

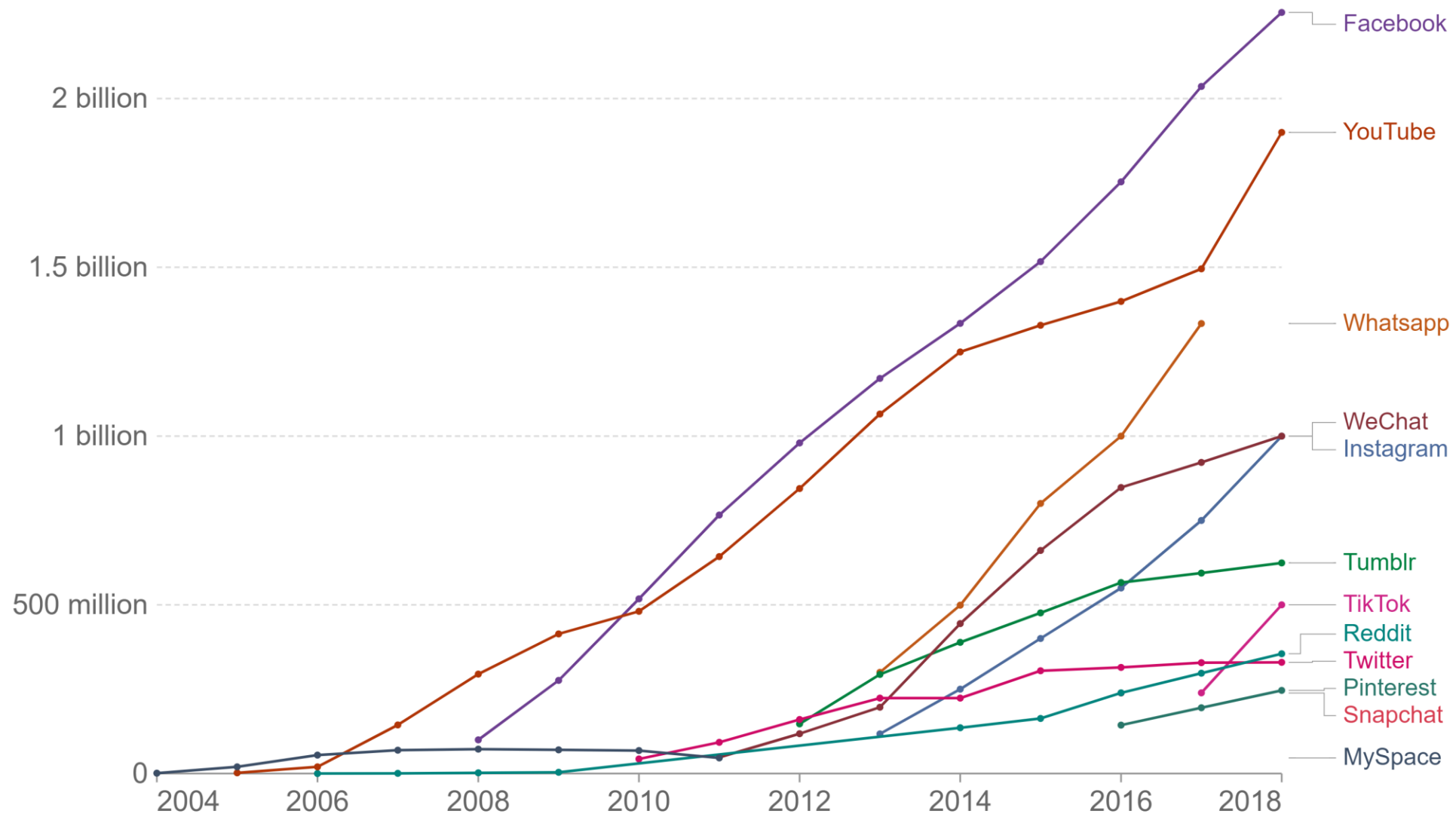
Internet and Digital Economy

25 August 2021

Number of people using social media platforms, 2004 to 2018

Our World
in Data

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

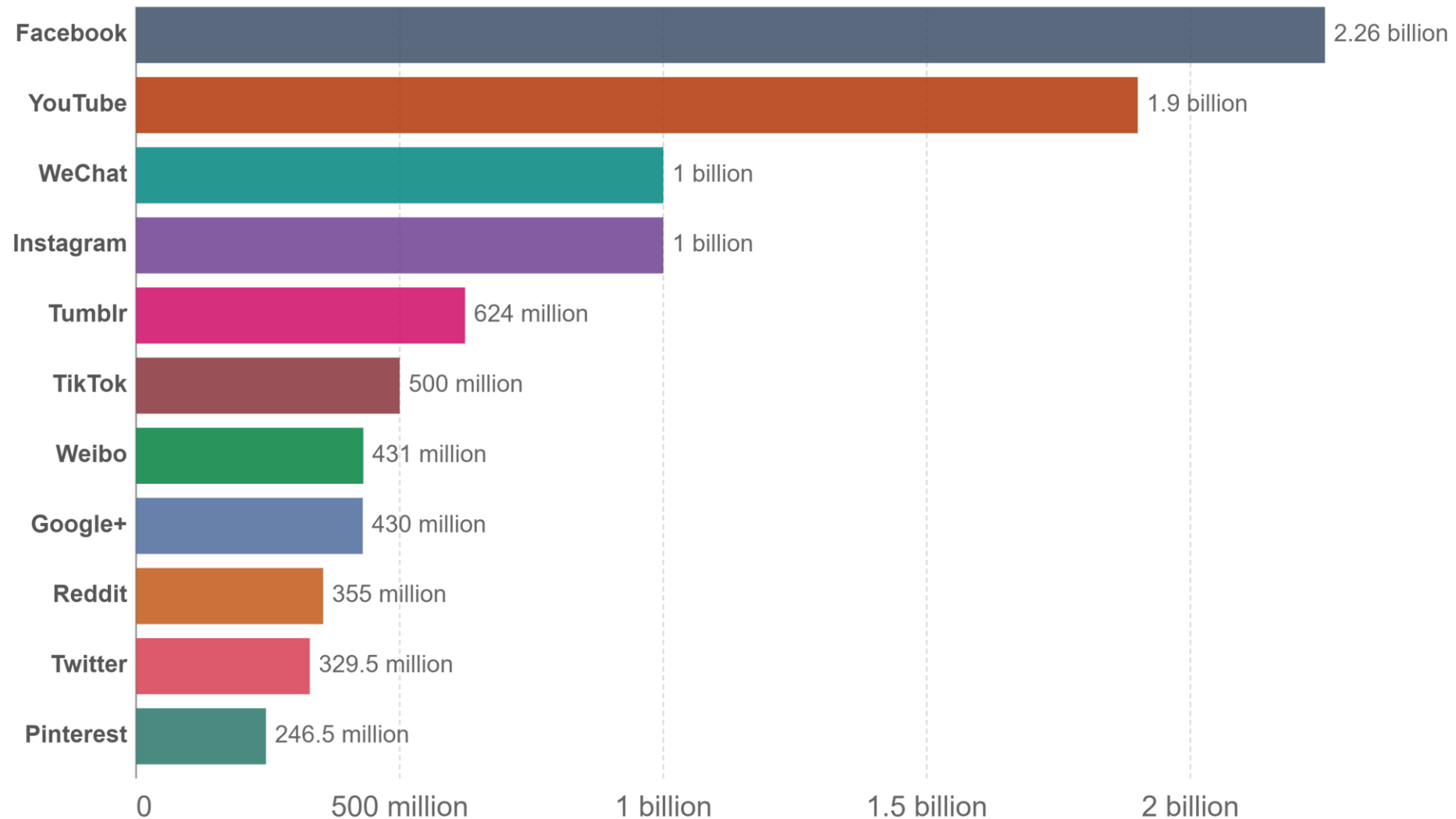


Source: Statista and TNW (2019)

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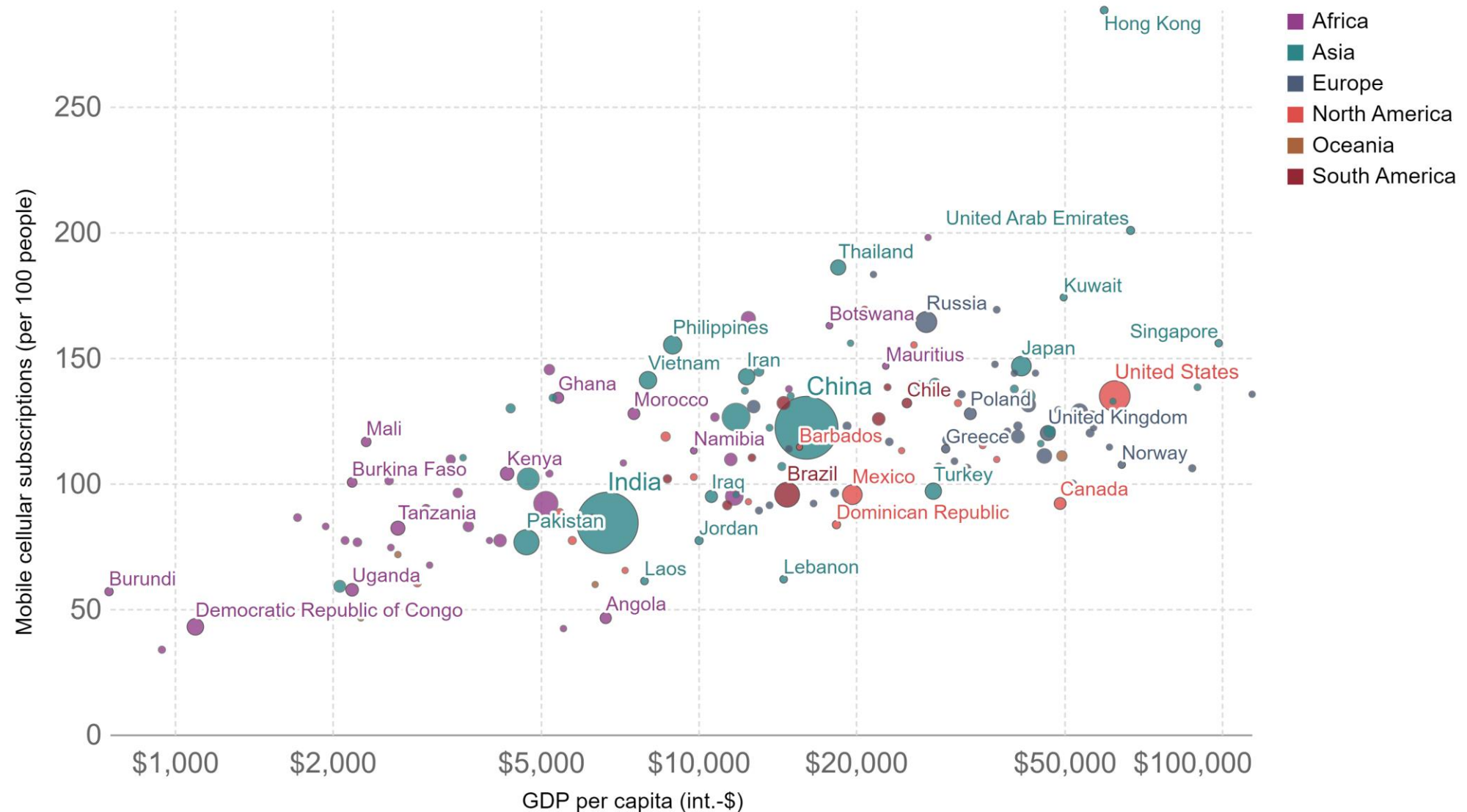
Number of people using social media platforms, 2018

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.



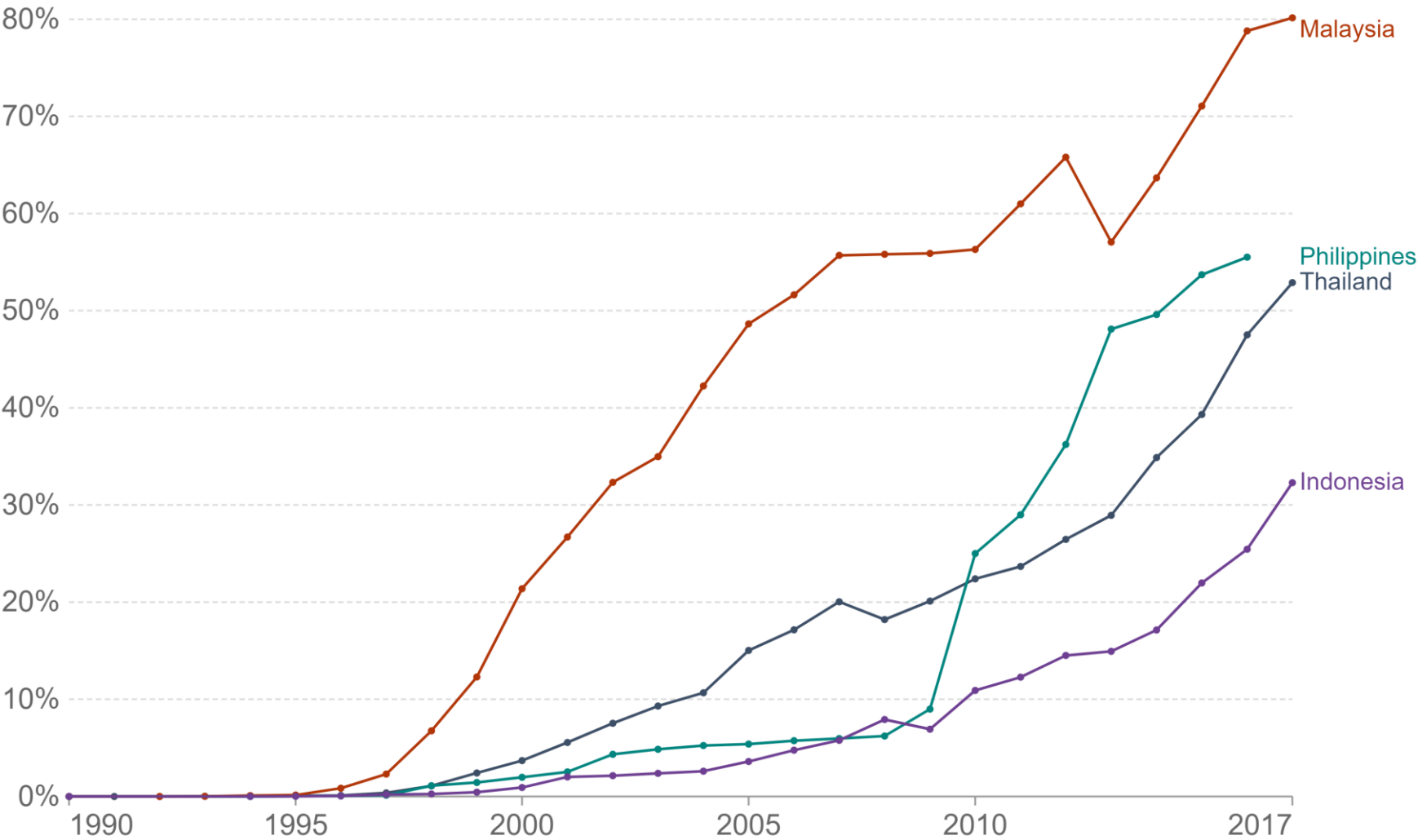
Mobile phone subscriptions vs. GDP per capita, 2019

Number of mobile phone subscriptions, measured per 100 people versus gross domestic product (GDP) per capita, measured in constant international-\$.



Share of the population using the Internet, 1990 to 2017

All individuals who have used the Internet in the last 3 months are counted as Internet users. The Internet can be used via a computer, mobile phone, personal digital assistant, games machine, digital TV etc.



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Amid the growing interest in the digitalization of socioeconomic activities, there is a lack of consensus on an

Source: <https://www.adb.org/publications/capturing-digital-economy-measurement-framework>



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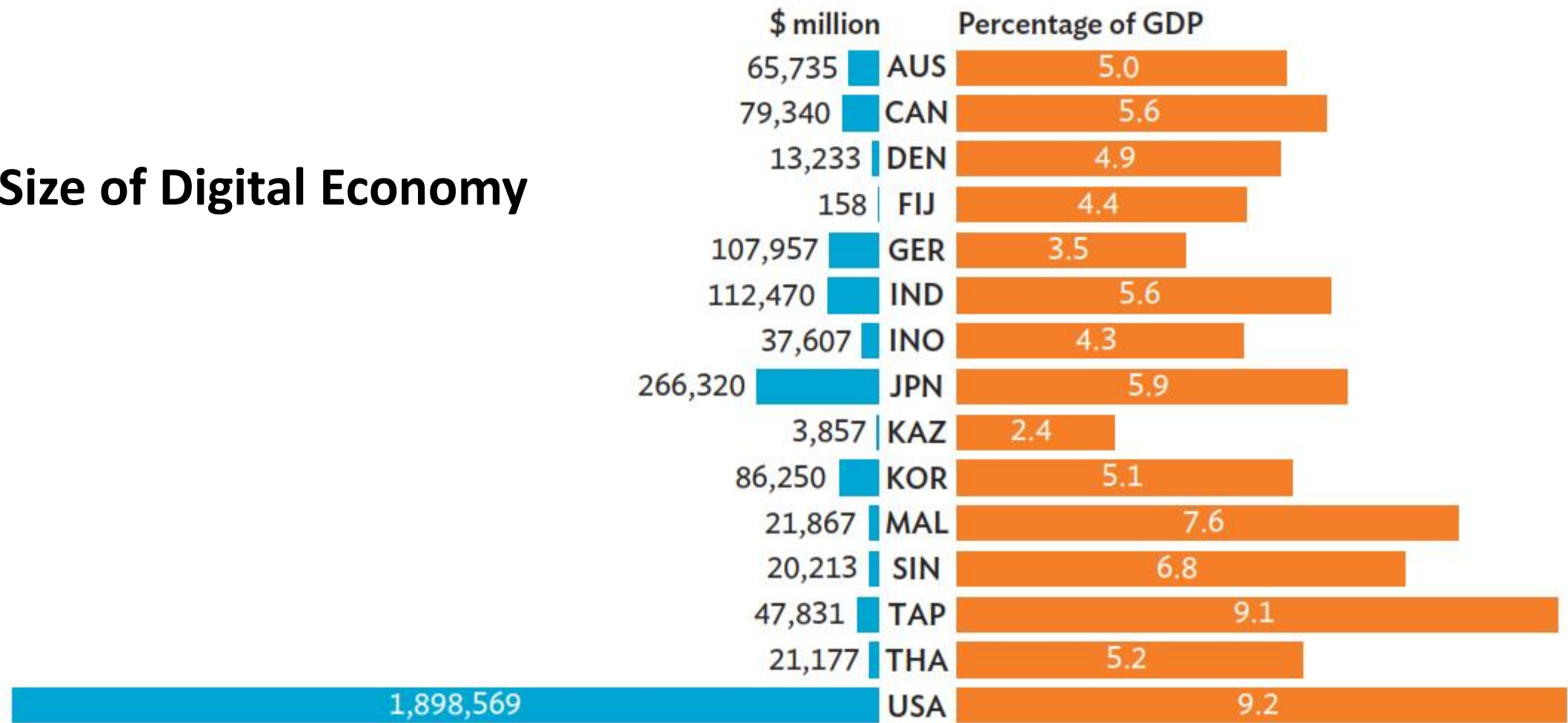
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Size of Digital Economy

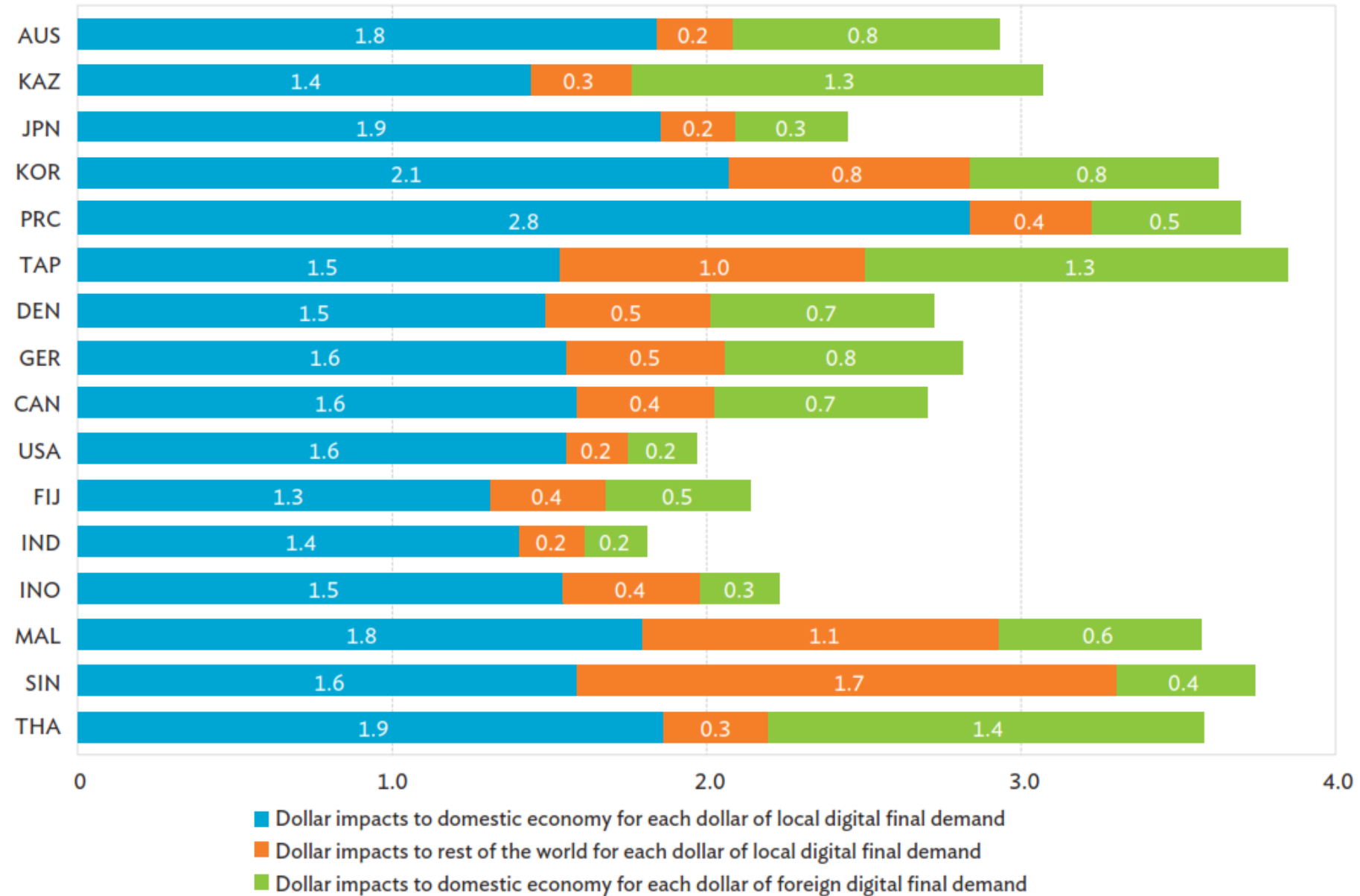


\$ = United States dollars; AUS = Australia; CAN = Canada; DEN = Denmark; FIJ = Fiji; GDP = gross domestic product; GER = Germany; IND = India; INO = Indonesia; JPN = Japan; KAZ = Kazakhstan; KOR = Republic of Korea; MAL = Malaysia; SIN = Singapore; TAP = Taipei, China; THA = Thailand; USA = United States.

Notes: Period 2 = 2014 to 2019. Period 2 for AUS, 2018; CAN, 2016; DEN, 2016; FIJ, 2015; GER, 2016; IND, 2014; INO, 2014; JPN, 2018; KAZ, 2018; KOR, 2018; MAL, 2015; SIN, 2015; TAP, 2016; THA, 2015; and USA, 2019. The average is presented in economies for which calculations include multiple years.

Source: Calculations of the Digital Economy Measurement Framework study team, using input-output and related data from various national statistics offices and international databases.

Figure 20: Gross Output Induced by Each Dollar of Digital Final Demand, 2019



Source: <https://www.adb.org/publications/capturing-digital-economy-measurement-framework>