CURRENT STATUS OF ICT

DIGITAL 2020 SOMALIA

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SOMALIA

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

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%
OVERVIEW OF THE POPULATION

CORE DEMOGRAPHIC INDICATORS

TOTAL POPULATION

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 KM²)

25.3

OVERALL LITERACY RATE (ADULTS AGED 15+)

38%

FEMALE LITERACY RATE (ADULTS AGED 15+)

26%

MALE LITERACY RATE (ADULTS AGED 15+)

50%


NOTE: NEITHER THE UNITED NATIONS NOR THE U.S. CENSUS BUREAU PUBLISH DATA FOR GENDERS OTHER THAN ‘FEMALE’ OR ‘MALE.’ DATA AND GENDER DEFINITIONS AS REPORTED BY EACH RESPECTIVE ORGANISATION, BASED ON AVAILABLE DATA.
**Population by Age Group**

*The total number of people within each age group*

- **Total Population**: 15.67 million
- **Population Aged 13 and Above**: 9.2 million (59%)
- **Population Aged 18 and Above**: 7.3 million (47%)
- **Population Aged 16 to 64**: 7.6 million (48%)

**Sources:** United Nations; U.S. Census Bureau (latest data available in January 2020).
INTERNET OVERVIEW
ESSENTIAL INDICATORS OF INTERNET CONNECTIVITY

TOTAL NUMBER OF INTERNET USERS ON ANY DEVICE
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%
INTERNET CONNECTION SPEEDS: OVERVIEW

Average Download Speeds for Mobile and Fixed Internet Connections, with Year-on-Year Comparisons

Average Speed of Mobile Internet Connections: 11.41 MBPS
Year-on-Year Change in Average Speed of Mobile Internet Connections: [N/A]
Average Speed of Fixed Internet Connections: 12.55 MBPS
Year-on-Year Change in Average Speed of Fixed Internet Connections: [N/A]

Source: Ookla (January 2020). Figures represent average download speeds in December 2019, with comparisons to average download speeds in December 2018.
SHARE OF WEB TRAFFIC BY DEVICE

JAN 2020

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

- 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%

# TOP GOOGLE SEARCH QUERIES

The most common queries that people entered into Google Search throughout 2019

<table>
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<th>SEARCH QUERY</th>
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**Source:** Google Trends (accessed January 2020); Këpës Analysis. **Notes:** Google does not publish search volumes, but the “INDEX” column shows the relative volume for each query compared to the search volume of the top query (an index of 50 means that the query received 50% of the search volume of the top query).
SOCIAL MEDIA OVERVIEW

Based on the reported potential advertising reach of selected social media platforms

- **Total number of active social media users**: 1.60 million
- **Social media users compared to total population**: 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%

**Sources**: Based on data published in selected social media platforms' self-service advertising tools (January 2020), company statements, earnings announcements, and media reports (all latest data available in January 2020), with comparisons to population data from the United Nations (latest data available in January 2020).

**Comparability Advisory**: Source and base changes.
FACEBOOK AUDIENCE OVERVIEW

The potential number of people that marketers can reach using adverts on Facebook.

- Number of people that Facebook reports can be reached with adverts on Facebook: 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%

*Sources: Facebook's self-service advertising tools [accessed January 2020]. Population data from the U.N.
Note: Facebook does not publish advertising audience data for genders other than 'male' and 'female'. Advisory: Figures reported on this chart are based on Facebook's addressable advertising audience, and may not match total active users. *Comparability Advisory: Base changes. Data may not be comparable to figures published in previous reports.
FACEBOOK ACCESS BY DEVICE

THE DEVICES THAT FACEBOOK USERS USE TO ACCESS THE PLATFORM

- 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%

Source: Extrapolations of data from Facebook's self-service advertising tools (January 2020), based on Facebook users aged 18 and above.
INSTAGRAM AUDIENCE OVERVIEW
THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM

- Number of people that Instagram reports can be reached with adverts on Instagram: 280,000 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%

* Note: Facebook's self-service advertising tools do not publish advertising audience data for genders other than 'male' and 'female'.
LinkedIn Audience Overview

The potential number of people that marketers can reach using adverts on LinkedIn:

- Number of people that LinkedIn reports can be reached with adverts on LinkedIn: 120,000 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%

Source: Extrapolations of data from LinkedIn's self-service advertising tools (January 2020). Population data from the U.N. *Notes: LinkedIn's advertising audience figures are based on total registered members, not monthly active users, so data on this chart may not be comparable to similar data points for other platforms. LinkedIn does not report advertising audience figures for genders other than 'male' or 'female'. Gender share figures have been extrapolated from available data.
MOBILE CONNECTIONS BY TYPE
OVERVIEW OF MOBILE CONNECTIONS WITH SHARE BY PAYMENT TYPE AND CONNECTION BANDWIDTH

NUMBER OF MOBILE CONNECTIONS (EXCLUDING IOT)
- 7.55 MILLION

MOBILE CONNECTIONS AS A PERCENTAGE OF TOTAL POPULATION
- 48%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE PRE-PAID
- 96%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE POST-PAID
- 3.8%

PERCENTAGE OF MOBILE CONNECTIONS THAT ARE BROADBAND (3G – 5G)
- 33%

SOURCE: GSMA INTELLIGENCE (JANUARY 2020, BASED ON DATA FOR Q4 2019). NOTE: PERCENTAGES vs. POPULATION MAY EXCEED 100% DUE TO INDIVIDUAL USE OF MULTIPLE CONNECTIONS. TOTAL GLOBAL CONNECTIONS FIGURE QUOTED HERE DOES NOT INCLUDE IOT CELLULAR CONNECTIONS. ++ COMPARABILITY ADVISORY: BASE CHANGES. SOME FIGURES MAY NOT BE DIRECTLY COMPARABLE TO DATA IN OUR PREVIOUS REPORTS.
SHARE OF WEB TRAFFIC BY MOBILE OS

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

SHARE OF WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES: 94.3% (DEC 2019 vs. DEC 2018: +2.1%)

SHARE OF WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES: 4.6% (DEC 2019 vs. DEC 2018: +59%)

SHARE OF WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES: [N/A]

SHARE OF WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES: 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%)

SOURCE: STATCOUNTER (ACCEDED JANUARY 2020. FIGURES REPRESENT EACH OPERATING SYSTEM'S SHARE OF WEB PAGES SERVED TO WEB BROWSERS. ONLY SHARE FIGURES ARE FOR DECEMBER 2019. ANNUAL CHANGE FIGURES COMPARE MONTHLY SHARE VALUES FOR DECEMBER 2019 TO DECEMBER 2018. *NOTES: 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.)
ECOMMERCE USE
FINANCIAL INCLUSION FACTORS

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

HAS AN ACCOUNT WITH A FINANCIAL INSTITUTION: 7.9%
HAS A CREDIT CARD: 0.6%
HAS A MOBILE MONEY ACCOUNT: 37%
MAKES ONLINE PURCHASES AND/OR PAYS BILLS ONLINE: 2.9%

PERCENTAGE OF WOMEN WITH A CREDIT CARD: 0.1%
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%

SOURCE: WORLD BANK GLOBAL FINANCIAL INCLUSION DATA (LATEST DATA AVAILABLE IN JANUARY 2020).
NOTE: PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, NOT OF TOTAL POPULATION.
Policy and legal framework

- National Communications LAW
- Other pending policies and framework: like privacy policy, Big data, and Digital