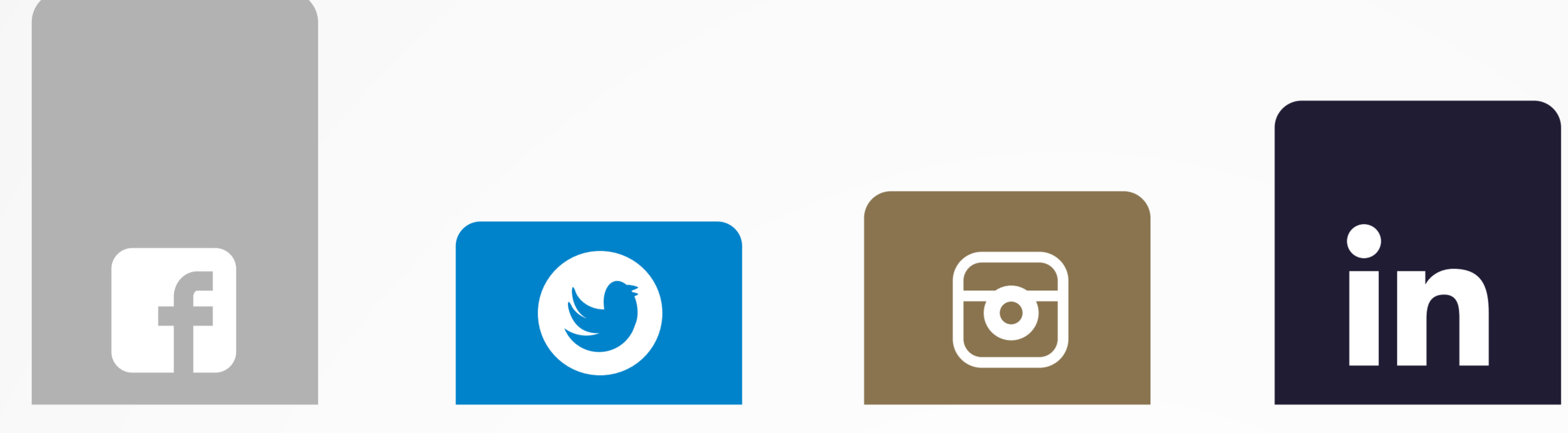
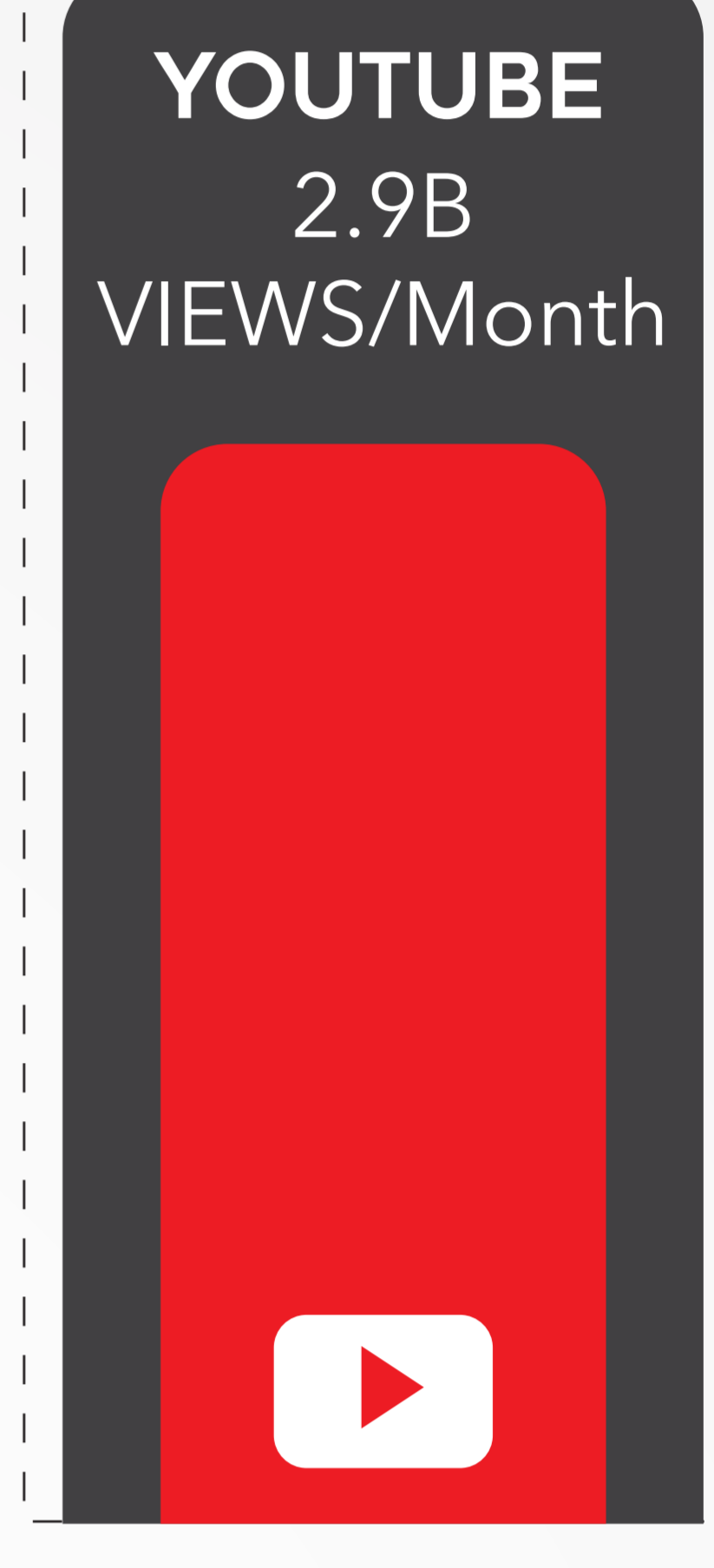


POPULATION & INTERNET PENETRATION BY COUNTRY

Country	Pop.	Penetration
Kenya	45.9M	64%
Mauritius	1.3M	60%
Egypt	88.5M	55%
Nigeria	181.5M	51%
South Africa	54.8M	49%
Zimbabwe	14.2M	47%
Uganda	37.1M	23%
Ghana	26.3M	20%
Botswana	2.2M	19%
Zambia	15.1M	18%
Tanzania	51.1M	15%
Namibia	2.2M	15%
Mozambique	25.3M	5%

PLATFORM USAGE

Platform	Users
Facebook	71.7M
Twitter	6.8M
Instagram	7.3M
LinkedIn	11.2M



PLATFORM PENETRATION BY COUNTRY

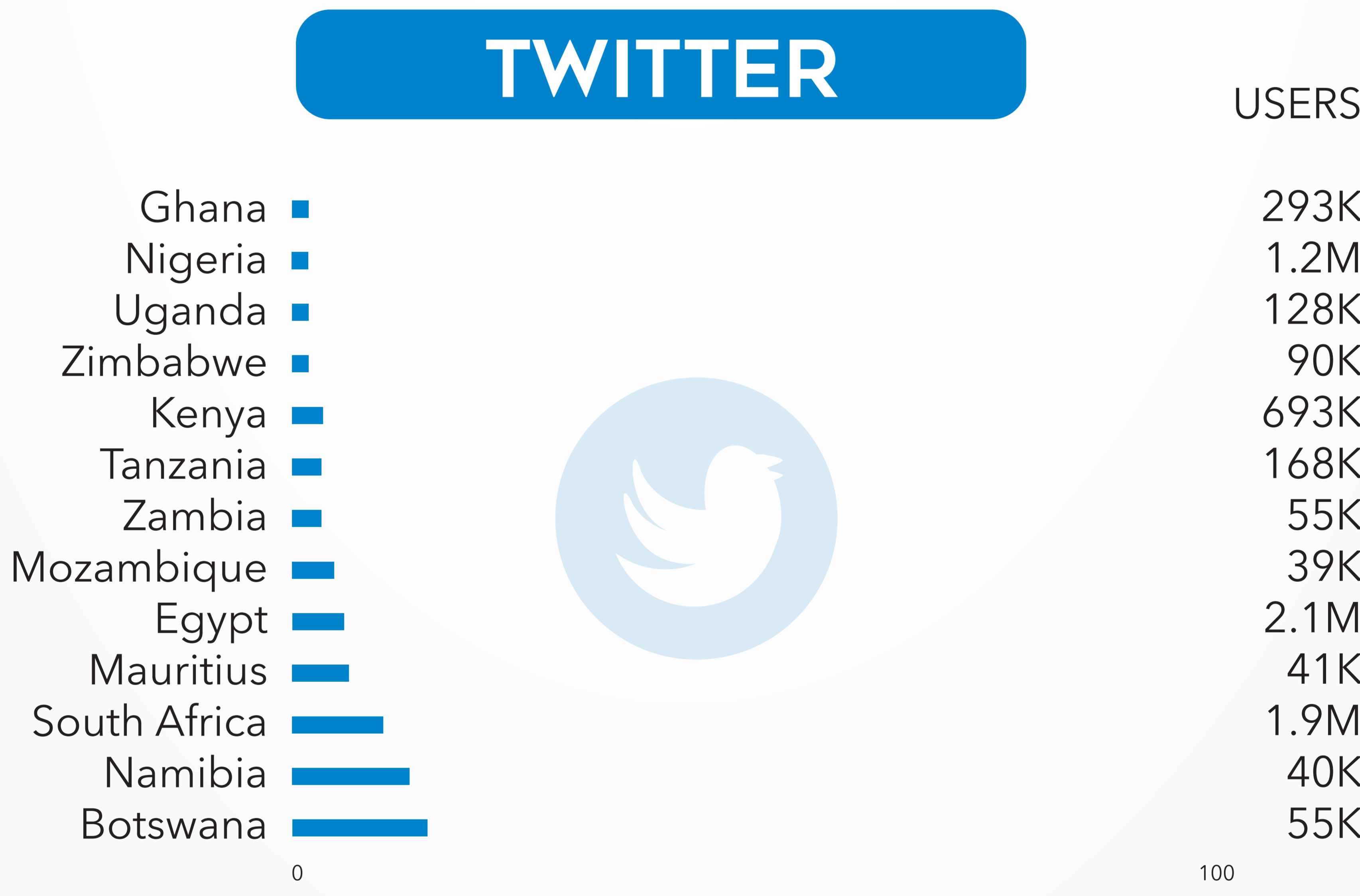
FACEBOOK

USERS



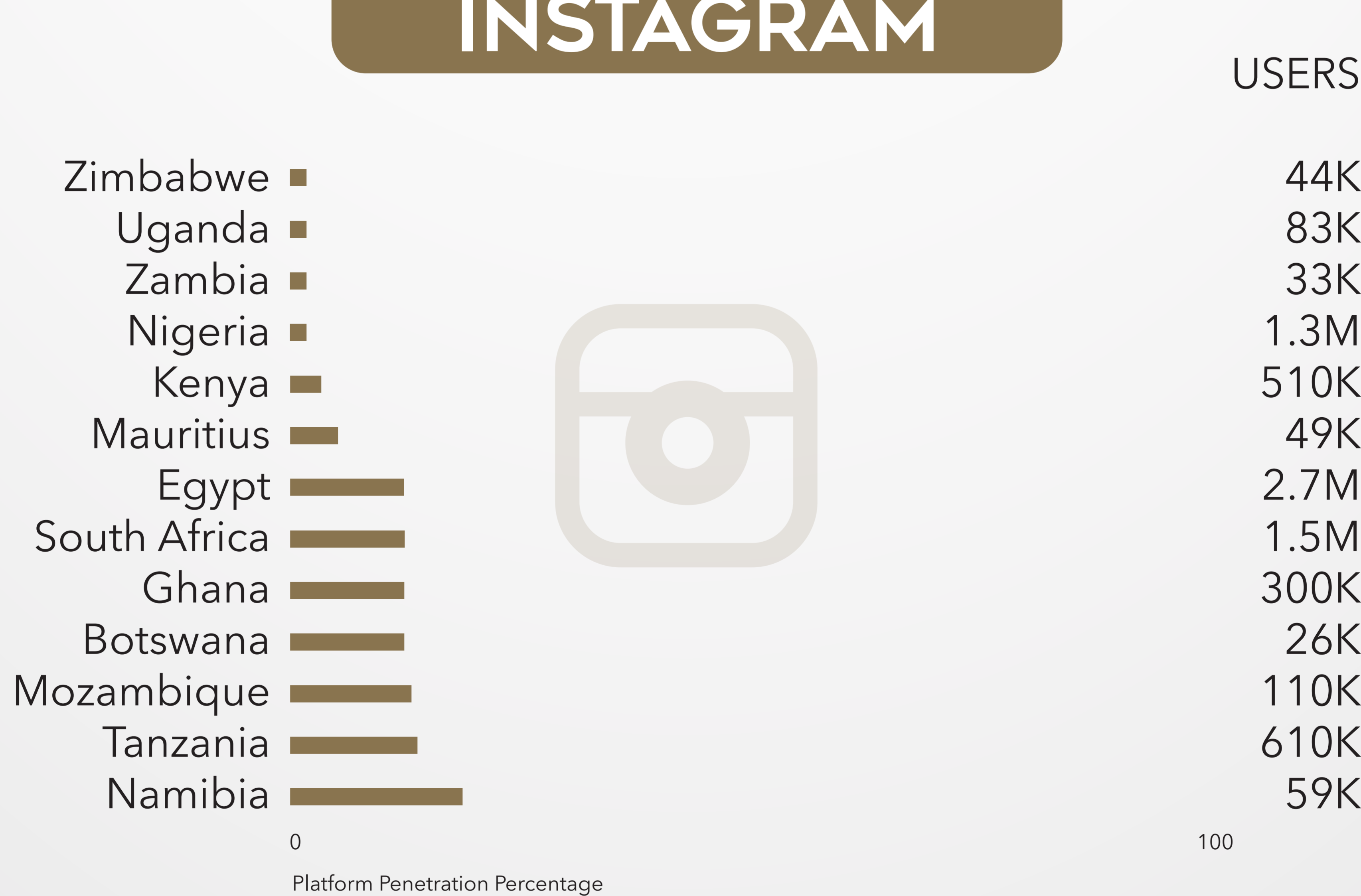
TWITTER

USERS



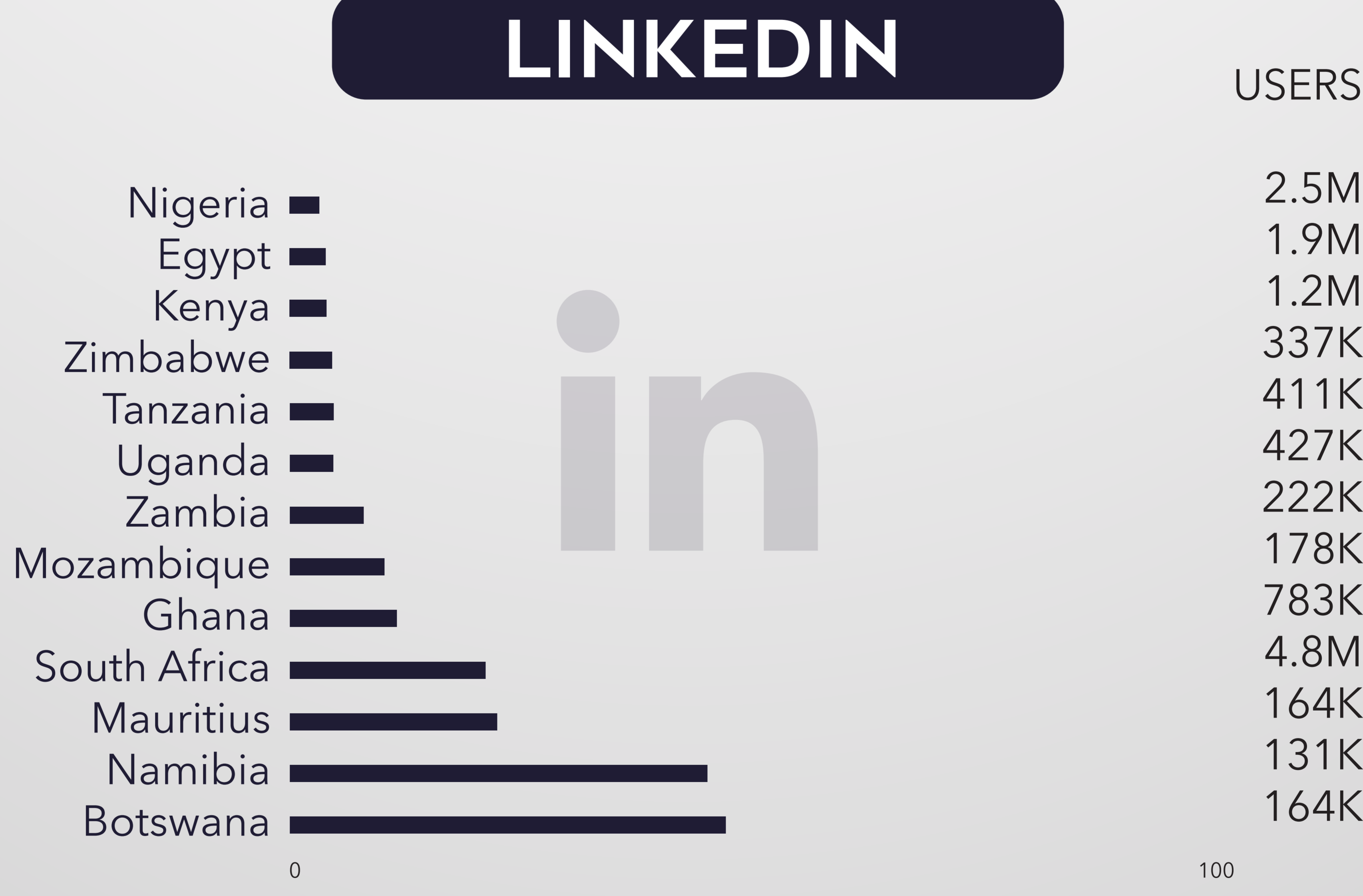
INSTAGRAM

USERS



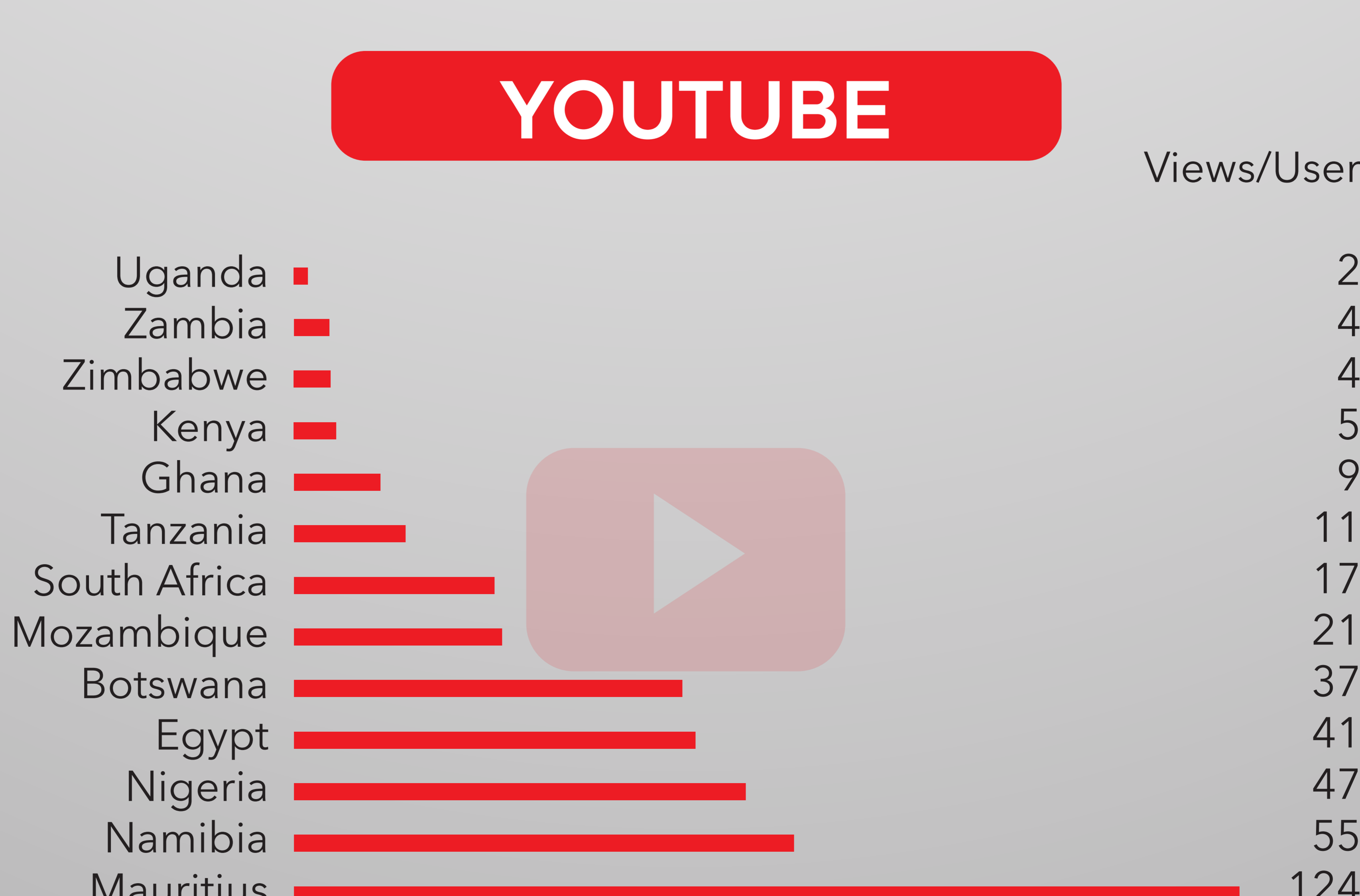
LINKEDIN

USERS



YOUTUBE

Views/User



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Sources: Facebook Advertising Power Editor, Oct 2015 / Twitter Ad Dynamo, June 2015 / LinkedIn Ads, December 2015.