



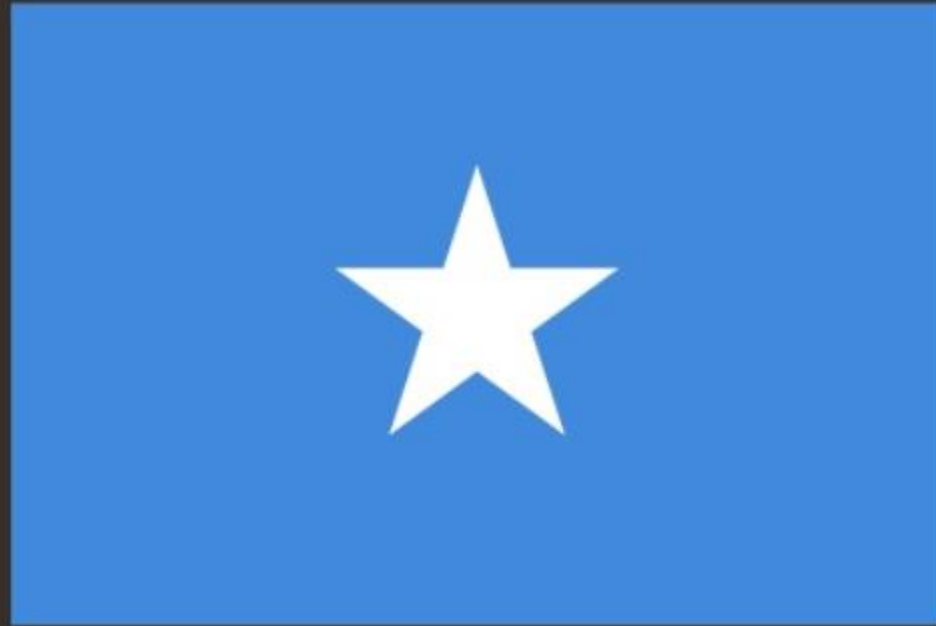
# CURRENT STATUS OF ICT

## DIGITAL 2020 SOMALIA

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E-GOV DEPARTMENT



**SOMALIA**

JAN  
2020

# SOMALIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND THE STATE OF MOBILE, INTERNET, AND SOCIAL MEDIA USE



SOMALIA

TOTAL  
POPULATION



**15.67**  
MILLION

URBANISATION:  
**45%**

MOBILE PHONE  
CONNECTIONS



**7.55**  
MILLION

vs. POPULATION:  
**48%**

INTERNET  
USERS



**1.63**  
MILLION

PENETRATION:  
**10%**

ACTIVE SOCIAL  
MEDIA USERS



**1.60**  
MILLION

PENETRATION:  
**10%**

JAN  
2020

# DIGITAL GROWTH INDICATORS

CHANGES IN KEY INDICATORS OF DIGITAL ADOPTION



SOMALIA

TOTAL  
POPULATION



we  
are  
social

**+2.9%**

JAN 2020 vs. JAN 2019

**+442 THOUSAND**

MOBILE PHONE  
CONNECTIONS



**+8.7%**

JAN 2020 vs. JAN 2019

**+604 THOUSAND**

INTERNET  
USERS



**+7.4%**

JAN 2020 vs. JAN 2019

**+113 THOUSAND**

ACTIVE SOCIAL  
MEDIA USERS



**+14%**

JAN 2020 vs. APR 2019

**+196 THOUSAND**



JAN  
2020

# OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS



SOMALIA

TOTAL  
POPULATION



we  
are  
social

**15.67**  
MILLION

FEMALES AS A PERCENTAGE  
OF POPULATION\*



**50%**

MALES AS A PERCENTAGE  
OF POPULATION\*



**50%**

ANNUAL CHANGE  
IN TOTAL POPULATION



**+2.9%**  
**+442 THOUSAND**

MEDIAN  
AGE



**16.7**

URBAN POPULATION AS A  
SHARE OF TOTAL POPULATION



**45%**

POPULATION DENSITY  
(PEOPLE PER KM<sup>2</sup>)



**25.3**

OVERALL LITERACY RATE  
(ADULTS AGED 15+)



**38%**

FEMALE LITERACY RATE  
(ADULTS AGED 15+)



we  
are  
social

**26%**

MALE LITERACY RATE  
(ADULTS AGED 15+)



**50%**

JAN  
2020

# POPULATION BY AGE GROUP

THE TOTAL NUMBER OF PEOPLE WITHIN EACH AGE GROUP



SOMALIA

TOTAL  
POPULATION



we  
are  
social

**15.67**  
MILLION

POPULATION AGED  
13 AND ABOVE



KEPIOS

**59%**  
9.2 MILLION

POPULATION AGED  
18 AND ABOVE



∞

**47%**  
7.3 MILLION

POPULATION  
AGED 16 TO 64



**48%**  
7.6 MILLION



**INTERNET USE**

JAN  
2020

# INTERNET OVERVIEW

ESSENTIAL INDICATORS OF INTERNET CONNECTIVITY



SOMALIA

TOTAL NUMBER  
OF INTERNET USERS  
ON ANY DEVICE



we  
are  
social

**1.63**  
MILLION

INTERNET USERS  
AS A PERCENTAGE OF  
TOTAL POPULATION



**10%**

ANNUAL GROWTH  
IN THE NUMBER  
OF INTERNET USERS



**+7.4%**  
**+113 THOUSAND**

MOBILE INTERNET REFERENCE:  
SHARE OF **SOCIAL MEDIA USERS**  
ACCESSING VIA MOBILE PHONES\*



**100%**





JAN  
2020

# INTERNET CONNECTION SPEEDS: OVERVIEW

AVERAGE **DOWNLOAD** SPEEDS FOR MOBILE AND FIXED INTERNET CONNECTIONS, WITH YEAR-ON-YEAR COMPARISONS



SOMALIA

AVERAGE SPEED OF  
MOBILE INTERNET  
CONNECTIONS



we  
are  
social

**11.41**  
MBPS

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



KEPIOS

[N/A]

AVERAGE SPEED OF  
FIXED INTERNET  
CONNECTIONS



Hootsuite

**12.55**  
MBPS

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



[N/A]

JAN  
2020

# SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS IN DECEMBER 2019



SOMALIA

MOBILE  
PHONES



**66.6%**

DEC 2019 vs. DEC 2018:

**-1.9%**

LAPTOPS &  
DESKTOPS



**32.3%**

DEC 2019 vs. DEC 2018:

**+4.6%**

TABLET  
COMPUTERS



**1.1%**

DEC 2019 vs. DEC 2018:

**-16%**

OTHER  
DEVICES



**0.04%**

DEC 2019 vs. DEC 2018:

**+300%**



JAN  
2020

# TOP GOOGLE SEARCH QUERIES

THE MOST COMMON QUERIES THAT PEOPLE ENTERED INTO GOOGLE SEARCH THROUGHOUT 2019



SOMALIA

#	SEARCH QUERY	INDEX	#	SEARCH QUERY	INDEX
01	GOOGLE	100	11	LAACIB NET	45
02	TRANSLATE	98	12	SEXY	42
03	NEWS	75	13	LIVESCORE	41
04	LAACIB	66	14	ENGLISH TO SOMALI	40
05	CAASIMADA	54	15	KOOXDA	37
06	SOMALIA	52	16	WWW	36
07	GOOGLE TRANSLATE	50	17	WARARKA	34
08	YOUTUBE	47	18	WASMO	31
09	VIDEO	46	19	FUCK	29
10	FACEBOOK	46	20	BBC	28



**SOCIAL MEDIA USE**

JAN  
2020

# SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



SOMALIA

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



we  
are  
social

**1.60**  
MILLION

SOCIAL MEDIA USERS  
COMPARED TO  
TOTAL POPULATION



global  
web  
index

**10%**

CHANGE IN SOCIAL  
MEDIA USER NUMBERS  
(APR 2019 TO JAN 2020)



**+14%**  
**+196 THOUSAND**

PERCENTAGE OF ACTIVE  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**100%**

JAN  
2020

# FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



SOMALIA

NUMBER OF PEOPLE THAT  
FACEBOOK REPORTS  
CAN BE REACHED WITH  
ADVERTS ON FACEBOOK



we  
are  
social

1.50  
MILLION

FACEBOOK'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



16%

QUARTER-ON-  
QUARTER CHANGE  
IN FACEBOOK'S  
ADVERTISING REACH



0%  
[UNCHANGED]

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS FEMALE\*



40.1%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT FACEBOOK  
REPORTS IS MALE\*



59.9%

JAN  
2020

# FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM



SOMALIA

PERCENTAGE OF FACEBOOK  
USERS ACCESSING VIA ANY  
KIND OF MOBILE PHONE



99.5%

PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS VIA A  
LAPTOP OR DESKTOP COMPUTER



0.5%

PERCENTAGE OF FACEBOOK  
USERS WHO ACCESS VIA BOTH  
PHONES AND COMPUTERS



5.2%

PERCENTAGE OF FACEBOOK  
USERS WHO ONLY ACCESS  
VIA A MOBILE PHONE



94.3%

JAN  
2020

# INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



SOMALIA

NUMBER OF PEOPLE THAT  
INSTAGRAM REPORTS  
CAN BE REACHED WITH  
ADVERTS ON INSTAGRAM



280.0  
THOUSAND

INSTAGRAM'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



3.0%

QUARTER-ON-  
QUARTER CHANGE  
IN INSTAGRAM'S  
ADVERTISING REACH



+3.7%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS FEMALE\*



46.4%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS MALE\*



53.6%



JAN  
2020

# TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



SOMALIA

NUMBER OF PEOPLE THAT  
TWITTER REPORTS  
CAN BE REACHED WITH  
ADVERTS ON TWITTER



129.0  
THOUSAND

TWITTER'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 13+



1.4%

QUARTER-ON-  
QUARTER CHANGE  
IN TWITTER'S  
ADVERTISING REACH



-0.5%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS FEMALE\*



25.8%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT TWITTER  
REPORTS IS MALE\*



74.2%

JAN  
2020

# LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



SOMALIA

NUMBER OF PEOPLE THAT  
LINKEDIN REPORTS  
CAN BE REACHED WITH  
ADVERTS ON LINKEDIN\*



120.0  
THOUSAND

LINKEDIN'S REPORTED  
ADVERTISING REACH  
COMPARED TO TOTAL  
POPULATION AGED 18+



1.6%

QUARTER-ON-  
QUARTER CHANGE  
IN LINKEDIN'S  
ADVERTISING REACH



+9.1%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS FEMALE\*



17.6%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT LINKEDIN  
REPORTS IS MALE\*



82.4%





**MOBILE USE**

JAN  
2020

# MOBILE CONNECTIONS BY TYPE

OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH



SOMALIA

NUMBER OF MOBILE  
CONNECTIONS  
(EXCLUDING IOT)



GSMA

7.55  
MILLION

MOBILE CONNECTIONS  
AS A PERCENTAGE OF  
TOTAL POPULATION



GSMA

48%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE PRE-PAID



GSMA

96%

PERCENTAGE OF  
MOBILE CONNECTIONS  
THAT ARE POST-PAID



we  
are  
social

3.8%

PERCENTAGE OF MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G - 5G)



33%

JAN  
2020

# SHARE OF WEB TRAFFIC BY MOBILE OS

SHARE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING DIFFERENT MOBILE OPERATING SYSTEMS



SOMALIA

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
ANDROID DEVICES



we  
are  
social

**94.3%**

DEC 2019 vs. DEC 2018:

**+2.1%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
APPLE IOS DEVICES



we  
are  
social

**4.6%**

DEC 2019 vs. DEC 2018:

**+59%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
KAI OS DEVICES



we  
are  
social

[N/A]

DEC 2019 vs. DEC 2018:

[N/A]

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
SAMSUNG OS DEVICES\*



we  
are  
social

**0.1%**

DEC 2019 vs. DEC 2018:

**-9.1%**

SHARE OF WEB TRAFFIC  
ORIGINATING FROM  
OTHER OS DEVICES



**1.0%**

DEC 2019 vs. DEC 2018:

**-78%**



**ECOMMERCE USE**

JAN  
2020

# FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



SOMALIA

HAS AN ACCOUNT WITH  
A FINANCIAL INSTITUTION



7.9%



HAS A  
CREDIT CARD



0.6%



HAS A MOBILE  
MONEY ACCOUNT



37%

we  
are  
social

MAKES ONLINE PURCHASES  
AND / OR PAYS BILLS ONLINE



2.9%

PERCENTAGE OF WOMEN  
WITH A CREDIT CARD



0.1%

we  
are  
social

PERCENTAGE OF MEN  
WITH A CREDIT CARD



1.1%



PERCENTAGE OF WOMEN  
MAKING ONLINE TRANSACTIONS



2.6%



PERCENTAGE OF MEN  
MAKING ONLINE TRANSACTIONS



3.2%



# Policy and legal framework

- ▶ National ICT Strategy and Policy ( 2019-2024)
- ▶ National Communications LAW
- ▶ Other pending policies and framework: like privacy policy, Big dat, and Digital