



**A Digital Agency for Your Social
Business**



**Third Team
MEDIA**



Fleire Castro

Principal Consultant and Owner of Third
Team Media

Blogger, Hipster, Consumer

Tweets at @FleireCastro

Social, Digital, Mobile in the Philippines

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PHILIPPINES: SNAPSHOT



105,720,644

TOTAL POPULATION



49%

URBAN

51%

RURAL

37,602,976

INTERNET USERS



36%

INTERNET PENETRATION

34,000,000

ACTIVE FACEBOOK USERS



32%

FACEBOOK PENETRATION

106,987,098

ACTIVE MOBILE SUBSCRIPTIONS



101%

MOBILE SUBSCRIPTION PENETRATION

We Are Social • Sources: US Census Bureau, InternetWorldStats, Facebook, ITU

wearesocial.sg • @wearesocialsg • 157

Social Indicators and Social Media Use in the PH

SOCIAL MEDIA PENETRATION AS A PERCENTAGE OF THE TOTAL POPULATION



35%

AVERAGE TIME SOCIAL MEDIA USERS SPEND ON SOCIAL MEDIA EACH DAY



4H 01M

PERCENTAGE OF MOBILE USERS USING SOCIAL MEDIA APPS ON THEIR PHONE



62%

PERCENTAGE OF MOBILE USERS USING LOCATION-BASED SERVICES



29%

ANY SOCIAL NETWORK

98%

78%

FACEBOOK

97%

69%

TWITTER

81%

40%

GOOGLE+

69%

39%

INSTAGRAM

42%

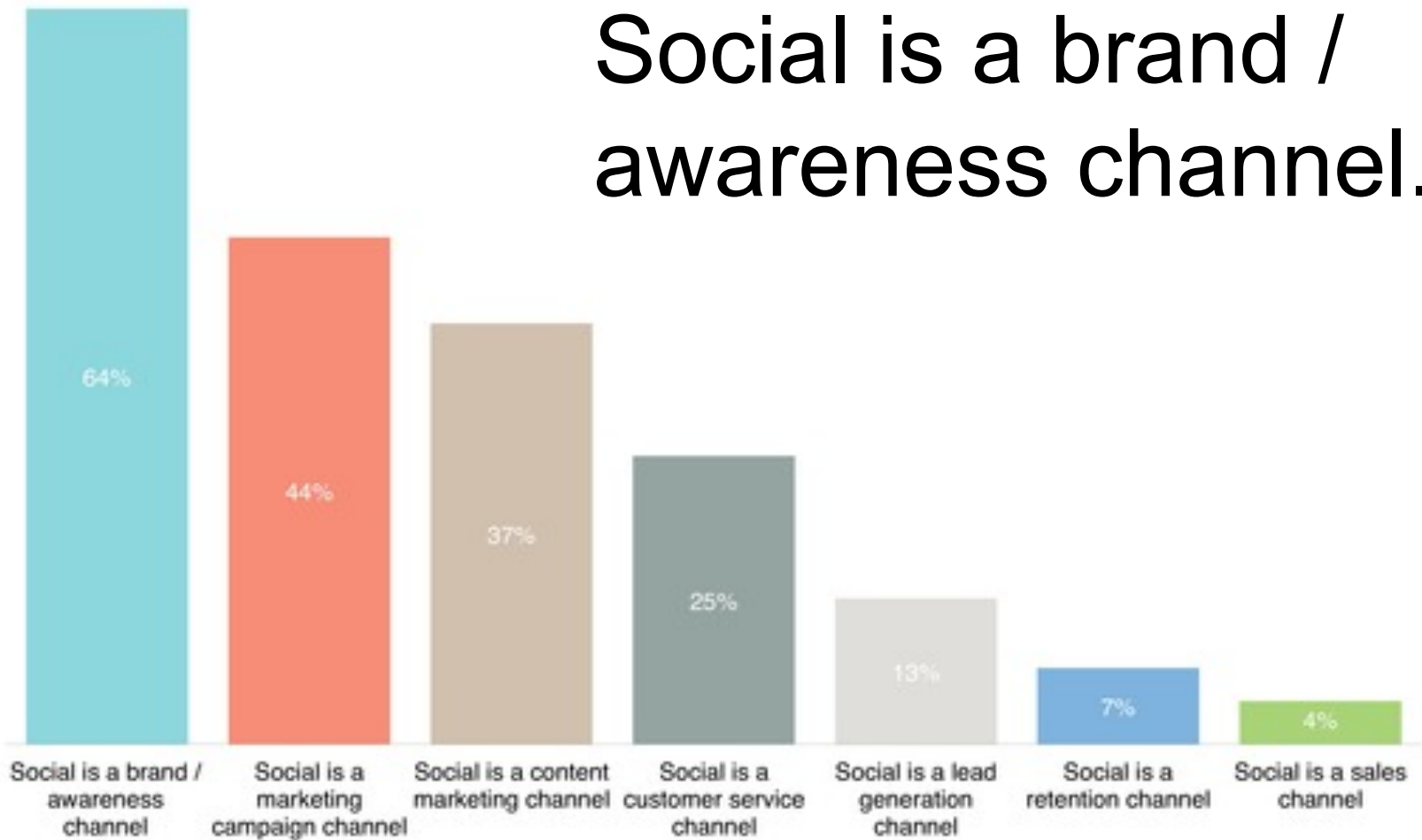
20%

LINKEDIN

39%

14%

Social is a brand / awareness channel.



E-Commerce Strategy Blueprint Suggestion

#betterinternet

Dreaming of a future in the PH where everyone is a participant in the ecommerce industry of the PH. Stable and affordable internet will enable them to that.