DIGITAL 2023

GHANA

THE ESSENTIAL GUIDE TO THE LATEST CONNECTED BEHAVIOURS

we are social Meltwater

we
are.
social

Meltwater

PARTNERS THAT MAKE THE GLOBAL DIGITAL REPORTS SERIES POSSIBLE

GWI

STATISTA

GSMA INTELLIGENCE

SEMRUSH

DATA.AI

PPRO

OOKLA

SKAI

LOCOWISE

SIMILARWEB

CLICK THE LINKS BELOW TO READ OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

IMPORTANT NOTES ON COMPARING DATA

The findings published in this report use the latest data available at the time of production. This may include revised figures for historical data points that were not available when we produced previous reports in the Global Digital Reports series. From time to time, we may also change the data sources that we use to inform specific data points, and we may also change how we calculate certain values. Similarly, our data partners may change the ways in which they source, calculate, or report the data that they share with us. As a result, findings published in this report **may not correlate** with findings published in our previous reports, especially where such findings represent change over time (e.g. annual growth). Where we report figures for change over time, such figures will use the latest available data, so we recommend using the **values published in this report**, rather than trying to recalculate such values using data from previous reports. Wherever we're aware of the potential for historical mismatches, we've included a note on comparability in the footnotes of each relevant slide. Please read these advisories carefully to understand how data sources or calculations have changed since previous reports, and beware of making any comparisons with historical data. Where we report values for change over time as "[N/A]", the most recent data **do not correlate** with the equivalent data point(s) published in our previous reports, so we **strongly advise readers not to compare** the associated current figures with the equivalents published in previous reports. In particular, the social media platforms featured in this report regularly revise the figures that they report for advertising reach, and this may result in the latest numbers appearing to be lower than the values for the same data points published in previous reports in this series. However, these source data revisions **do not** necessarily imply any change in the overall active use of these platforms, and should not be interpreted as such. Furthermore, in addition to changes in data sources and calculations, please note that social media user numbers **may not** represent unique individuals. This is because some individuals may manage multiple social media accounts, and because some social media accounts may represent 'non-human' entities (e.g. businesses, animals, music bands, etc.). As a result, the figures we publish for social media users may **exceed** the figures that we publish for total population or for internet users. This may seem counter-intuitive, but such differences do not represent mistakes. For more information, please read our notes on data variance, mismatches, and curiosities: https://datareportal.com/notes-on-data.

GLOBAL HEADLINES

JAN 2023

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	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
8.01 BILLION	8.46 BILLION	5.16 BILLION	4.76 BILLION
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+0.8%	+2.2%	+1.9%	+3.0%
+67 MILLION	+180 MILLION	+98 MILLION	+137 MILLION
URBANISATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION	TOTAL vs. POPULATION
57.2%	105.6%	64.4%	59.4%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA ACROSS ALL METRICS, INCLUDING IMPORTANT REVISIONS TO UNDERLYING POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. WHERE YEAR-ON-YEAR CHANGE IS SHOWN AS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE INACCURATE RESULTS. PLEASE READ OUR COMPREHENSIVE NOTES ON DATA FOR FURTHER DETAILS.

we are social

Meltwater

JAN 2023

INTERNET ADOPTION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION

GLOBAL OVERVIEW

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. NOTE: REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

we are social

Meltwater

JAN 2023

SHARE OF GLOBAL INTERNET USERS

INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS

GLOBAL OVERVIEW

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.

we are social
Meltwater

JAN 2023

SOCIAL MEDIA USERS vs. TOTAL POPULATION

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

GLOBAL OVERVIEW

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. NOTES: DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. COMPARABILITY: SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA FOR FURTHER DETAILS.

we are social

Meltwater

JAN 2023

SHARE OF GLOBAL SOCIAL MEDIA USERS

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

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. NOTES: FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING. DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. COMPARABILITY: SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA FOR FURTHER DETAILS.

we are social
Meltwater

JAN 2023

MOBILE CONNECTIVITY

CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION

GLOBAL OVERVIEW

SOURCES: GSMA INTELLIGENCE; UNITED NATIONS. NOTE: FIGURES MAY EXCEED 100% BECAUSE SOME INDIVIDUALS MAY USE MORE THAN ONE CELLULAR CONNECTION. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. COMPARABILITY: BASE CHANGES.

we are social
Meltwater

DIG DEEPER INTO THE DATA IN OUR DIGITAL 2023 GLOBAL REPORTS

CLICK HERE TO READ OUR FLAGSHIP DIGITAL 2023 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 2023 LOCAL COUNTRY HEADLINES REPORT, WITH ESSENTIAL STATS FOR DIGITAL ADOPTION IN EVERY COUNTRY AROUND THE WORLD

WE ARE SOCIAL

THINK FORWARD 2023

FRAGMENTED FUTURES

Last year, we emerged from the pandemic into a new online landscape. IRL and URL life were already impossibly entangled, and much was on the horizon: metaverses in which to while away our days, NFTs to deck the walls of digital houses, crypto wallets for paying for goods and services in virtual malls. But this year, what was cracked has now shattered into many segmented realities. An accurate vision of the future is now less like looking through a telescope, more like looking through a kaleidoscope: it's coming through as several diverse fragments, not one single perspective.

In this fragmented space, online factions are carving out their own customs, niches, and territories – their own marginal worlds that have the power to become the mainstream.

On a social level, gone are the days of feeds clustered around friends and family – here are the days of For You Pages guided by individual interests. On a cultural level, gone is the universal watercooler chat dictated by shared popular culture – today's agenda is set by ever-more niche and transient corners of the internet. And on a personal level, identities are more layered and fluid than ever before, more like an 'avatar du jour' than a static understanding of self.

In the eighth issue of our annual report ***Think Forward***, we unpick the complex and ever-changing web of digital culture and behaviour, and explore the role brands can play in reflecting and shaping it.

FIND OUT MORE IN THINK FORWARD 2023 >

THE TRENDS

1. TEXTURED DISCOVERY
PEOPLE WANT SOCIAL TO BE LESS PRECISE AND MORE EXPLORATORY

2. COLLAPSING NARRATIVES
STORYTELLING IS NO LONGER LINEAR NOR FOLLOWING ESTABLISHED STRUCTURES

3. MARGIN-CHASERS
ON SOCIAL, EXTREME BEHAVIOUR IS SEEN AS MORE AUTHENTIC, GAINING TRACTION AND CUTTING THROUGH

4. NEW COOPERATIVES
THE CULT OF THE INDIVIDUAL HAS GIVEN WAY TO LESS EGO-DRIVEN COMMUNITIES

5. EXPANDING IDENTITIES
VIRTUAL WORLDS ARE MAKING ONLINE IDENTITY MORE FLEXIBLE AND EXPANSIVE

we are social

PARTNER CONTENT

Meltwater Insights

Meltwater

Economic Impact

What economic impact does Meltwater's suite of marketing and communications solutions have on agencies? We enlisted Forrester Consulting, an independent, objective, research-based firm, to find out.

Aggregating data and testimony drawn from client interviews, Forrester Consulting created a composite, representative full-service agency on which to center the Total Economic Impact™ (TEI) study of Meltwater.

The resulting, comprehensive report highlights how Meltwater helps marketers overcome efficiency and capacity challenges to generate new revenue streams.

The Total Economic Impact™ of Meltwater on Agencies is a thorough, independent examination of the costs, risks, benefits, and value of adopting Meltwater solutions. Access the full report to learn more.

"Meltwater is an absolutely mandatory thing to have to make informed decisions about where you want to take a client. Otherwise, you're just making assumptions which are not real. We use Meltwater to ensure we use relevant, fact-based insights to steer clients." — Agency Insights Manager

230% Return on investment

20% Increase in client wins

20 Hours per account saved in reporting per month

Based on the research, Forrester Consulting suggested that a representative composite organization with more than 100 employees and revenue of $20 million per year would experience the above benefits.

Get in touch to discover how Meltwater can help your organization achieve similar results.

GHANA

JAN 2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

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

GHANA

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
33.80 MILLION	43.88 MILLION	23.05 MILLION	6.60 MILLION
URBANISATION	vs. POPULATION	vs. POPULATION	vs. POPULATION
58.9%	129.8%	68.2%	19.5%

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR FULL DETAILS.

we are social

Meltwater

JAN 2023

DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

NOTE: MAJOR REVISIONS TO SOURCE DATA MEAN THAT GROWTH FIGURES FOR SOCIAL MEDIA ARE CURRENTLY UNAVAILABLE. PLEASE READ THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS

GHANA

TOTAL POPULATION	CELLULAR MOBILE CONNECTIONS	INTERNET USERS	ACTIVE SOCIAL MEDIA USERS
+1.9%	+1.0%	+1.9%	[N/A]
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+643 THOUSAND	+414 THOUSAND	+438 THOUSAND	[BASE REVISIONS]

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; APJII; IAMAI & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR FULL DETAILS.

we are social

Meltwater

POPULATION ESSENTIALS

JAN 2023

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

GHANA

TOTAL POPULATION	FEMALE POPULATION	MALE POPULATION	YEAR-ON-YEAR CHANGE IN TOTAL POPULATION	MEDIAN AGE OF THE POPULATION
33.80 MILLION	50.1%	49.9%	+1.9% +643 THOUSAND	20.7

URBAN POPULATION	POPULATION DENSITY (PEOPLE PER KM²)	OVERALL LITERACY (ADULTS AGED 15+)	FEMALE LITERACY (ADULTS AGED 15+)	MALE LITERACY (ADULTS AGED 15+)
58.9%	149.2	79.0%	74.5%	83.5%

SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA; KEPIOS ANALYSIS.

we are social
Meltwater

JAN 2023

POPULATION OVER TIME

TOTAL POPULATION AND YEAR-ON-YEAR CHANGE

GHANA

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES; KEPIOS ANALYSIS. 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 CHANGES AND BASE REVISIONS. FIGURES MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

we are social

Meltwater

JAN 2023

POPULATION BY AGE

SHARE OF THE TOTAL POPULATION BY AGE GROUP

GHANA

TOTAL POPULATION	POPULATION AGED 0-4	POPULATION AGED 5-12	POPULATION AGED 13-17	POPULATION AGED 18-24
33.80 MILLION	12.8%	19.5%	10.7%	12.8%

POPULATION AGED 25-34	POPULATION AGED 35-44	POPULATION AGED 45-54	POPULATION AGED 55-64	POPULATION AGED 65+
15.0%	12.7%	7.8%	5.1%	3.6%

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; LOCAL GOVERNMENT AUTHORITIES

we are social Meltwater

JAN 2023

DEVICE OWNERSHIP

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

GHANA

DEVICE	SHARE	YEAR-ON-YEAR CHANGE
ANY KIND OF MOBILE PHONE	99.8%	+0.1% (+10 BPS)
SMART PHONE	99.7%	+0.4% (+40 BPS)
FEATURE PHONE	10.3%	-42.1% (-750 BPS)
LAPTOP OR DESKTOP COMPUTER	44.6%	+27.4% (+960 BPS)
TABLET DEVICE	17.9%	+108.1% (+930 BPS)
GAMES CONSOLE	5.3%	+23.3% (+100 BPS)
SMART WATCH OR SMART WRISTBAND	7.2%	+44.0% (+220 BPS)
TV STREAMING DEVICE	2.8%	+75.0% (+120 BPS)
SMART HOME DEVICE	2.4%	+26.3% (+50 BPS)
VIRTUAL REALITY DEVICE	0.4%	-69.2% (-90 BPS)

GWI.

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: 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.

we are social · Meltwater

INTERNET

JAN 2023

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

GHANA

TOTAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF INTERNET USERS	AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE PHONES
23.05 MILLION	68.2% [UNCHANGED]	+1.9% +438 THOUSAND	[N/A]	93.1% +1.3% (+120 BPS)

GWI.

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2022). SEE GWI.COM FOR MORE DETAILS. PERCENTAGE CHANGE FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR DETAILS.

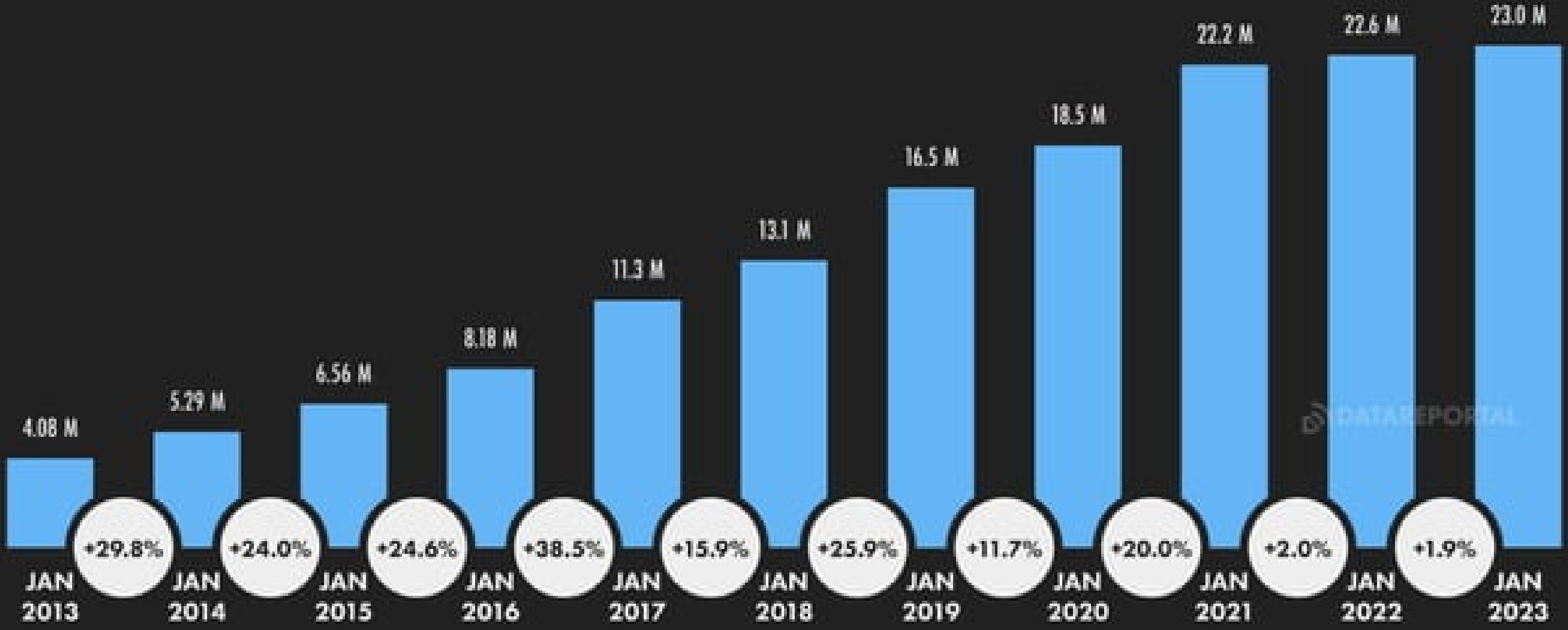
we are social · Meltwater

JAN
2023

INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE

GHANA



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES. **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. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH AFTER 2020 MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA FOR MORE DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN 2023

INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

GHANA

INTERNET USERS: ITU	INTERNET USERS: CIA WORLD FACTBOOK	INTERNET USERS: INTERNETWORLDSTATS
23.05 MILLION	18.02 MILLION	14.77 MILLION
vs. POPULATION 68.2%	vs. POPULATION 53.3%	vs. POPULATION 43.7%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), VALUES SHOWN HERE COMPARE THE LATEST PUBLISHED ADOPTION RATES IN EACH COUNTRY WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, VALUES SHOWN HERE 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.

we are social
Meltwater

JAN 2023

INTERNET ACCESS IN PERSPECTIVE

ACCESS TO THE INTERNET IN THE CONTEXT OF ACCESS TO OTHER LIFE ESSENTIALS, AS A PERCENTAGE OF TOTAL POPULATION

GHANA

USES THE INTERNET	HAS ACCESS TO ELECTRICITY	HAS ACCESS TO BASIC DRINKING WATER	HAS ACCESS TO BASIC SANITATION	EARNS LESS THAN USD $3.65 PER DAY
68.2%	85.9%	85.8%	23.7%	48.9%

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GWI; CIA WORLD FACTBOOK; CNNIC; APJII; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNITED NATIONS.

we are social

Meltwater

JAN 2023

DEVICES USED TO ACCESS THE INTERNET

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

GHANA

		YEAR-ON-YEAR CHANGE
MOBILE PHONE (ANY)	93.1%	+1.3% (+120 BPS)
LAPTOP OR DESKTOP (ANY)	36.7%	+50.4% (+1,230 BPS)
SMART PHONE	92.5%	+2.7% (+240 BPS)
FEATURE PHONE	2.5%	-45.7% (-210 BPS)
TABLET DEVICE	7.1%	+31.5% (+170 BPS)
PERSONAL LAPTOP OR DESKTOP	34.3%	+60.3% (+1,290 BPS)
WORK LAPTOP OR DESKTOP	15.2%	+108.2% (+790 BPS)
CONNECTED TELEVISION	11.5%	+187.5% (+750 BPS)
SMART HOME DEVICE	2.2%	+37.5% (+60 BPS)
GAMES CONSOLE	2.3%	+35.3% (+60 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. 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 REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

we are social · Meltwater

JAN 2023

INTERNET CONNECTION SPEEDS

MEDIAN DOWNLOAD SPEEDS (IN MEGABITS PER SECOND) OF MOBILE AND FIXED INTERNET CONNECTIONS

GHANA

MEDIAN DOWNLOAD SPEED OF CELLULAR MOBILE INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN CELLULAR MOBILE INTERNET CONNECTION SPEED	MEDIAN DOWNLOAD SPEED OF FIXED INTERNET CONNECTIONS	YEAR-ON-YEAR CHANGE IN MEDIAN FIXED INTERNET CONNECTION SPEED
7.90 MBPS	-2.1%	27.70 MBPS	+2.9%

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD SPEEDS IN MEGABITS PER SECOND (MBPS) IN NOVEMBER 2022. COMPARABILITY: THE VALUES FOR INTERNET CONNECTION SPEEDS THAT WE FEATURED IN PREVIOUS REPORTS REFLECTED MEAN CONNECTION SPEEDS, WHEREAS WE NOW FEATURE MEDIAN CONNECTION SPEEDS, WHICH OFFER A MORE REPRESENTATIVE INDICATION OF THE CONNECTION SPEEDS THAT "TYPICAL" USERS CAN EXPECT. AS A RESULT, VALUES SHOWN HERE ARE NOT COMPARABLE WITH THE VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

we are social
Meltwater

JAN 2023

SHARE OF WEB TRAFFIC BY DEVICE

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

GHANA

MOBILE PHONES	LAPTOP AND DESKTOP COMPUTERS	TABLET DEVICES	OTHER DEVICES
74.28%	24.46%	1.25%	0.01%
YEAR-ON-YEAR CHANGE +5.2% (+364 BPS)	YEAR-ON-YEAR CHANGE -13.2% (-372 BPS)	YEAR-ON-YEAR CHANGE +6.8% (+8 BPS)	YEAR-ON-YEAR CHANGE [UNCHANGED]

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2022. 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.

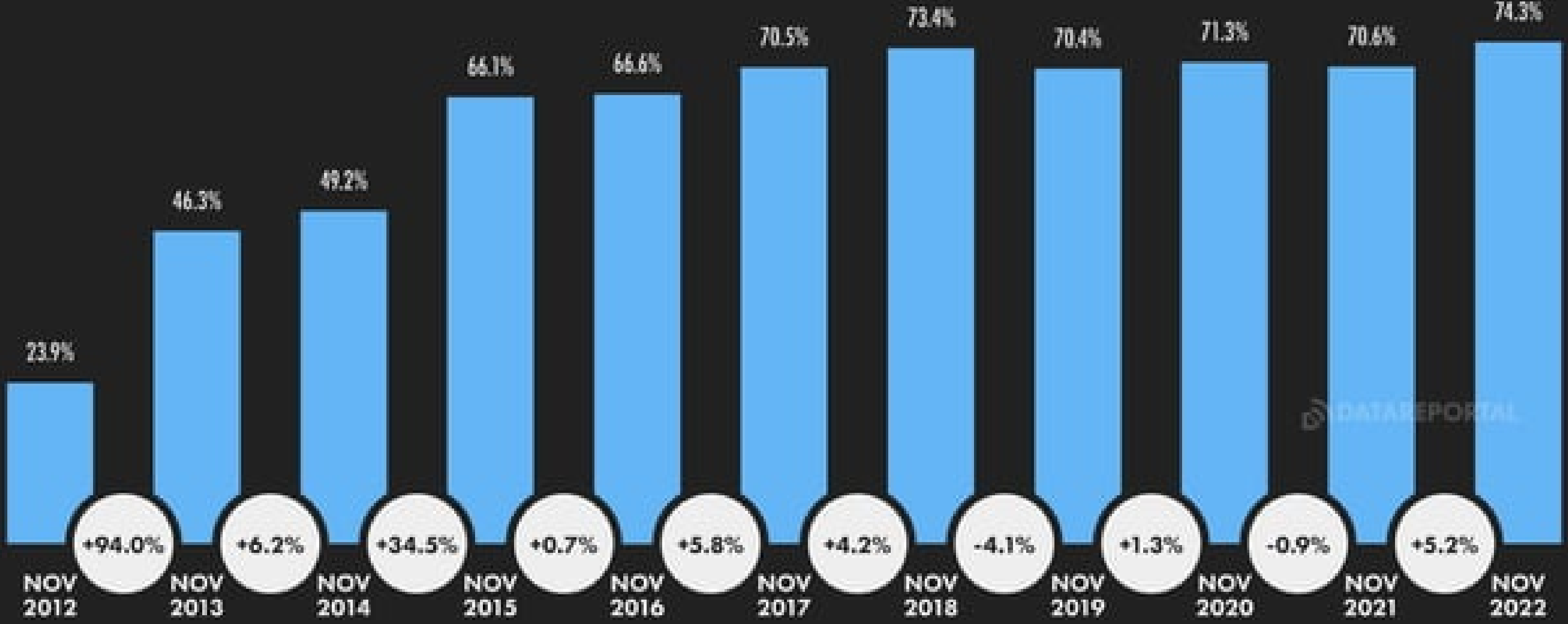
we are social Meltwater

JAN 2023

MOBILE'S SHARE OF WEB TRAFFIC

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

GHANA



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%.

we are social
Meltwater

JAN 2023

SHARE OF WEB TRAFFIC BY BROWSER

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

GHANA

	CHROME	SAFARI	MICROSOFT EDGE	FIREFOX
Share	62.26%	16.54%	2.93%	2.31%
YEAR-ON-YEAR CHANGE	+4.6% (+271 BPS)	+9.3% (+141 BPS)	+11.8% (+31 BPS)	-19.8% (-57 BPS)

	SAMSUNG INTERNET	OPERA	ANDROID	OTHER
Share	1.90%	12.05%	0.19%	1.82%
YEAR-ON-YEAR CHANGE	+8.0% (+14 BPS)	-20.5% (-310 BPS)	+11.8% (+2 BPS)	-33.6% (-92 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS SERVED TO EACH BROWSER AS A PERCENTAGE OF TOTAL PAGE VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN NOVEMBER 2022. 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

we are social
Meltwater

JAN 2023

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022

GHANA

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	41.8 M	4.61 M	19M 09S	3.4
02	READM.ORG	16.4 M	404 K	54M 45S	6.9
03	YOUTUBE.COM	15.1 M	2.08 M	25M 30S	4.3
04	XHAMSTER18.DESI	14.7 M	57,529	1M 53S	3.8
05	THENETNAIJA.NET	10.4 M	712 K	13M 15S	7.3
06	READKOMIK.COM	7.84 M	345 K	26M 24S	4.5
07	XVIDEOS.COM	7.38 M	1.03 M	12M 51S	6.5
08	BETWAY.COM.GH	6.92 M	440 K	6M 44S	4.0
09	FACEBOOK.COM	5.19 M	1.34 M	16M 39S	3.8
10	XNXX.COM	4.82 M	628 K	10M 54S	7.9
11	FLASHSCORE.COM	4.63 M	77,862	12M 23S	14.2
12	PORNHUB.COM	3.51 M	477 K	10M 48S	6.5
13	MYASIANTV.CC	3.06 M	63,765	43M 06S	3.1
14	FAPHOUSE.COM	2.73 M	14,996	1M 12S	2.2
15	TORIZONE.COM	2.66 M	222 K	5M 28S	2.6
16	BOXINGSCENE.COM	2.55 M	138 K	11M 19S	2.5
17	NETNAIJA.COM	2.54 M	141 K	10M 05S	1.3
18	GHANAWEB.COM	2.32 M	344 K	13M 38S	4.4
19	BBC.COM	2.21 M	115 K	11M 46S	2.4
20	SUPHELPER.COM	2.11 M	106 K	3M 03S	1.5

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022. 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" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. ADVISORY: SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social
Meltwater

SHARE OF SEARCH ENGINE REFERRALS

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

GHANA

SEARCH ENGINE	SHARE	YEAR-ON-YEAR CHANGE
GOOGLE	95.38%	-2.0% (-194 BPS)
BING	4.02%	+87.0% (+187 BPS)
YAHOO!	0.30%	+7.1% (+2 BPS)
YANDEX	0.04%	[UNCHANGED]
BAIDU	0.01%	-50.0% (-1 BP)
DUCKDUCKGO	0.13%	+18.2% (+2 BPS)
NAVER	0%	[N/A]
OTHER	0.12%	+50.0% (+4 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN NOVEMBER 2022. 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

we are social Meltwater

JAN 2023

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022

GHANA

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GHANA	100
02	WHAT	66
03	WHAT IS	46
04	DOWNLOAD	43
05	SPORTYBET	36
06	TIME	30
07	MEANING OF	26
08	GOOGLE	15
09	FACEBOOK	14
10	GHANAWEB	13
11	BETWAY	12
12	WEATHER	10
13	SPORTYBET LOGIN	10
14	TRANSLATE	10
15	WHATSAPP	9
16	LIVESCORE	8
17	YOUTUBE	7
18	CHELSEA	7
19	SPORTYBET GH	7
20	WORLD CUP	6

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **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 TIME PERIOD.

we are social · Meltwater

JAN 2023

ACCESSING ONLINE INFORMATION

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

GHANA

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK	VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS	USE IMAGE RECOGNITION TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH	USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK
16.3%	**68.3%**	**15.4%**	**23.9%**
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-12.8% (-240 BPS)	+16.6% (+970 BPS)	+32.8% (+380 BPS)	+54.2% (+840 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social

Meltwater

JAN 2023

WATCHING ONLINE VIDEO CONTENT

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

GHANA

ANY KIND OF VIDEO	MUSIC VIDEO	COMEDY, MEME, OR VIRAL VIDEO	TUTORIAL OR HOW-TO VIDEO	VIDEO LIVESTREAM
88.2%	47.2%	41.3%	33.7%	23.6%
YEAR-ON-YEAR CHANGE +17.1% (+1,290 BPS)	YEAR-ON-YEAR CHANGE +21.6% (+840 BPS)	YEAR-ON-YEAR CHANGE +19.0% (+660 BPS)	YEAR-ON-YEAR CHANGE +53.2% (+1,170 BPS)	YEAR-ON-YEAR CHANGE +22.9% (+440 BPS)

EDUCATIONAL VIDEO	PRODUCT REVIEW VIDEO	SPORTS CLIP OR HIGHLIGHTS VIDEO	GAMING VIDEO	INFLUENCER VIDEOS AND VLOGS
41.3%	19.5%	23.2%	15.0%	23.6%
YEAR-ON-YEAR CHANGE +45.9% (+1,300 BPS)	YEAR-ON-YEAR CHANGE +91.2% (+930 BPS)	YEAR-ON-YEAR CHANGE +16.0% (+320 BPS)	YEAR-ON-YEAR CHANGE +66.7% (+600 BPS)	YEAR-ON-YEAR CHANGE +159.3% (+1,450 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: "YOY" PERCENTAGE VALUES REPRESENT THE 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 THE ABSOLUTE CHANGE IN BASIS POINTS.

we are social
Meltwater

JAN 2023

LISTENING TO ONLINE AUDIO CONTENT

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

GHANA

LISTEN TO MUSIC STREAMING SERVICES	LISTEN TO ONLINE RADIO SHOWS OR STATIONS	LISTEN TO PODCASTS	LISTEN TO AUDIO BOOKS
24.5%	27.7%	10.3%	12.2%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+7.5% (+170 BPS)	+125.2% (+1,540 BPS)	+6.2% (+60 BPS)	+62.7% (+470 BPS)

GWI.

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: "YOY" PERCENTAGE VALUES REPRESENT THE 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 THE ABSOLUTE CHANGE IN BASIS POINTS.

we are social · Meltwater

JAN 2023

SMART HOME MARKET OVERVIEW

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

GHANA

NUMBER OF HOMES WITH SMART HOME DEVICES	TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET	VALUE OF SMART HOME APPLIANCES MARKET	VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
177.8 THOUSAND	$26.26 MILLION	$5.16 MILLION	$6.11 MILLION
YEAR-ON-YEAR CHANGE +34.2% (+45 THOUSAND)	YEAR-ON-YEAR CHANGE +13.1% (+$3.0 MILLION)	YEAR-ON-YEAR CHANGE +15.1% (+$677 THOUSAND)	YEAR-ON-YEAR CHANGE +10.4% (+$573 THOUSAND)

VALUE OF SMART HOME SECURITY DEVICE MARKET	VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET	VALUE OF SMART HOME COMFORT & LIGHTING MARKET	VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$5.83 MILLION	$3.25 MILLION	$4.52 MILLION	$1.40 MILLION
YEAR-ON-YEAR CHANGE +15.9% (+$800 THOUSAND)	YEAR-ON-YEAR CHANGE +8.8% (+$262 THOUSAND)	YEAR-ON-YEAR CHANGE +15.6% (+$610 THOUSAND)	YEAR-ON-YEAR CHANGE +9.9% (+$126 THOUSAND)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **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 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

JAN 2023

AVERAGE ANNUAL REVENUE PER SMART HOME

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

GHANA

PENETRATION OF SMART HOME DEVICES	ARPU: SPEND ON ALL SMART HOME DEVICES	ARPU: SMART HOME APPLIANCES	ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES
2.2%	$148	$90.85	$46.40
YEAR-ON-YEAR CHANGE +30.1% (+52 BPS)	YEAR-ON-YEAR CHANGE -15.7% (-$27.50)	YEAR-ON-YEAR CHANGE -17.3% (-$19.05)	YEAR-ON-YEAR CHANGE -17.7% (-$10.01)

ARPU: SMART HOME SECURITY DEVICES	ARPU: SMART HOME ENTERTAINMENT DEVICES	ARPU: SMART HOME COMFORT & LIGHTING	ARPU: SMART HOME ENERGY MANAGEMENT
$61.63	$35.39	$25.92	$22.53
YEAR-ON-YEAR CHANGE -14.4% (-$10.36)	YEAR-ON-YEAR CHANGE -19.5% (-$8.59)	YEAR-ON-YEAR CHANGE -14.4% (-$4.37)	YEAR-ON-YEAR CHANGE -18.1% (-$4.99)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **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 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. **COMPARABILITY:** BASE CHANGES.

we are social Meltwater

JAN 2023

USE OF ONLINE FINANCIAL SERVICES

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

GHANA

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH	USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH	OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
13.4%	12.2%	3.3%

GWI.

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social

Meltwater

JAN 2023

ONLINE PRIVACY AND SECURITY

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

GHANA

COMFORTABLE WITH APPS TRACKING THEIR REAL-WORLD ACTIVITY (E.G. STEPS, SLEEP)	PREFER TO REMAIN ANONYMOUS WHEN USING ONLINE SERVICES	WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA	DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME	EXPRESS CONCERN ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET
14.2%	27.1%	17.6%	26.9%	[N/A]

GWI. GWI.

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL vs WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM'S "DIGITAL NEWS REPORT 2021". FIGURES REPRESENT THE FINDINGS OF A GLOBAL STUDY OF ONLINE NEWS CONSUMERS AGED 18+. SEE DIGITALNEWSREPORT.ORG FOR MORE DETAILS. DATA FOR ALL OTHER DATA POINTS VIA GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social Meltwater

SOCIAL MEDIA

CORRECTIONS IN SOCIAL MEDIA USER NUMBERS

Over recent months, the data sources that we use to calculate social media user numbers in each country have made **significant revisions** to their underlying numbers. As a result, we are currently unable to provide data for the change in social media users over time. Because of these changes, readers **should not compare** social media user numbers published in this report with similar figures published in previous reports in the Global Digital Reports series, because any such comparisons will deliver **inaccurate data** and **misleading trends**. Furthermore, please note that the social media user numbers published in this report may appear to be significantly lower than the figures published in previous reports in this series. However, any such differences are the result of "corrections" in source data published by social media platforms, and our analysis of various data sources confirms that there has been **no discernible drop** in social media use in any of the countries that we track. As a result, readers should **not** interpret any negative differences between the numbers published in this report versus previous reports as a decline in social media use, because these differences are due to corrections in source methodologies and data reporting approaches, and **do not** represent a change in actual user numbers. Please read our comprehensive notes on data for more details: https://datareportal.com/notes-on-data

JAN 2023

OVERVIEW OF SOCIAL MEDIA USE

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

GHANA

NUMBER OF SOCIAL MEDIA USERS	SOCIAL MEDIA USERS vs. TOTAL POPULATION	SOCIAL MEDIA USERS AGE 18+ vs. TOTAL POPULATION AGE 18+	SOCIAL MEDIA USERS vs. TOTAL INTERNET USERS
6.60 MILLION	19.5%	32.7%	28.6%

AVERAGE TIME SPENT USING SOCIAL MEDIA EACH DAY	AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH	FEMALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS	MALE SOCIAL MEDIA USERS vs. TOTAL SOCIAL MEDIA USERS
3H 28M	4.7	40.5%	59.5%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH; U.N.; U.S. CENSUS BUREAU. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER AGE MISSTATEMENTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE NOTES ON DATA FOR FURTHER DETAILS.

we are social

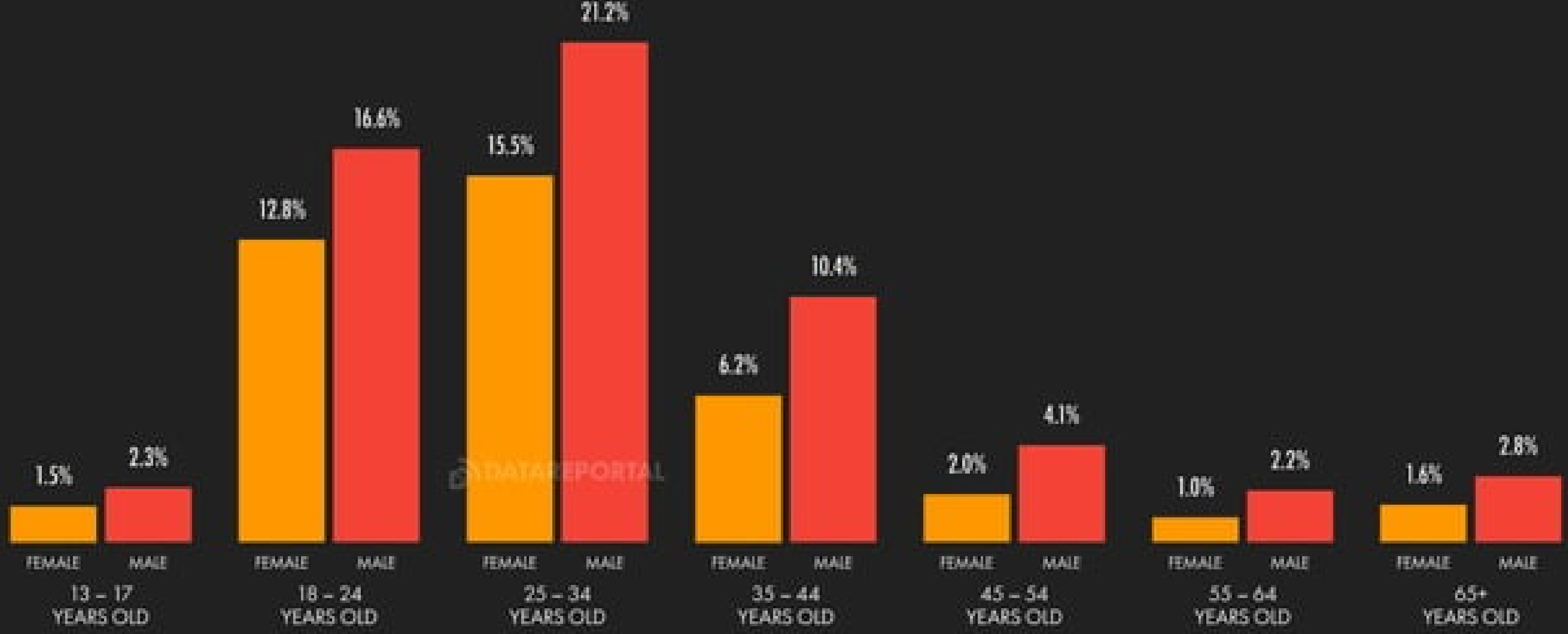
Meltwater

JAN 2023

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

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

GHANA



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.

we are social

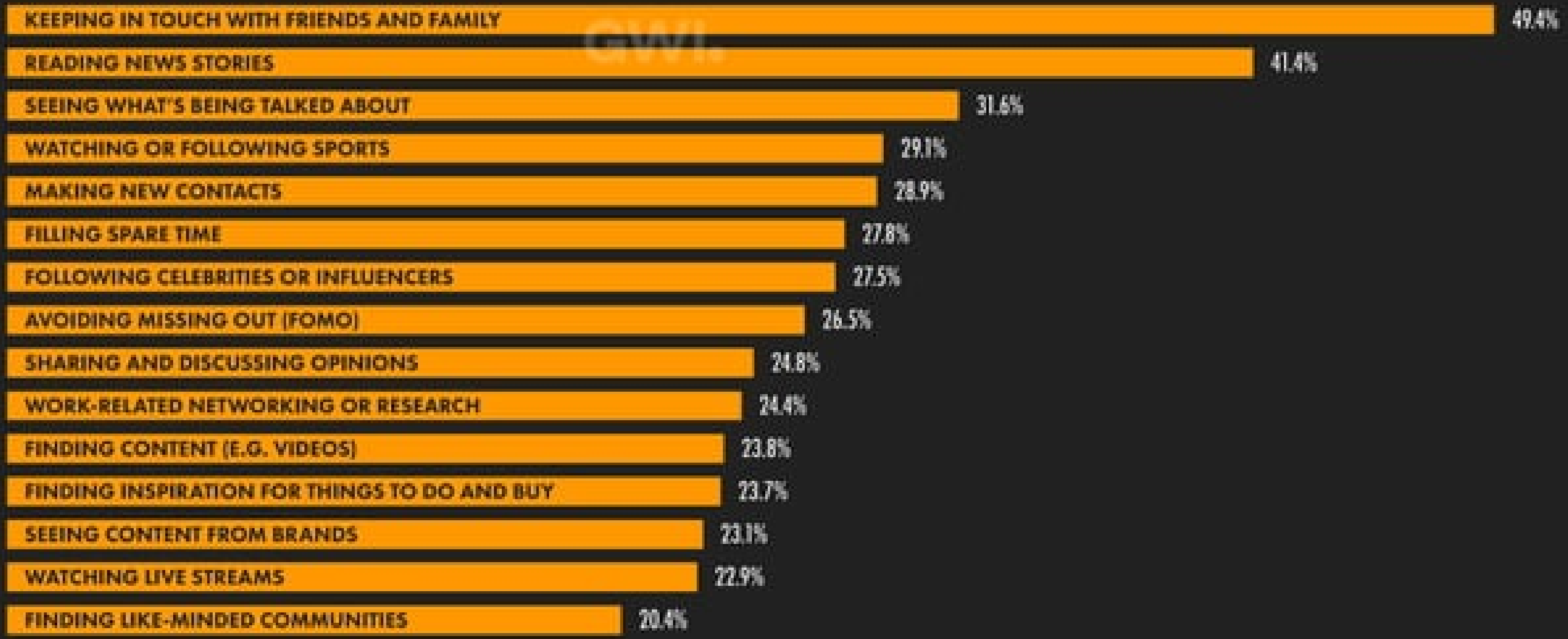
Meltwater

JAN 2023

MAIN REASONS FOR USING SOCIAL MEDIA

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

GHANA



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH.

we are social
Meltwater

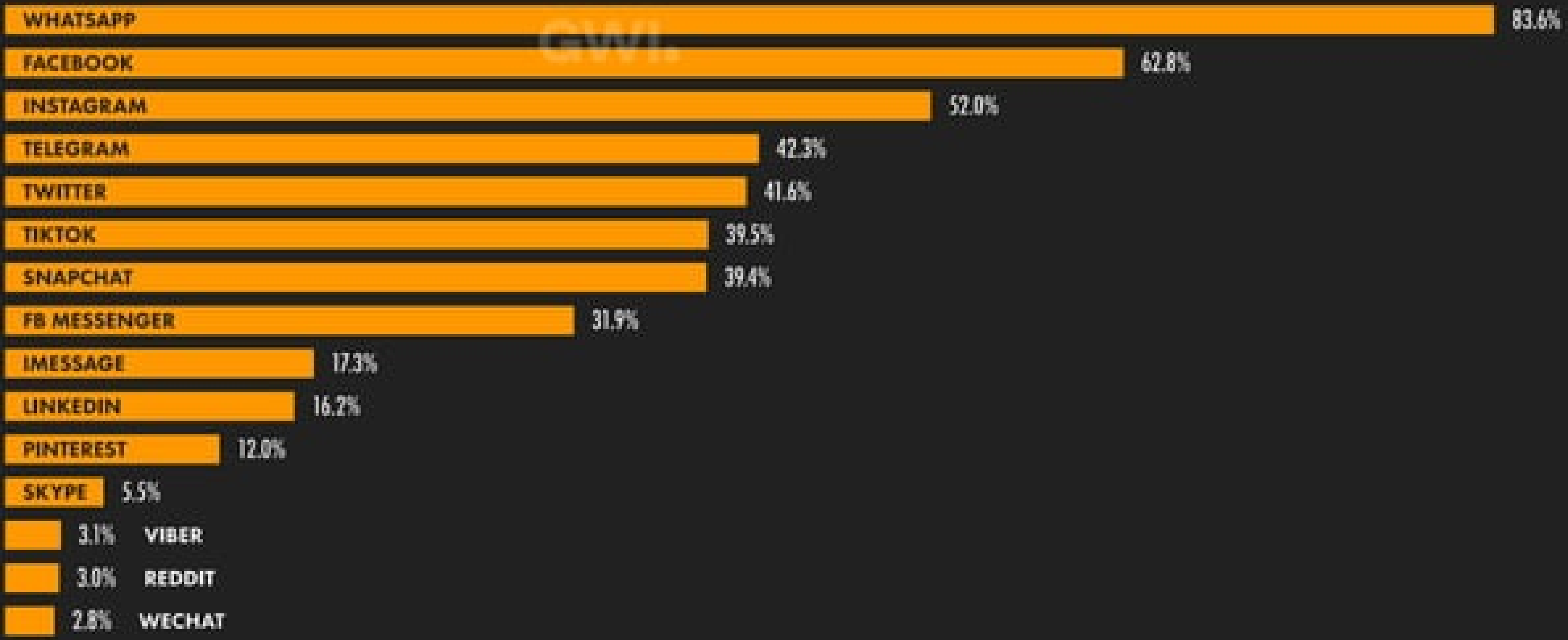
JAN 2023

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

GHANA



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES NOT INCLUDE YOUTUBE AS AN ANSWER OPTION. WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

we are social · Meltwater

JAN 2023

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

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

GHANA

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.

we are social · Meltwater

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

GHANA

CHANNEL	SHARE	YEAR-ON-YEAR CHANGE
ANY KIND OF SOCIAL MEDIA PLATFORM	89.4%	+11.9% (+950 BPS)
SOCIAL NETWORKS	68.3%	+16.6% (+970 BPS)
QUESTION & ANSWER SITES (E.G. QUORA)	26.0%	+22.1% (+470 BPS)
FORUMS AND MESSAGE BOARDS	16.6%	+15.3% (+220 BPS)
MESSAGING AND LIVE CHAT SERVICES	19.2%	+20.0% (+320 BPS)
MICRO-BLOGS (E.G. TWITTER)	12.4%	+0.8% (+10 BPS)
VLOGS (BLOGS IN A VIDEO FORMAT)	9.2%	-8.9% (-90 BPS)
ONLINE PINBOARDS (E.G. PINTEREST)	8.9%	+45.9% (+280 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. **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).

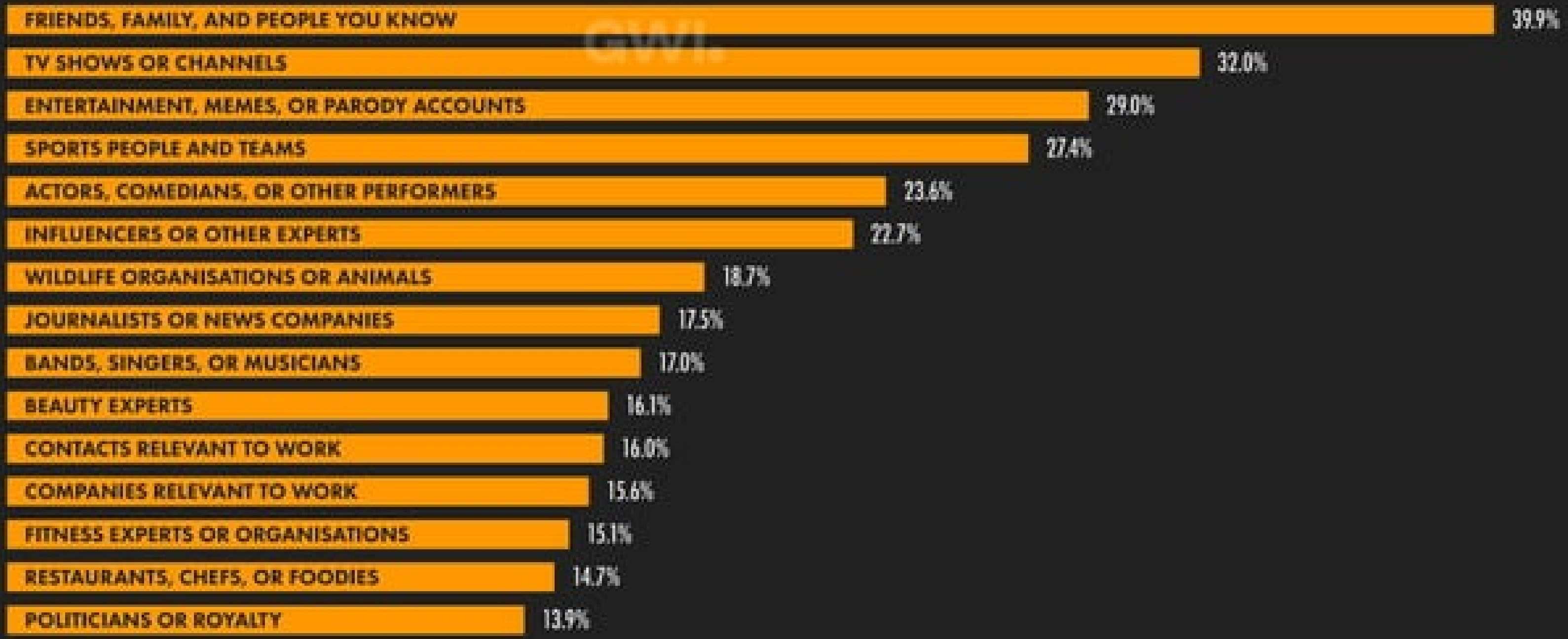
we are social
Meltwater

JAN 2023

TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

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

GHANA



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social

Meltwater

JAN 2023

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)

GHANA

FACEBOOK	TWITTER	INSTAGRAM	PINTEREST	YOUTUBE
45.84%	17.72%	7.17%	10.84%	16.91%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-23.1% (-1,378 BPS)	+5.2% (+87 BPS)	+46.0% (+226 BPS)	-12.7% (-158 BPS)	+243.0% (+1,198 BPS)

REDDIT	TUMBLR	LINKEDIN	VKONTAKTE	OTHER
0.48%	0.39%	0.60%	0.02%	0.03%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+50.0% (+16 BPS)	+21.9% (+7 BPS)	+3.4% (+2 BPS)	[UNCHANGED]	[UNCHANGED]

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 NOVEMBER 2022. 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

we are social · Meltwater

SOCIAL MEDIA PLATFORMS

JAN 2023

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.

GHANA

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK	FACEBOOK AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
5.65 MILLION	16.7%	-13.1% -850 THOUSAND	-19.9% -1.4 MILLION

FACEBOOK AD REACH vs. TOTAL INTERNET USERS	FACEBOOK AD REACH vs. POPULATION AGED 13+	FEMALE FACEBOOK AD REACH vs. TOTAL FACEBOOK AD REACH	MALE FACEBOOK AD REACH vs. TOTAL FACEBOOK AD REACH
24.5%	24.7%	40.2%	59.8%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

we are social
Meltwater

JAN 2023

SHARE OF FACEBOOK PAGE POSTS BY POST TYPE

POSTS OF EACH TYPE AS A PERCENTAGE OF ALL POSTS MADE BY FACEBOOK PAGES

GHANA

AVERAGE NUMBER OF PAGE POSTS PER DAY	PHOTO POSTS' SHARE OF TOTAL PAGE POSTS	VIDEO POSTS' SHARE OF TOTAL PAGE POSTS	LINK POSTS' SHARE OF TOTAL PAGE POSTS	STATUS POSTS' SHARE OF TOTAL PAGE POSTS
7.11	17.84%	36.94%	44.79%	0.44%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2022 AND 30 NOVEMBER 2022. NOTES: FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

we are social

Meltwater

JAN 2023

FACEBOOK POST ENGAGEMENT BENCHMARKS

FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) AS A PERCENTAGE OF TOTAL PAGE FANS

GHANA

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST TYPES	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS	AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS
0.06%	0.10%	0.06%	0.05%	0.13%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES BETWEEN 01 SEPTEMBER 2022 AND 30 NOVEMBER 2022. NOTES: PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGED BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD. VALUES MAY NOT SUM TO 100% DUE TO ROUNDING.

we are social Meltwater

JAN 2023

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022

GHANA

#	SEARCH QUERY	INDEX
01	SONGS	100
02	MOVIES	93
03	GHANA	64
04	MUSIC	24
05	NIGERIAN MOVIES	20
06	BLACK SHERIF	19
07	SHATTA WALE	17
08	SARKODIE	14
09	NEW SONGS	13
10	CHELSEA	12
11	BEST FRIENDS IN THE WORLD	12
12	WORSHIP SONGS	11
13	WORLD CUP	9
14	FOOTBALL	9
15	BARCELONA	9
16	ALPHA HOUR	8
17	LIVERPOOL	8
18	BROTHERS	8
19	AGE 18	8
20	BURNA BOY	8

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED ON YOUTUBE BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022. **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 TIME PERIOD.

we are social · Meltwater

JAN 2023

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.

GHANA

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM	INSTAGRAM AD REACH vs. TOTAL POPULATION	QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH	YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
1.70 MILLION	5.0%	-8.1% -150 THOUSAND	-22.7% -500 THOUSAND

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS	INSTAGRAM AD REACH vs. POPULATION AGED 13+	FEMALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH	MALE INSTAGRAM AD REACH vs. TOTAL INSTAGRAM AD REACH
7.4%	7.4%	41.5%	58.5%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

we are social
Meltwater

JAN 2023

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

GHANA

TOTAL POTENTIAL REACH OF ADS ON MESSENGER
885.5 THOUSAND

MESSENGER AD REACH vs. TOTAL POPULATION
2.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH
-11.6%
-116 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
-14.4%
-149 THOUSAND

MESSENGER AD REACH vs. TOTAL INTERNET USERS
3.8%

MESSENGER AD REACH vs. POPULATION AGED 13+
3.9%

FEMALE MESSENGER AD REACH vs. TOTAL MESSENGER AD REACH
34.7%

MALE MESSENGER AD REACH vs. TOTAL MESSENGER AD REACH
65.3%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR FURTHER DETAILS.

we are social · Meltwater

JAN 2023

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.

GHANA

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN
2.10
MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION
6.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
+16.7%
+300 THOUSAND

LINKEDIN AD REACH vs. TOTAL INTERNET USERS
9.1%

LINKEDIN AD REACH vs. POPULATION AGED 18+
10.9%

FEMALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH
34.9%

MALE LINKEDIN AD REACH vs. TOTAL LINKEDIN AD REACH
65.1%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

we are social
Meltwater

JAN 2023

TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON 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

GHANA

TOTAL POTENTIAL REACH OF ADS ON TWITTER

1.15
MILLION

TWITTER AD REACH vs. TOTAL POPULATION

3.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED TWITTER AD REACH

0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED TWITTER AD REACH

+25.0%
+230 THOUSAND

TWITTER AD REACH vs. TOTAL INTERNET USERS

5.0%

TWITTER AD REACH vs. POPULATION AGED 13+

5.0%

FEMALE TWITTER AD REACH vs. TOTAL TWITTER AD REACH

20.9%

MALE TWITTER AD REACH vs. TOTAL TWITTER AD REACH

79.1%

SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES vs. POPULATION AND vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, ACCOUNTS THAT DO NOT REPRESENT HUMAN INDIVIDUALS (E.G. BUSINESSES, MUSIC BANDS, ETC.), DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE NOTES ON DATA FOR DETAILS.

we are social
Meltwater

MOBILE

JAN 2023

MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

GHANA

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)	NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION	YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS	SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
43.88 MILLION	**129.8%**	**+1.0%** +414 THOUSAND	**92.9%**

SOURCE: GSMA INTELLIGENCE. NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: BASE CHANGES. VERSIONS OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

we are social
Meltwater

JAN 2023

CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE

GHANA

SOURCE: GSMA INTELLIGENCE. 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: BASE REVISIONS. NUMBERS MAY NOT CORRELATE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

we are social   Meltwater

AFFORDABILITY OF MOBILE INTERNET ACCESS

THE COST OF BUYING A SMARTPHONE HANDSET AND 1GB OF CELLULAR MOBILE DATA, AND COMPARISONS WITH AVERAGE MONTHLY INCOME

GHANA

PRICE OF THE CHEAPEST SMARTPHONE HANDSET (IN USD)	PRICE OF THE CHEAPEST SMARTPHONE HANDSET vs. AVERAGE INCOME	AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA (IN USD)	AVERAGE PRICE OF 1GB OF CELLULAR MOBILE DATA vs. AVERAGE INCOME
$42.60	23.40%	$0.61	0.31%

SOURCES: HANDSET PRICES: ALLIANCE FOR AFFORDABLE INTERNET. ACCESS THE FULL DATASET AT A4AI.ORG. MOBILE DATA PRICES: CABLE.CO.UK, WORLD BANK. COMPARABILITY: VALUE FOR HANDSET PRICES vs. MONTHLY INCOME AS PUBLISHED BY A4AI, AND MAY USE A DIFFERENT VALUE FOR AVERAGE MONTHLY INCOME COMPARED WITH THE DATA USED TO CALCULATE THE PRICE OF 1GB OF MOBILE DATA vs. MONTHLY INCOME. AS A RESULT, VALUES MAY NOT CORRELATE ACROSS DATA POINTS.

we are social
Meltwater

JAN 2023

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN NOVEMBER 2022

GHANA

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES	SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
73.68%	25.16%	0.18%	0%	0.98%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-1.9% (-140 BPS)	+7.4% (+174 BPS)	+50.0% (+6 BPS)	-100.0% (-1 BP)	-28.5% (-39 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 NOVEMBER 2022. 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.

we are social
Meltwater

ECOMMERCE

JAN 2023

FINANCIAL INCLUSION FACTORS

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

GHANA

	TOTAL	FEMALE	MALE
ACCOUNT WITH A FINANCIAL INSTITUTION	39.2%	31.5%	47.3%
CREDIT CARD OWNERSHIP	0.9%	0.8%	1.0%
DEBIT CARD OWNERSHIP	17.4%	12.6%	22.5%
MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)	59.7%	55.0%	64.6%
MADE A DIGITAL PAYMENT (PAST YEAR)	63.7%	58.6%	69.0%
MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)	8.6%	5.7%	11.8%
USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)	51.0%	43.2%	59.2%
USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)	10.1%	8.0%	12.3%

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.

we are social
Meltwater

JAN 2023

WEEKLY ONLINE SHOPPING ACTIVITIES

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

GHANA

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
24.4%	8.8%	7.8%	10.7%	5.3%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-13.5% (-380 BPS)	-25.4% (-300 BPS)	-23.5% (-240 BPS)	-34.4% (-560 BPS)	-40.4% (-360 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS. NOTES: "YOY" PERCENTAGE VALUES REPRESENT THE 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 THE ABSOLUTE CHANGE IN BASIS POINTS.

we are social
Meltwater

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)

GHANA

NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA THE INTERNET	ESTIMATED TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD, 2022)	AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE USER (USD, 2022)	SHARE OF 2022 CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONES
8.88 MILLION	$696.6 MILLION	$78.45	26.5%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
+14.2% (+1.1 MILLION)	+9.2% (+$59 MILLION)	-4.4% (-$3.59)	+2.7% (+70 BPS)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 36%, NOT 50%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social
Meltwater

JAN 2023

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2022)

GHANA

FASHION	ELECTRONICS	TOYS, HOBBY, DIY	FURNITURE
$166.2 MILLION	$146.5 MILLION	$93.06 MILLION	$39.49 MILLION
YEAR-ON-YEAR CHANGE +5.9% (+$9.2 MILLION)	YEAR-ON-YEAR CHANGE +6.9% (+$9.5 MILLION)	YEAR-ON-YEAR CHANGE +10.7% (+$9.0 MILLION)	YEAR-ON-YEAR CHANGE -0.3% (-$110 THOUSAND)

PERSONAL & HOUSEHOLD CARE	FOOD	BEVERAGES	PHYSICAL MEDIA
$117.3 MILLION	$90.12 MILLION	$13.38 MILLION	$30.50 MILLION
YEAR-ON-YEAR CHANGE +10.3% (+$11 MILLION)	YEAR-ON-YEAR CHANGE +22.6% (+$17 MILLION)	YEAR-ON-YEAR CHANGE +8.4% (+$1.0 MILLION)	YEAR-ON-YEAR CHANGE +8.2% (+$2.3 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. THE "PERSONAL & HOUSEHOLD CARE" CATEGORY INCLUDES BEAUTY AND CONSUMER HEALTHCARE. THE "PHYSICAL MEDIA" CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social · Meltwater

ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2022)

GHANA

FLIGHTS	TRAINS	CAR RENTALS	LONG-DISTANCE BUSES
$97.92 MILLION	$77,482.2 THOUSAND	$20.17 MILLION	$714 THOUSAND
YEAR-ON-YEAR CHANGE +65.5% (+$39 MILLION)	YEAR-ON-YEAR CHANGE +2.1% (+$1,567)	YEAR-ON-YEAR CHANGE +8.3% (+$1.6 MILLION)	YEAR-ON-YEAR CHANGE +6.0% (+$41 THOUSAND)

HOTELS	PACKAGE HOLIDAYS	VACATION RENTALS	CRUISES
$78.69 MILLION	$33.58 MILLION	$61.53 MILLION	$252 THOUSAND
YEAR-ON-YEAR CHANGE +67.3% (+$32 MILLION)	YEAR-ON-YEAR CHANGE +24.9% (+$6.7 MILLION)	YEAR-ON-YEAR CHANGE +54.4% (+$22 MILLION)	YEAR-ON-YEAR CHANGE +310% (+$191 THOUSAND)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT, NON-COMMERCIAL FLIGHTS, FERRIES, TAXIS, RIDE-SHARING, RIDE-HAILING, OR CHAUFFEUR SERVICES. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social
Meltwater

JAN 2023

TYPES OF DIGITAL CONTENT PURCHASED

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

GHANA

		YEAR-ON-YEAR CHANGE
MOVIE OR TV STREAMING SERVICE	13.3%	+4.7% (+60 BPS)
MUSIC STREAMING SERVICE	20.1%	+32.2% (+490 BPS)
MOBILE APP	22.8%	+37.3% (+620 BPS)
MOBILE GAME	19.8%	+34.7% (+510 BPS)
MOBILE APP IN-APP PURCHASES	4.9%	-3.9% (-20 BPS)
MOVIE OR TV DOWNLOAD	19.7%	+47.0% (+630 BPS)
MUSIC DOWNLOAD	30.8%	+26.7% (+650 BPS)
NEWS SERVICE	20.3%	+52.6% (+700 BPS)
SUBSCRIPTION TO AN ONLINE MAGAZINE	6.5%	-8.5% (-60 BPS)
DIGITAL BOOKS AND E-BOOKS	11.6%	+61.1% (+440 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social Meltwater

JAN 2023

DIGITAL MEDIA SPEND

FULL-YEAR 2022 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS (IN U.S. DOLLARS)

GHANA

TOTAL	VIDEO GAMES	VIDEO-ON-DEMAND	EPUBLISHING	DIGITAL MUSIC
$115.5 MILLION	**$59.26 MILLION**	**$42.39 MILLION**	**$12.47 MILLION**	**$1.41 MILLION**
YEAR-ON-YEAR CHANGE -2.8% (-$3.3 MILLION)	YEAR-ON-YEAR CHANGE -6.9% (-$4.4 MILLION)	YEAR-ON-YEAR CHANGE +8.4% (+$3.3 MILLION)	YEAR-ON-YEAR CHANGE -13.8% (-$2.0 MILLION)	YEAR-ON-YEAR CHANGE -7.1% (-$108 THOUSAND)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2022 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.

we are social
Meltwater

JAN 2023

ONLINE MEAL DELIVERY OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE MEAL AND TAKEAWAY DELIVERY SERVICES

GHANA

NUMBER OF PEOPLE ORDERING FOOD DELIVERY VIA ONLINE PLATFORMS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE FOOD DELIVERY USERS	TOTAL ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS (USD, 2022)	YEAR-ON-YEAR CHANGE IN THE VALUE OF ONLINE FOOD DELIVERY ORDERS	AVERAGE ANNUAL VALUE OF ONLINE FOOD DELIVERY ORDERS PER USER (USD, 2022)
1.18 MILLION	+2.1% +24 THOUSAND	$23.89 MILLION	+28.5% +$5.3 MILLION	$20.30 +25.9% (+$4.17)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: ONLY INCLUDES ORDERS OF PREPARED FOOD THAT ARE MADE VIA ONLINE SERVICES. INCLUDES ONLINE ORDERS THAT ARE COLLECTED AT A RESTAURANT. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. ONLY INCLUDES ORDERS MADE VIA ONLINE SERVICES. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 30% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social · Meltwater

JAN 2023

E-HEALTH OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED HEALTHCARE DEVICES AND SERVICES

GHANA

NUMBER OF PEOPLE USING E-HEALTH DEVICES AND SERVICES	YEAR-ON-YEAR CHANGE IN THE NUMBER OF E-HEALTH USERS	TOTAL ANNUAL VALUE OF THE E-HEALTH MARKET (USD, 2022)	YEAR-ON-YEAR CHANGE IN THE VALUE OF THE E-HEALTH MARKET	AVERAGE ANNUAL SPEND ON E-HEALTH PER USER (USD, 2022)
4.81 MILLION	+6.3% +283 THOUSAND	$54.73 MILLION	+34.5% +$14 MILLION	$11.39 +26.6% (+$2.39)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: INCLUDES E-HEALTH DEVICES AND APPS, OVER-THE-COUNTER PHARMACEUTICALS SOLD VIA THE INTERNET, AND ONLINE DOCTOR CONSULTATIONS. DOES NOT INCLUDE DIGITAL FITNESS DEVICES AND SERVICES, SMART CLOTHING, SMART SHOES, OR SMART EYEWEAR, APPS FOR TRACKING SLEEP OR TRACKING HEALTH, MOOD IMPROVEMENT APPS, OR APPS TO MANAGE ADDICTION, DEPRESSION, EATING DISORDERS, OR SCHIZOPHRENIA. FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2022, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. "BPS" VALUES SHOW ABSOLUTE CHANGE.

we are social · Meltwater

DIGITAL FITNESS & WELL-BEING OVERVIEW

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

GHANA

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES	YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS	TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2022)	YEAR-ON-YEAR CHANGE IN THE VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET	AVERAGE ANNUAL SPEND ON DIGITAL FITNESS & WELL-BEING PER USER (USD, 2022)
2.20 MILLION	+14.8% +283 THOUSAND	$77.82 MILLION	+27.7% +$17 MILLION	$35.37 +11.3% (+$3.59)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRIST WEAR, SMART SCALES, FITNESS APPS THAT TRACK ACHIEVEMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SHOES, SMART EYEWEAR, HEALTH TRACKING APPS, PARAMETER-SPECIFIC BIOSENSORS (E.G. BLOOD GLUCOSE MONITORS), OR APPS THAT FOCUS ON SPECIFIC DISEASES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; "BPS" VALUES SHOW ABSOLUTE CHANGE.

we are social
Meltwater

JAN 2023

OVERVIEW OF CONSUMER DIGITAL PAYMENTS

HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED PAYMENT SERVICES BY END CONSUMERS

GHANA

NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	YEAR-ON-YEAR CHANGE IN THE NUMBER OF PEOPLE MAKING DIGITAL PAYMENTS	TOTAL ANNUAL VALUE OF DIGITAL PAYMENT TRANSACTIONS (USD, 2022)	YEAR-ON-YEAR CHANGE IN THE VALUE OF DIGITAL PAYMENT TRANSACTIONS	AVERAGE ANNUAL VALUE OF DIGITAL PAYMENTS PER USER (USD, 2022)
8.89 MILLION	+14.2% +1.1 MILLION	$2.90 BILLION	-0.4% -$12 MILLION	$326 -12.8% (-$47.90)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** "DIGITAL PAYMENTS" INCLUDE MOBILE P.O.S. PAYMENTS (E.G. PAYMENTS VIA APPLE PAY OR SAMSUNG PAY), B2C DIGITAL COMMERCE, AND B2C DIGITAL REMITTANCES. VALUES DO NOT INCLUDE B2B TRANSACTIONS. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR FOR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (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:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social · Meltwater

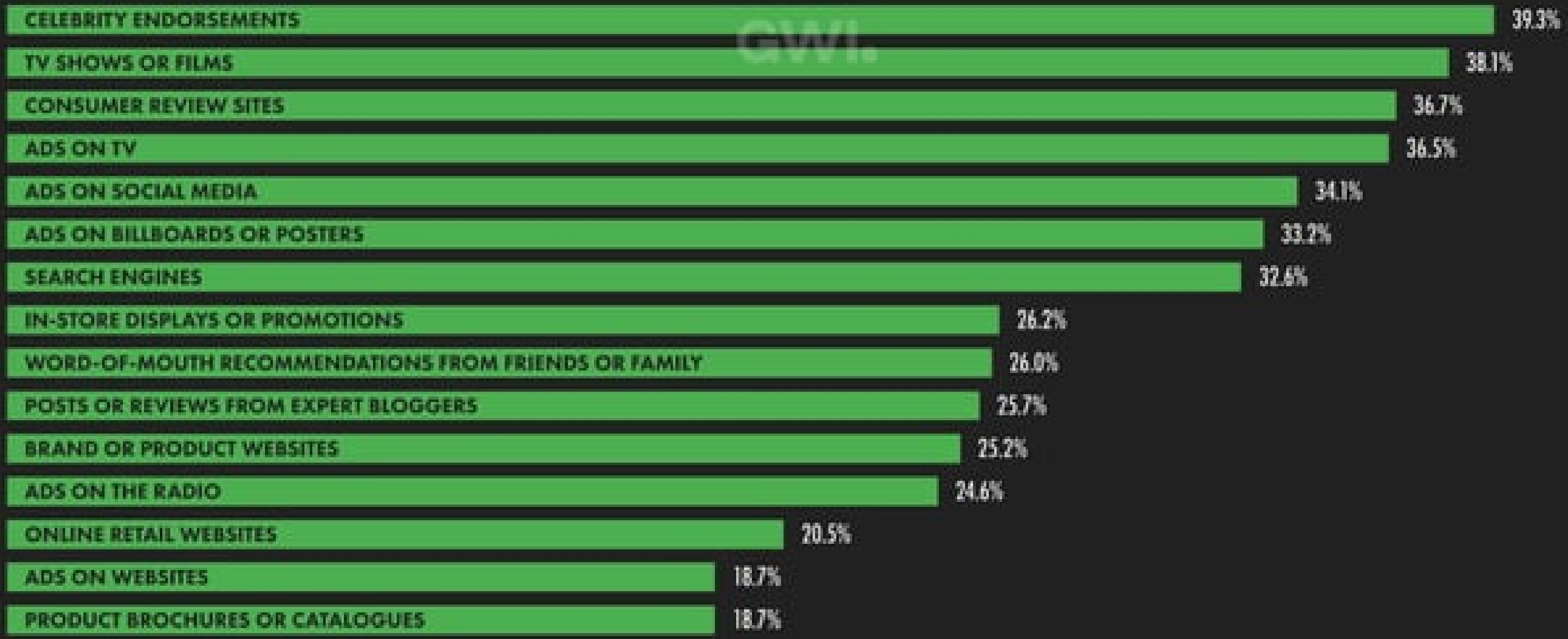
DIGITAL MARKETING

JAN 2023

SOURCES OF BRAND DISCOVERY

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

GHANA



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

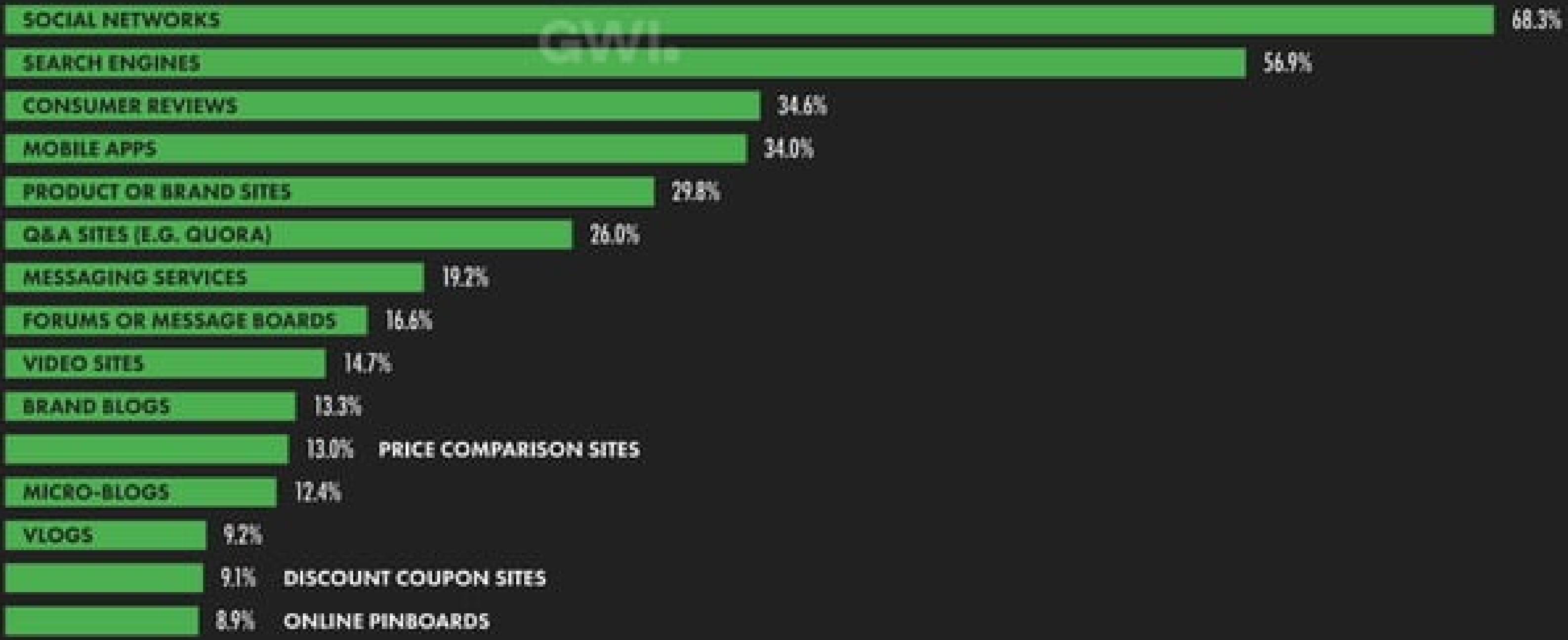
we are social
Meltwater

JAN 2023

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

GHANA



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social

Meltwater

JAN 2023

ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2022)

GHANA

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)	YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)	DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)	YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND	DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
$152.7 MILLION	**-16.9%** -$31 MILLION	**$32.94** MILLION	**-7.2%** -$2.6 MILLION	**21.6%** +11.7% (+225 BPS)

statista

statista

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). COMPARABILITY: BASE AND DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ADVISORY: THE DEFINITION OF "DIGITAL ADVERTISING" USED ON THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED ON SOME OTHER CHARTS IN THIS REPORT, SO VALUES MAY NOT CORRELATE ACROSS CHARTS.

we are social Meltwater

JAN 2023

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2022)

GHANA

TOTAL ANNUAL SPEND ON DIGITAL ADS (ALL TYPES)
$32.94 MILLION
YEAR-ON-YEAR CHANGE
-7.2% (-$2.6 MILLION)

ANNUAL SPEND ON ONLINE SEARCH ADS
$4.36 MILLION
YEAR-ON-YEAR CHANGE
-1.4% (-$62 THOUSAND)

ANNUAL SPEND ON DIGITAL VIDEO ADS
$11.01 MILLION
YEAR-ON-YEAR CHANGE
-5.4% (-$630 THOUSAND)

ANNUAL SPEND ON DIGITAL BANNER ADS
$8.75 MILLION
YEAR-ON-YEAR CHANGE
-12.7% (-$1.3 MILLION)

ANNUAL SPEND ON ONLINE INFLUENCER ACTIVITIES
$385 THOUSAND
YEAR-ON-YEAR CHANGE
+2.1% (+$8,100)

ANNUAL SPEND ON ONLINE CLASSIFIEDS
$4.51 MILLION
YEAR-ON-YEAR CHANGE
-15.3% (-$818 THOUSAND)

ANNUAL SPEND ON DIGITAL AUDIO ADS
$176 THOUSAND
YEAR-ON-YEAR CHANGE
-3.9% (-$7,100)

SHARE OF TOTAL DIGITAL AD SPEND: MOBILE DEVICES*
43.4%
YEAR-ON-YEAR CHANGE
+2.6% (+111 BPS)

SHARE OF TOTAL DIGITAL AD SPEND: SOCIAL MEDIA
26.8%
YEAR-ON-YEAR CHANGE
+10.5% (+255 BPS)

SHARE OF TOTAL DIGITAL AD SPEND: PROGRAMMATIC
50.0%
YEAR-ON-YEAR CHANGE
+5.6% (+263 BPS)

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2022 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. PERCENTAGES MAY NOT CORRELATE WITH ABSOLUTE FIGURES DUE TO ROUNDING IN THE SOURCE DATA. ***ADVISORY:** REVENUE FIGURE FOR DIGITAL AD SPEND ATTRIBUTABLE TO MOBILE DEVICES IS BASED ON MOBILE'S SHARE OF SPEND ACROSS A SUBSET OF DIGITAL ADVERTISING ACTIVITIES, AS REPORTED IN STATISTA'S DIGITAL MARKET OUTLOOK. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social
Meltwater

JAN 2023

PROGRAMMATIC ADVERTISING OVERVIEW

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

GHANA

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)	PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$16.48 MILLION	-2.1% -$351 THOUSAND	50.0%	+5.6% +263 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (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: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social
Meltwater

JAN 2023

SEARCH ADVERTISING OVERVIEW

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

GHANA

ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND	ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$4.36 MILLION	-1.4% -$62 THOUSAND	13.2%	+6.3% +78 BPS

statista

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE E.G. 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: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social

Meltwater

JAN 2023

SOCIAL MEDIA ADVERTISING OVERVIEW

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

GHANA

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND	SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND	YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
$8.84 MILLION	**+2.5%** +$216 THOUSAND	**26.8%**	**+10.5%** +255 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (E.G. 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:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social | Meltwater

JAN 2023

INFLUENCER ADVERTISING OVERVIEW

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

GHANA

ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)	YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND	INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND	YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND
$385 THOUSAND	+2.1% +$8,100	1.2%	+10.1% +11 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM FOR MORE DETAILS. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIVEAWAYS, MEDIA SPEND TO "BOOST" POSTS, OR AFFILIATE COMMISSIONS. PERCENTAGE CHANGE VALUES ARE RELATIVE (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: BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social

Meltwater

JAN 2023

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

GHANA

FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE OR HEAR	USE AN AD BLOCKER FOR AT LEAST SOME ONLINE ACTIVITIES	DECLINE COOKIES AT LEAST SOME OF THE TIME	USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME ONLINE ACTIVITIES
17.6%	11.7%	26.9%	19.0%
YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE	YEAR-ON-YEAR CHANGE
-12.4% (-250 BPS)	+25.8% (+240 BPS)	+3.5% (+90 BPS)	+52.0% (+650 BPS)

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM FOR FULL DETAILS.

we are social Meltwater

MORE INFORMATION

FIND THOUSANDS OF REPORTS EXPLORING DIGITAL TRENDS IN EVERY COUNTRY IN THE WORLD IN OUR FREE ONLINE LIBRARY:

DATAREPORTAL.COM/LIBRARY

CLICK THE LINKS BELOW TO READ OUR FULL SUITE OF GLOBAL DIGITAL REPORTS

GLOBAL OVERVIEW	BOTSWANA	DJIBOUTI	GUINEA	LESOTHO	NEPAL	ST. KITTS & NEVIS	TAJIKISTAN
DIGITAL YEARBOOK	BRAZIL	DOMINICA	GUINEA-BISSAU	LIBERIA	NETHERLANDS	ST. LUCIA	TANZANIA
ABKHAZIA	BRITISH VIRGIN IS.	DOMINICAN REP.	GUYANA	LIBYA	NEW CALEDONIA	ST. MARTIN	THAILAND
AFGHANISTAN	BRUNEI	ECUADOR	HAITI	LIECHTENSTEIN	NEW ZEALAND	ST. PIERRE & MIQUELON	TIMOR-LESTE
ÅLAND IS.	BULGARIA	EGYPT	HONDURAS	LITHUANIA	NICARAGUA	ST. VINCENT & THE GRENADINES	TOGO
ALBANIA	BURKINA FASO	EL SALVADOR	HONG KONG	LUXEMBOURG	NIGER	SAMOA	TOKELAU
ALGERIA	BURUNDI	EQUATORIAL GUINEA	HUNGARY	MACAU	NIGERIA	SAN MARINO	TONGA
AMERICAN SAMOA	CABO VERDE	ERITREA	ICELAND	NORTH MACEDONIA	NIUE	SÃO TOMÉ & PRÍNCIPE	TRANSNISTRIA
ANDORRA	CAMBODIA	ESTONIA	INDIA	MADAGASCAR	NORFOLK IS.	SAUDI ARABIA	TRINIDAD & TOBAGO
ANGOLA	CAMEROON	ESWATINI	INDONESIA	MALAWI	NORTHERN MARIANA IS.	SENEGAL	TUNISIA
ANGUILLA	CANADA	ETHIOPIA	IRAN	MALAYSIA	NORWAY	SERBIA	TURKEY
ANTIGUA & BARBUDA	CAYMAN IS.	FALKLAND IS.	IRAQ	MALDIVES	OMAN	SEYCHELLES	TURKMENISTAN
ARGENTINA	CENTRAL AFRICAN REP.	FAROE IS.	IRELAND	MALI	PAKISTAN	SIERRA LEONE	TURKS & CAICOS IS.
ARMENIA	CHAD	FIJI	ISLE OF MAN	MALTA	PALAU	SINGAPORE	TUVALU
ARUBA	CHILE	FINLAND	ISRAEL	MARSHALL IS.	PALESTINE	ST. MAARTEN	UGANDA
AUSTRALIA	CHINA	FRANCE	ITALY	MARTINIQUE	PANAMA	SLOVAKIA	UKRAINE
AUSTRIA	CHRISTMAS IS.	FRENCH GUIANA	JAMAICA	MAURITANIA	PAPUA NEW GUINEA	SLOVENIA	U.A.E.
AZERBAIJAN	COCOS (KEELING) IS.	FRENCH POLYNESIA	JAPAN	MAURITIUS	PARAGUAY	SOLOMON IS.	U.K.
BAHAMAS	COLOMBIA	GABON	JERSEY	MAYOTTE	PERU	SOMALIA	U.S.A.
BAHRAIN	COMOROS	GAMBIA	JORDAN	MEXICO	PHILIPPINES	SOUTH AFRICA	U.S. VIRGIN IS.
BANGLADESH	DEM. REP. OF CONGO	GEORGIA	KAZAKHSTAN	MICRONESIA	PITCAIRN IS.	SOUTH SUDAN	URUGUAY
BARBADOS	REP. OF CONGO	GERMANY	KENYA	MOLDOVA	POLAND	SPAIN	UZBEKISTAN
BELARUS	COOK IS.	GHANA	KIRIBATI	MONACO	PORTUGAL	SRI LANKA	VANUATU
BELGIUM	COSTA RICA	GIBRALTAR	NORTH KOREA	MONGOLIA	PUERTO RICO	SUDAN	VATICAN
BELIZE	CÔTE D'IVOIRE	GREECE	SOUTH KOREA	MONTENEGRO	QATAR	SURINAME	VENEZUELA
BENIN	CROATIA	GREENLAND	KOSOVO	MONTSERRAT	RÉUNION	SVALBARD & JAN MAYEN	VIETNAM
BERMUDA	CUBA	GRENADA	KUWAIT	MOROCCO	ROMANIA	SWAZILAND	WALLIS & FUTUNA
BHUTAN	CURAÇAO	GUADELOUPE	KYRGYZSTAN	MOZAMBIQUE	RUSSIAN FEDERATION	SWEDEN	WESTERN SAHARA
BOLIVIA	CYPRUS	GUAM	LAOS	MYANMAR	RWANDA	SWITZERLAND	YEMEN
BONAIRE, ST. EUSTATIUS & SABA	CZECHIA	GUATEMALA	LATVIA	NAMIBIA	ST. BARTHÉLEMY	SYRIA	ZAMBIA
BOSNIA & HERZEGOVINA	DENMARK	GUERNSEY	LEBANON	NAURU	ST. HELENA	TAIWAN	ZIMBABWE

we are social

WE ARE A GLOBAL SOCIALLY-LED CREATIVE AGENCY, WITH UNRIVALED SOCIAL MEDIA EXPERTISE

With over 1,100 people in 18 offices around the world, we deliver a global perspective to our clients in a time when social media is shaping culture.

We make ideas worth talking about. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape.

We work with the world's biggest brands, including adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

We Are Social is part of Plus Company.

FIND OUT MORE ON wearesocial.com >

- STRATEGY
- CULTURAL INSIGHT
- INTEGRATED CREATIVE
- PRODUCTION
- INFLUENCER MARKETING
- WEB3
- GAMING
- SPORTS MARKETING
- SOCIAL COMMERCE
- PAID MEDIA

Meltwater

Meet Meltwater

The global leading provider of social and media intelligence

Leading global organizations use Meltwater's PR, marketing, and social media solutions to better serve their customers.

Our social and media intelligence solutions — brought to you by 2,300 employees in 50 offices across six continents — provide our 27,000 corporate customers with the insights they need to make better, more informed decisions.

Media Intelligence
Monitor digital and traditional media content across the world

Media Relations
Build strong relationships with the best media contacts for your brand

Social Listening & Analytics
Analyze what the world is saying about your brand, your industry, and your competitors

Social Media Management
Take control of your social media presence

Consumer Insights
Understand what drives your customers

Influencer Marketing
Streamline and measure your influencer marketing management

Sales Intelligence
Evolve your sales process with data

API & Data Integration
Create an enterprise-wide analytics platform tailored to your business

Learn more at **meltwater.com.**

MAKE SENSE OF DIGITAL TRENDS

Kepios helps the world understand what's really happening online.

In addition to producing the Global Digital Reports, we also offer:

DIGITAL BRIEFINGS

Interactive briefings that make it easy to keep track of digital trends, and identify how evolving behaviours will impact future success.

LEARN MORE »

KEYNOTE PRESENTATIONS

Custom keynote presentations that bring the latest digital trends to life at conferences, events, and private meetings, whether online or in person.

LEARN MORE »

ADVISORY SERVICES

Add our team's experience and insight to your decision-making. Available through regular, retained advisory, or ad hoc for one-off sessions.

LEARN MORE »

REPORTS & CONTENT

We research and produce white-label content and co-branded reports that offer rich insights into what people everywhere are doing online.

LEARN MORE »

CONSUMER RESEARCH

Go beyond headlines and hypotheses to understand what people are really doing online, and turn insights into actionable plans and results.

LEARN MORE »

Learn more at kepios.com

KEPIOS

Stay glued to your audience with the world's **largest study** on digital consumers

2.7Bn
consumers represented

200K+
profiling points

10K+
brands

50
markets

GWI.

Book free demo

Statista – a universe of data

Diversity of industries and topics

Statista bundles statistical data on over 80,000 topics from over 170 industries. The data comes from over 22,500 sources.

Quick help for all cases

With Statista, users can obtain comprehensive overviews and conduct targeted research – with minimal time expenditure.

Global data from numerous countries

Statista offers insights and facts on industries from 150+ countries. Markets, companies and consumers from all over the world are highlighted.

Reliable and efficient research basis

Statista has been the market leader in providing business data for 13 years. Companies, universities, schools and the media trust our service.

CLICK HERE **TO DISCOVER OUR ACCOUNTS AND FIND DATA FOR YOUR BUSINESS COSMOS**

GSMA Intelligence

Definitive data and analysis for the mobile industry

3 Global Offices

Delhi Barcelona London

Serves over **800** organisations

40,000 users worldwide

Extensive Datasets

We provide data on every mobile operator in every country worldwide, with over 30 million data points, updated daily.

Topical and Timely Research

Annually, GSMA Intelligence publishes over 100 reports and exclusive analyses, adding greater insight into our data and supporting our customers in making stronger business choices.

Pinpoint Accuracy

Our forecasting experts provide a five-year (and beyond) view into the future, enabling long-term investment planning. Updated quarterly, our forecasts are consistently accurate within +/- 2.5 % of reported data.

Industry Trusted

We serve a wide array of industries in the mobile ecosystem and beyond, including most of the world's mobile operators plus major vendors, regulators, international institutions and vertical sectors ranging from automotive to retail.

data.ai

data.ai unlocks insights at every stage of the customer lifecycle

Acquisition
Supercharge or unearth winning acquisition and ASO strategies with top class market evaluation tools.

Engagement
Boost user playtime or streaming by evaluating and implementing market leading engagement features and insights.

Monetization
Get the full picture with in-app purchase and advertising revenue metrics that inform your own monetization strategies.

Retention
Utilize world class usage metrics to drill into short and long term returning users and learn how to avoid retention crashing pitfalls.

SEMRUSH

Semrush .Trends

Data. Insights. Impact.

Semrush .Trends provides instant market overview and competitive digital insights for those who are looking to grow their business.

It enables an in-depth view of market conditions and trends for creating a growth-driven marketing strategy.

Accurate data for real-time market and competitive insights

All-encompassing insights for any website, industry or market across 190 countries & regions

A single solution with 50+ tools for your strategic vision

SPEEDTEST

OOKLA

Network intelligence to enable modern connectivity

10+ thousand
global hosts

16+ thousand
global testing servers

45+ billion
tests to date

Visit ookla.com to learn more

locowise

The social media analytics and reporting tool you need by your side

Claim your free trial

Automate your reporting to save time and money

Brandable reporting

Predictive metrics

Competitor benchmarking

Fully automated

Social auditing

Actionable insights

About us

Similarweb provides insights for any website, app, industry and market.

We offer decision-makers the most reliable data, delivering 360° visibility into the digital world.

Similarweb data and insights – from any website, in any industry – enable companies to find untapped opportunities to grow their business.

similarweb

In a nutshell, we have:

3900+	12	1000
Customers	Global Offices	Employees

Our data encompasses:

1B+	8M+	5B+
Websites	Apps	Keywords
190+	210	250M+
Countries	Industries	Ecommerce product SKUs

mollie coinbase PayPal
stripe worldpay Grab

Meet the digital infrastructure behind every payment disruptor

We're PPRO. We provide the infrastructure that makes it possible for business and banks to deploy and evolve their digital payment services.

Search "**PPRO**"

Digital payment methods
Acquiring as a service
Risk management
Funds flow management

ppro
Digital payments infrastructure

NOTES ON DATA VARIANCE, MISMATCHES, AND CURIOSITIES

Note: *This page is a summary of our comprehensive notes on data variance, potential mismatches, and curiosities, which you can read in full at https://datareportal.com/notes-on-data.*

This report features data from a wide variety of different sources, including market research agencies, internet and social media companies, governments, public bodies, news media, and private individuals, as well as extrapolations and analysis of that data.

Wherever possible, we've prioritised data sources that provide broader geographical coverage, in order to minimise potential variations between data points, and to offer more reliable comparison across countries. However, where we believe that standalone metrics provide a more reliable reference, we use such standalone numbers to ensure more accurate reporting.

Please note that some data points may only be available for a limited selection of countries, so we may not be able to report the same data in all reports.

From time to time, we may also change the source(s) that we use to inform specific data points. As a result, some figures may appear to change in unexpected ways from one report to another. Wherever we're aware of these changes, we include details in the footnotes of each relevant chart, but please use caution when comparing data from different reports, because changes to research samples, base data, research methodologies, and approaches to reporting may mean that values are not comparable.

Furthermore, due to the differing data collection and treatment methodologies, and the different periods during which data have been collected, there may be significant differences in the reported metrics for similar data points throughout this report. For example, data from surveys often varies over time, even if that data has been collected by the same organisation using the same approach in each wave of their research.

In particular, reports of internet user numbers vary considerably between different sources and over time. In part, this is because there are significant challenges associated with collecting, analysing, and publishing internet user data on a regular basis, not least because research into public internet use necessitates the use of face-to-face surveys. Different organisations may also adopt different approaches to sampling the population for research into internet use, and variations in areas such as the age range of the survey population, or the balance between urban and rural respondents, may play an important role in determining eventual findings. Note that COVID-19 has limited internet user research.

Prior to our Digital 2021 reports, we included data sourced from social media platforms' self-service advertising tools in our calculations of internet user numbers, but we no longer include this data in our internet user figures. This is because the user numbers reported by social media platforms are typically based on active user accounts, and may not represent unique individuals. For example, one person may maintain more than one active presence (account) on the same social media platform. Similarly, some accounts may represent 'non-human' entities, including: pets and animals; historical figures; businesses, causes, groups, and organisations; places of interest; etc.

As a result, the figures we report for social media users may exceed internet user numbers. However, while this may seem counter-intuitive or surprising, such instances do not represent errors in the data or in our reporting. Rather, these differences may indicate delays in the reporting of internet user numbers, or they may indicate higher instances of individuals managing multiple social media accounts, or 'non-human' social media accounts.

If you have any questions about specific data points in these reports, or if you'd like to offer your organisation's data for consideration in future reports, please email our reports team: reports@kepios.com.

DISCLAIMER AND IMPORTANT NOTES

This report has been compiled by Kepios Pte. Ltd. ("Kepios") on behalf of We Are Social Ltd. ("We Are Social") for informational purposes only, and relies on data from a wide variety of sources, including but not limited to public and private companies, market research firms, government agencies, NGOs, and private individuals.

While Kepios and We Are Social strive to ensure that all data and charts contained in this report are, as at the time of publishing, accurate and up-to-date, neither Kepios, nor We Are Social, nor any of those organisations' partners, suppliers, affiliates, employees, or agents shall be responsible for any errors or omissions contained in this report, or for the results obtained from its use.

All information contained in this report is provided "as is", with no guarantee whatsoever of its accuracy, completeness, correctness or non-infringement of third-party rights and without warranty of any kind, express or implied, including without limitation, warranties of merchantability or fitness for any particular purpose.

This report contains data, tables, figures, maps, flags, analyses and technical notes that relate to various geographical territories around the world, however reference to these territories and any associated elements (including names and flags) does not imply the expression of any opinion whatsoever on the part of Kepios, We Are Social or any of the featured brands, nor any of those organisations' partners, affiliates, suppliers, employees or agents, concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

This report is provided with the understanding that it does not constitute professional advice or services of any kind and should therefore not be substituted for independent investigations, thought or judgment. Accordingly, neither Kepios, nor We Are Social, nor any of the brands or organisations featured or cited herein, nor any of their partners, affiliates, suppliers, group companies, employees or agents shall, to the fullest extent permitted by law, be liable to you or anyone else for any direct, indirect, punitive, incidental, special, consequential, exemplary or similar loss or damage, or loss or damage of any kind, suffered by you or anyone else as a result of any use, action or decision taken by you or anyone else in any way connected to this report or the information contained herein, or the result(s) thereof, even if advised of the possibility of such loss or damage.

This report may contain references to third parties, however this report does not endorse any such third parties or their products or services, nor is this report endorsed by or associated with such third parties.

This report is subject to change without notice. To ensure that you have the most up-to-date version of this report, please visit our reports website at https://datareportal.com/.

SIMON KEMP
@ESKIMON
REPORTS@KEPIOS.COM
DATAREPORTAL.COM