**Country Level Mobile/Digital Assessment**

**Country:**

**Date:**

**Mobile**

**Mobile Penetration:**

<http://data.worldbank.org/indicator/IT.CEL.SETS.P2>

Observations:

**Smartphone Penetration:**

<https://www.consumerbarometer.com/en/insights/?countryCode=GL>

(only covers 47 countries)

Observations:

**Mobile Operating Systems:** #1 %

<https://partner.buzzcity.com/campaignplanner.php> #2 %

#3 %

#4 %

#5 %

Observations:

**Top Mobiles (“Handsets”):** #1

<https://partner.buzzcity.com/campaignplanner.php> #2

#3

#4

#5

Once you know which handsets are popular you can assess the capabilities of each one by looking them up at Phone Arena- <http://www.phonearena.com/phones>. With that information you can then determine the handset capabilities/technologies that are widely available and should be leveraged in a mobile ministry outreach.

Observations:

**Most Popular Apps: Android**

<https://www.appannie.com/apps/google-play/top/> #1

#2

#3

#4

#5

#6

#7

#8

#9

#10

Observations:

<https://www.appannie.com/apps/ios/top/> **iOS**

#1

#2

#3

#4

#5

#6

#7

#8

#9

#10

Observations:

**Internet**

**Internet Penetration:**

<http://data.worldbank.org/indicator/IT.NET.USER.P2>

Observations:

**Internet Access by Device Type:** Mobile %-

<http://gs.statcounter.com/#desktop+mobile+tablet-comparison> Desktop %-

Tablet %-

Observations:

**Mobile Broadband Penetration:**

<http://broadbandcommission.org/Documents/reports/bb-annualreport2014.pdf>

(Annex 3, pgs 98-99)

Observations:

**Webpage Cost:**

<http://whatdoesmysitecost.com/#gniCost>

It is important that a digital outreach does not impose a significant financial burden on users. As such, you should also know their average income and that can be data found at <http://www.statista.com/statistics/226956/average-world-wages-in-purchasing-power-parity-dollars/>

(avg. monthly wage in USD).

Observations:

**Top Websites:** #1

<http://www.alexa.com/topsites/countries>#2

#3

#4

#5

#6

#7

#8

#9

#10

Observations:

**Social Media**

**Social Media Penetration:**

Asia Pacific (1/2015)

<http://www.slideshare.net/wearesocialsg/digital-social-mobile-in-apac-in-2015> (slide 51)

North Africa/Middle East/Turkey (7/2014)

<http://www.slideshare.net/wearesocialsg/social-digital-mobile-in-the-middle-east-north-africa-turkey> (slide 9)

The Americas (6/2014)

<http://www.slideshare.net/wearesocialsg/social-digital-mobile-in-the-americas> (slide 14)

Europe (2/2014)

<http://www.slideshare.net/wearesocialsg/social-digital-mobile-in-europe> (slide 49)

Africa (only S. Africa and Nigeria, 1/2015)

<http://www.slideshare.net/wearesocialsg/digital-social-mobile-in-2015> (slide 27)

Africa (all countries, 12/2012)

<http://www.internetworldstats.com/africa.htm> (scroll down to find your country of interest)

Observations:

**Top Social Media Platforms:** #1 %

#2 %

#3 %

#4 %

#5 %

(Use the appropriate links from “Social Media Penetration”. No stats available for Africa except for Nigeria and South Africa)

Observations:

**Top Facebook Accounts:** #1

<http://www.socialbakers.com/statistics/facebook/pages/total> #2

#3

#4

#5

Observations:

**Top Twitter Accounts:** #1

<http://www.socialbakers.com/statistics/twitter/profiles/> #2

#3

#4

#5

Observations:

**Video**

**Video Sharing Sites Penetration:**

?

**Video Sharing Sites Penetration by Platform:**

Youtube

?

Other

?

**Top Video “Channels”:** #1

<http://www.socialbakers.com/statistics/youtube> #2

#3

#4

#5

Observations:

**Top Videos:**  #1

<http://whatwewatch.mediameter.org> #2

#3

#4

#5

Observations: