LATIN AMERICA
THE RISING HUB OF MOBILE GROWTH & INNOVATION
CHRISTINA ZHOU | JANA DATA & INSIGHTS LEAD
Jana Insights is a new division of our company that focuses on collecting, analyzing, and sharing data on emerging markets and the next billion users. The Jana Index is a curated collection of data and insights highlighting the growth of mobile and advertising in emerging markets.

**We have the info.** With access to a proprietary user base in emerging markets, we have exclusive and reliable information on users, app trends, and more.

**We do the work for you.** The Jana Index curates content from various sources, so you don’t have to. It’s updated on a quarterly basis with new information. Visit [www.jana.com/insights](http://www.jana.com/insights)

**We know it matters.** Regardless of your industry, the next billion consumers across the world will impact your business, personal, and strategic interests.
### App Usage

The table below lists the top 10 used apps in India, as measured by the average number of daily active users (DAU). DAU signifies users’ evaluation of the app, or habitual, consistent usage. We can learn a lot about the habits of smartphone users in India based on this list.

<table>
<thead>
<tr>
<th>Rank</th>
<th>App</th>
<th>Category</th>
<th>DAU</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WhatsApp</td>
<td>Chat</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>YouTube</td>
<td>Media &amp; Video</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Google</td>
<td>Tools</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Gmail</td>
<td>Chat</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>SHAREit</td>
<td>Tools</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>UC Browser</td>
<td>Communication</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Google Maps</td>
<td>Travel &amp; Local</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>MX Player</td>
<td>Media &amp; Video</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Facebook</td>
<td>Social</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Facebook Messenger</td>
<td>Chat</td>
<td></td>
</tr>
</tbody>
</table>

India is the only country with **two video apps** in the top 10.

YouTube, like Facebook, YouTube Go, will help YouTube as one of India’s top five apps, with 1.20 more daily active users than the next top video app, MX Player.
LATIN AMERICA OVERVIEW
LATIN AMERICA | SMARTPHONE TRENDS

Fastest growing smartphone market
250M+ smartphone users by 2020

Users concentrated in 6 main countries
Majority of smartphone users in 6 countries: Brazil, Mexico, Argentina, Peru, Colombia, Chile

Strong demand for low-end devices
Currency depreciation driving demand for affordable devices

Increasing 4G coverage
Currently, 60% of the population has 4G coverage - will increase to 80% by 2017
LATIN AMERICA | USER BEHAVIOR

Android rules the market
Over 80% Android penetration in Latin America

Highest social media usage in the world
On average, users spend 4 hours a day on social media

Increasing mobile data demand
Between 2015-2020, demand for mobile data will increase by 7X

Rise of video subscription services
25% of consumers subscribe to at least one subscription streaming video platform like Netflix

Top 5
Most frequently used mobile platforms

- Facebook
- YouTube
- WhatsApp
- Facebook Messenger
- Google+
Top E-commerce markets are Brazil, Mexico, and Argentina

Increasing investments from US retailers Amazon and Walmart

Mobile payment ecosystem growing simultaneously
LATIN AMERICA | ADVERTISING TRENDS

- **2016**
  - 30% of digital ad spend on mobile

- **2019**
  - 60% of digital ad spend on mobile

- **Mobile Apps**
  - Drive 40% of ad revenue in LATAM

- **Mobile Ad Traffic**
  - Highest in Mexico, Brazil, and Argentina
BRAZIL
Brazil’s economy is expected to expand again.

**Most Popular in E-commerce**
Apparel, Health & Beauty, and Home Appliances

**Largest Online Retail Market**
E-commerce sales to rise by 12.5% annually

**Credit Card Penetration**
Among emerging markets, Brazil has the highest at 50%
Brazil represents 50% of all advertising spend in LATAM
  ◦ By 2019, digital ad spend in Brazil will reach $5.8B ($3.8B in mobile)

Opportunity to match mobile screen time with ad spend
  ◦ Ad spend: mobile (0.5%) vs. TV (69%)
  ◦ User screen time: mobile (31%) vs. TV (24%)

Video advertising growing rapidly
  ◦ Highest video ad completion rates in the world
**TOP APPS BY DAU**

<table>
<thead>
<tr>
<th>Rank</th>
<th>App Name</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>YouTube</td>
<td>Media &amp; Video</td>
</tr>
<tr>
<td>2</td>
<td>WhatsApp Messenger</td>
<td>Chat</td>
</tr>
<tr>
<td>3</td>
<td>Google</td>
<td>Tools</td>
</tr>
<tr>
<td>4</td>
<td>Chrome Browser</td>
<td>Communication</td>
</tr>
<tr>
<td>5</td>
<td>Facebook</td>
<td>Social</td>
</tr>
<tr>
<td>6</td>
<td>Google Maps</td>
<td>Travel &amp; Local</td>
</tr>
<tr>
<td>7</td>
<td>Facebook Messenger</td>
<td>Chat</td>
</tr>
<tr>
<td>8</td>
<td>Google Hangouts</td>
<td>Chat</td>
</tr>
<tr>
<td>9</td>
<td>Gmail</td>
<td>Chat</td>
</tr>
<tr>
<td>10</td>
<td>Google Play Music</td>
<td>Music &amp; Audio</td>
</tr>
<tr>
<td>11</td>
<td>Google+</td>
<td>Social</td>
</tr>
<tr>
<td>12</td>
<td>Instagram</td>
<td>Social</td>
</tr>
<tr>
<td>13</td>
<td>Google Drive</td>
<td>Productivity</td>
</tr>
<tr>
<td>14</td>
<td>Google Photos</td>
<td>Photography</td>
</tr>
<tr>
<td>15</td>
<td>Google Calendar</td>
<td>Productivity</td>
</tr>
<tr>
<td>16</td>
<td>Google Play Movies &amp; TV</td>
<td>Media &amp; Video</td>
</tr>
<tr>
<td>17</td>
<td>ES File Explorer File Manager</td>
<td>Productivity</td>
</tr>
<tr>
<td>18</td>
<td>DFNDR: Antivirus &amp; Cleaner</td>
<td>Tools</td>
</tr>
<tr>
<td>19</td>
<td>OLX Brasil</td>
<td>Shopping</td>
</tr>
<tr>
<td>20</td>
<td>Facebook Lite</td>
<td>Social</td>
</tr>
</tbody>
</table>

**2019**

55% of mobile users will use a smartphone (78M)

**2020**

50% of smartphone users will be on 4G
BRAZIL | TOP USED APPS BY DAU

**Top Ride Sharing Apps**
- Uber
- 99Taxis
- Easy Taxi

**Top Social Apps**
- Facebook
- Google+
- Instagram
- Facebook Lite
- Twitter

**Top Shopping Apps**
- OLX Brasil - Comprar e Vender
- RecargaPay
- AliExpress Shopping App
- Shopfully - Weekly Ads & Deals
- Mercado Libre

**Top Media & Video Apps**
- YouTube
- Google Play Movies & TV
- VivaVideo: Free Video Editor
- MX Player
- VideoShow - Video Editor
MEXICO
Next Largest Market
After Brazil, Mexico is the largest smartphone market

2019
62M smartphone users (70% of mobile phone users)

Android is the Choice
80% of smartphones are Android

Blackberry Phases Out
Shrinking number of Blackberry users
Mobile share of digital growing faster than in the rest of LATAM
  - Driven by high smartphone penetration

Mobile spend will increase 4X by 2019 to $1.7B
  - Represents 2/3 of all digital ad spend

Mexicans interact with advertising and content
  - Interest in brand and visual appeal are most important factors
MEXICO | E-COMMERCE

2nd Largest E-commerce Market
Accounts for 12% of LATAM E-commerce sales

Cash is King
Lack of trust in credit cards and online payments

New Payment Solutions
Local services like MercadoPago, and Google Play carrier billing
Mexico’s top apps look similar to US top apps
- WhatsApp, Facebook, and YouTube dominate
- Few popular local apps

Advertising dominated by large-scale international brands
- McDonald’s, Converse, Walmart, Ford, Starbucks, GE, Coca Cola, Nike

Top Music Apps by DAU
- Google Play Music
- Claro Music
- Spotify Music
- YouTube Music
- Shazam

Top Ride Sharing Apps
- Uber
- Cabify
- Easy Taxi
ARGENTINA
ARGENTINA | SMARTPHONES & USER BEHAVIOR

**Smaller Market**
4th largest market in the region, 20 million smartphone users in 2019

**High Smartphone Penetration**
Smartphone penetration to exceed Brazil’s - 60% by 2019

**Most Active on Social Media**
Users spend 4.3 hours per day on social media – 2X the global average

**Online Video & Music**
Accounts for 14% of total spend on entertainment and media across LATAM
Argentina is a hub of mobile development and startup talent

○ Four of the six ‘unicorn’ startups in Latin America – MercadoLibre, Despegar, OLX and Globant – were founded in Argentina

○ Tech-focused universities + accelerators (Start Up Buenos Aires, Wayra)

○ In 2015, the mobile industry made up almost 4% of the country’s GDP and supported 65K jobs

Argentina has the fastest 4G adoption in all of Latin America
ARGENTINA | ADVERTISING TRENDS

**Fastest-Growing Paid Media**
Argentina is the fastest-growing paid media market in the world. Ad market to be $8.3 billion by 2020.

**Traditional Media Dominant**
TV and newspaper consumption remain high in comparison to internet or smartphone use.

**Mobile Ads Growing**
Mobile ad spend expected to grow from $200M in 2017 to $1.4B in 2020, representing 71% of digital ad spend.
UPCOMING NEWS
We’re connecting the next billion through a new initiative.

Check your inbox on March 9th for information on Jana’s new product.
Visit the Jana Insights page & sign up for the Insights Snapshot.

Hello,

I'm excited to share the third Insights Snapshot from the Jana Insights team. This month, we're sharing our top ten predictions for mobile and advertising trends in 2017.
Stay tuned for information on our next webinar.

www.jana.com/resources
QUESTIONS
www.jana.com/insights