

**Of 230m or so Indonesians, fewer than 20% are connected to the internet**

**and yet**

**Indonesia is the world's 2<sup>nd</sup>-largest market for Facebook and the 3<sup>rd</sup>-largest for Twitter**

# %age of internet population on social media



Country	% of the Internet population on social media
Indonesia	86%
Russia	84%
Egypt	82%
Jordan	78%
Turkey	71%
India	71%
Israel	67%
Lithuania	61%
USA	60%
Mexico	59%
Poland	57%
UK	54%
Spain	54%
Lebanon	51%
Pakistan	50%
Ukraine	50%
Kenya	50%
France	48%

## A few social media facts: with mobile as the enabler

- 210 billion e-mails are sent out daily
- There are more than 200,000,000 blogs.
- Years to reach 50 millions users:
  - Radio, 38 years;
  - TV, 13 years;
  - Internet, 4 years;
  - iPod, 3 years.
  - Facebook added 100 million users in less than nine months;
  - iPhone applications hit 1 billion in nine months

***Facebook users translated the site from English to Spanish via a Wiki in less than two weeks and cost Facebook \$0.***