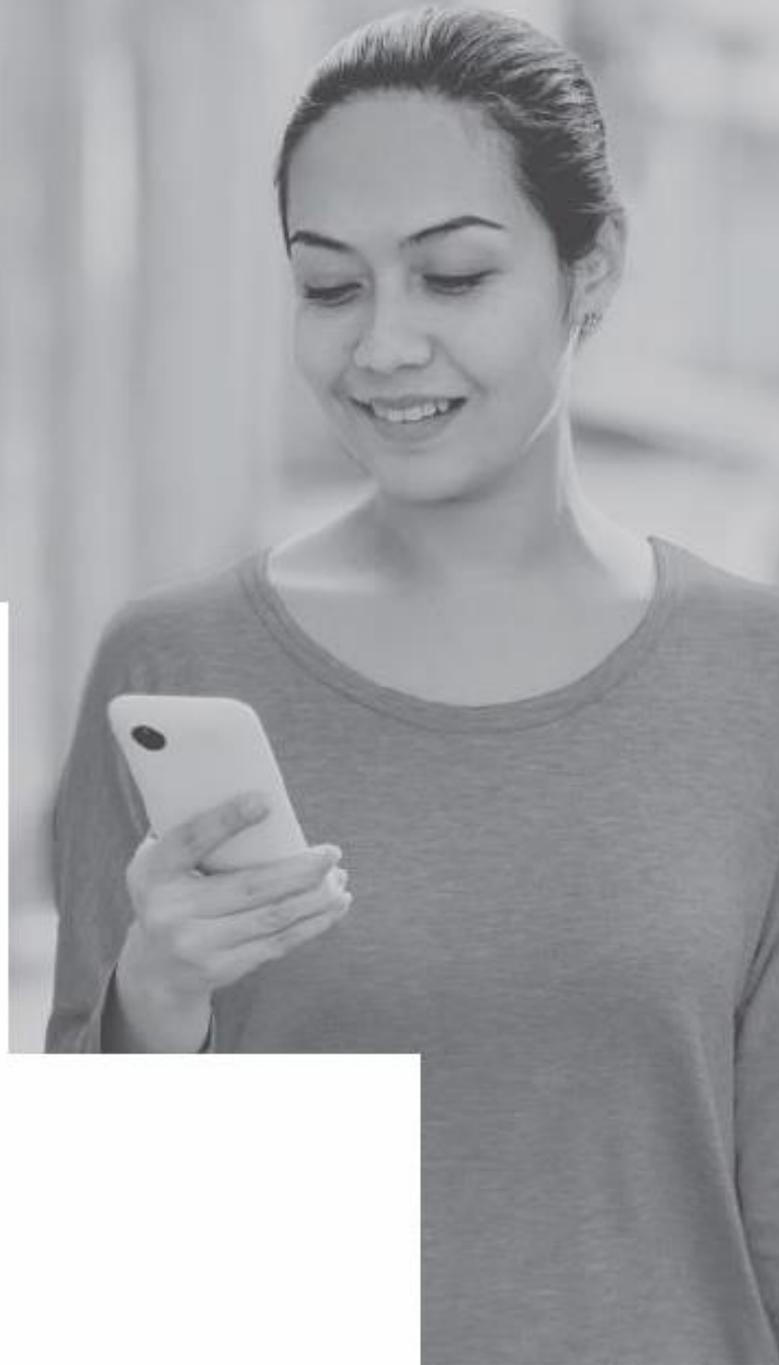


nielsen



# DIGITAL IN INDIA

## 2019 – ROUND 2 REPORT





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# INTERNET SIZE AND PENETRATION

India has 504 Mn active Internet users who are 5 years & above as of Nov' 19. With the growth of 12% over Mar' 19, 53 Mn new users added in Nov'19 compared to Mar'19.

Of the overall Internet population, 433 Mn are 12+ years old & 71 Mn are 5-11 years old<sup>1</sup> who access Internet on the devices of family members.

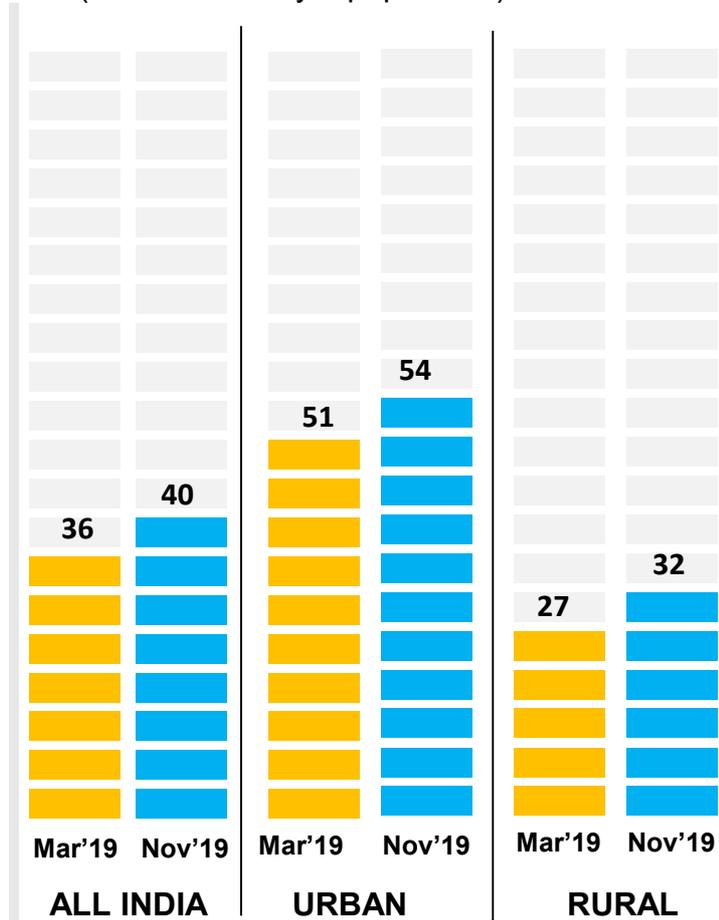
Even though the Internet penetration in urban is higher, Rural penetration is growing at faster rate at 18% in Nov'19 compared to Mar'19. As of Nov'19,

For the first time we see that with close to 227 Mn internet users in rural India, which is approximately 10% more than those in urban, the digital divide which existed between rural and urban India is no longer there.

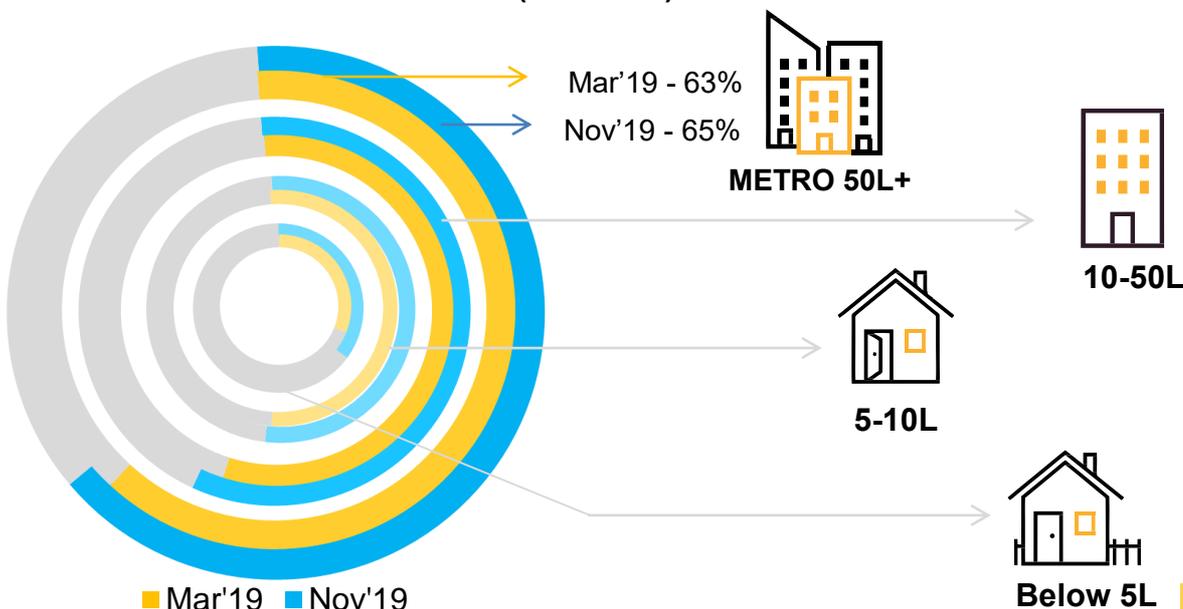
Even though the Internet users in rural are more than those in urban, there is immense headroom in rural for growth which will further contribute to an increase in the overall Internet population over the next few years.

Overall, there has been an increase in penetration of Internet users across town classes with top 8 metros having an Internet penetration of 65% as of Nov'19

Internet Penetration  
(as a % of 12+ yrs population)



## URBAN INTERNET PENETRATION (12+ YRS ) IN METRO 50L + TOWNS



ACTIVE INTERNET USERS REFER TO INDIVIDUALS WHO HAVE ACCESSES INTERNET IN LAST ONE MONTH  
SOURCE - IRS JAN'19-MAR'19 AND JAN'19-NOV'19 | SOURCE: NIELSEN ESTIMATES

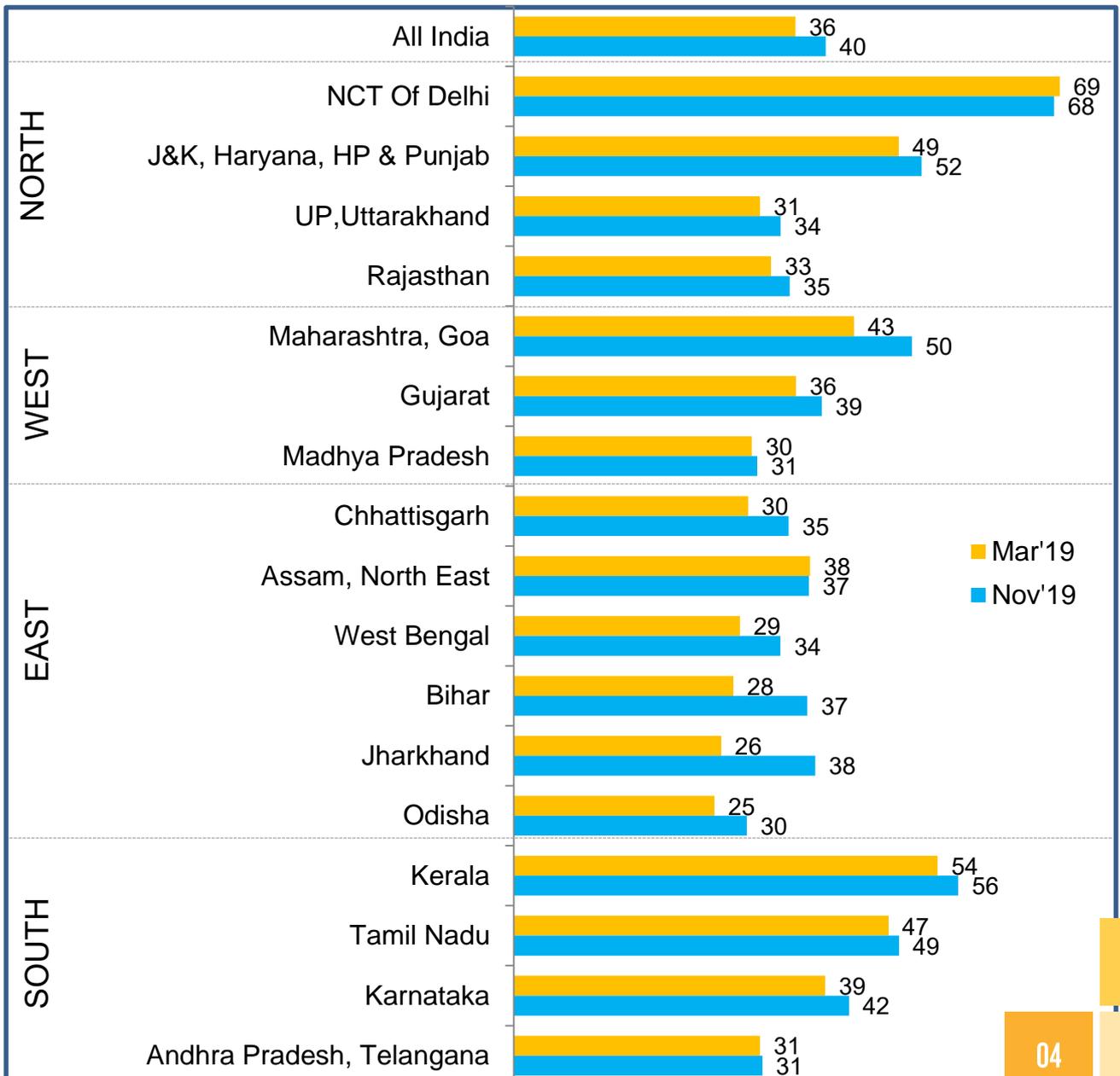
# INTERNET SIZE AND PENETRATION

At a state level, NCT of Delhi has registered the highest Internet penetration followed by Kerala, J&K, Haryana, Himachal Pradesh and Punjab.

Eastern states together seen 24% increase in the Internet population in Nov'19 compared to Mar'19. Jharkhand and Bihar witnessed 48% and 36% increase in internet population respectively, which is higher compared to any other Indian States.

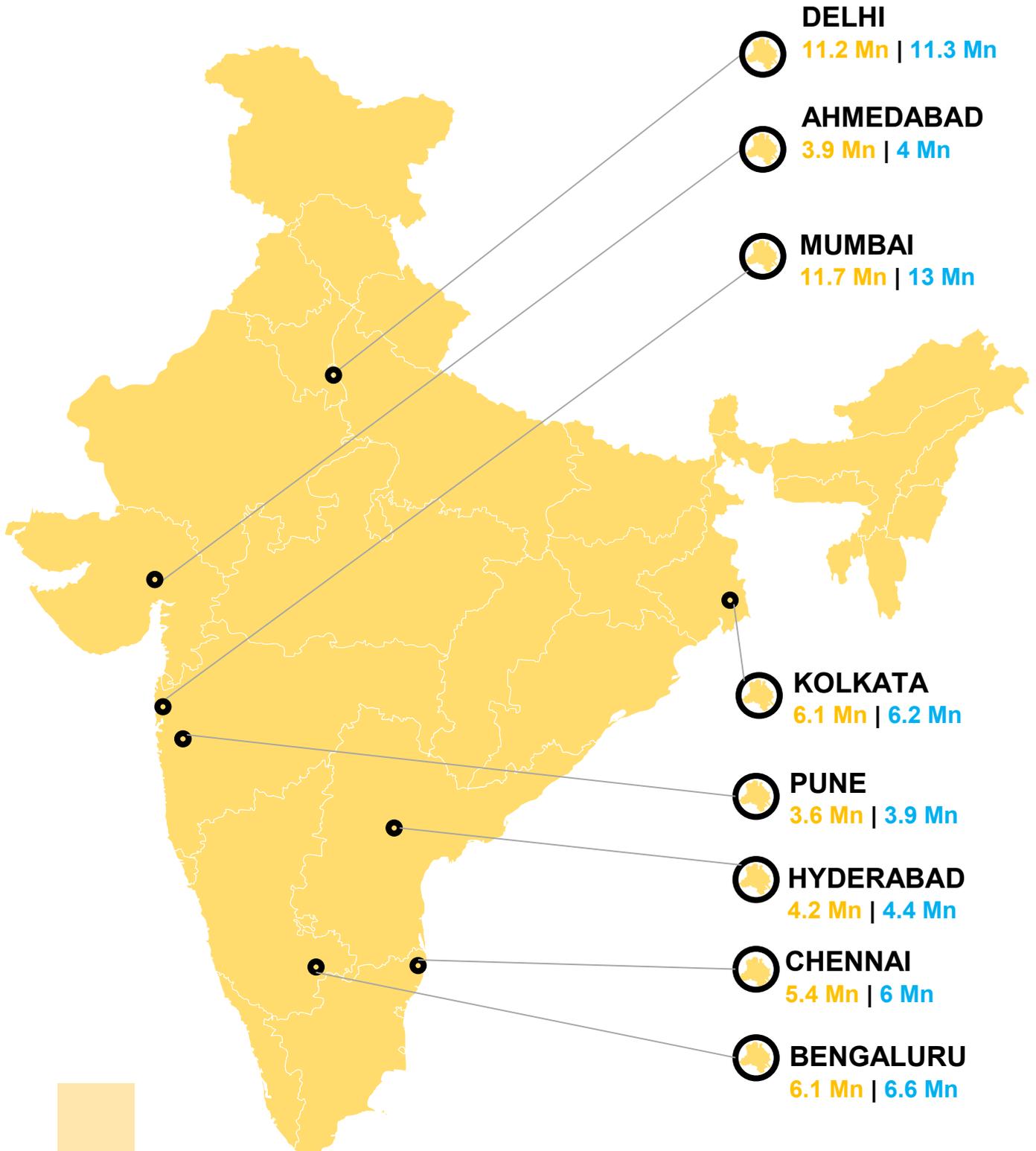
Within Metros, with a growth of 12%, Mumbai has the highest Internet population of 13Mn

## INTERNET PENETRATION BY STATES IN %



# INTERNET SIZE AND PENETRATION

Mar'19 | Nov'19



INTERNET USERS IN URBAN – METRO 50L+ TOWNS

INTERNET USERS IN THIS REPORT REFER TO INDIVIDUALS AGED 12 YRS AND ABOVE AND THOSE WHO HAVE ACCESSED INTERNET IN LAST ONE MONTH

SOURCE – IRS JAN'19-MAR'19 AND JAN'19-NOV'19

# PROFILE OF INTERNET USERS

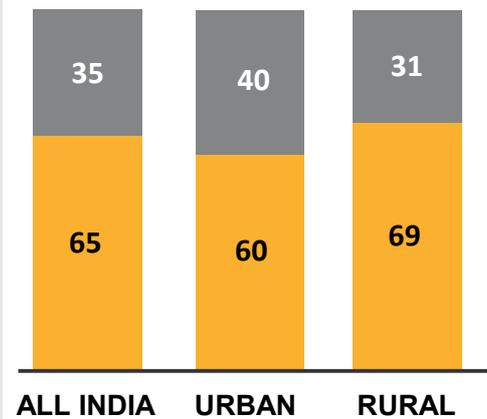
## THE GENDER DIVIDE

The internet population is growing and the growth rate is faster among Female. 26 Mn new Female Internet users added in Nov'19 which is 21% increase compared to that of 9% increase in Male.

While the proportion of Male internet users in Rural is more than double the Female internet users, we noticed Female internet population growing fast in Rural with 31% increase in internet population in Nov'19 compared to Mar'19.

The split of Male and Female is 58:42 in Metro 50L+.

## GENDER DISTRIBUTION IN %



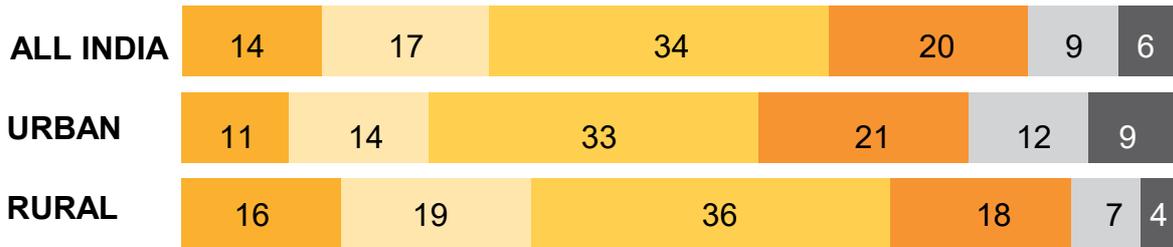
## DISTRIBUTION OF INTERNET USERS BY GENDER IN %

GENDER	MALE	FEMALE
METRO 50L+	58	42
AHMEDABAD	61	39
BENGALURU	60	40
CHENNAI	55	45
DELHI	58	42
HYDERABAD	60	40
KOLKATA	59	41
MUMBAI	57	43
PUNE	58	42

# PROFILE OF INTERNET USERS



## AGE DISTRIBUTION IN %



■ 12 to 15 YRS
 ■ 16 to 19 YRS
 ■ 20 to 29 YRS
 ■ 30 to 39 YRS
 ■ 40 to 49 YRS
 ■ 50+ YRS

### THE AGE SPREAD

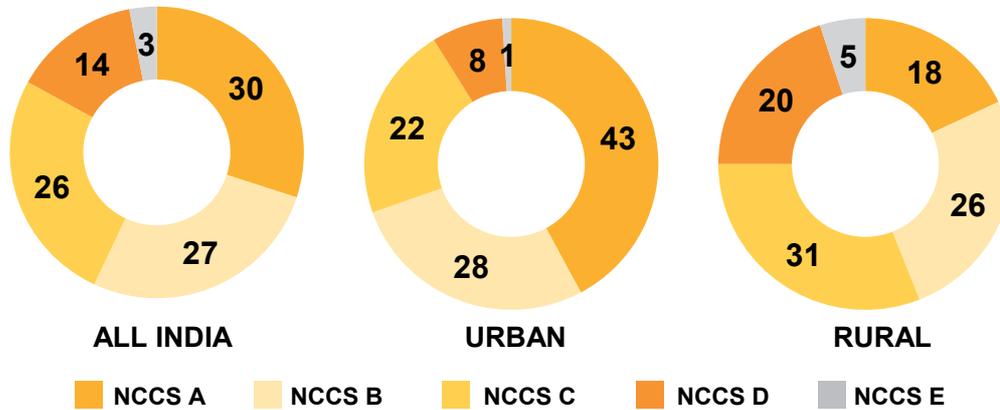
2/3rd of Internet users in India are in the age group of 12-29 yrs. and this age group corresponds to more than 70% of Internet users in Rural. The proportion of 12-29 years and 30 years+ is approximately 50:50 in Mumbai and Chennai

### DISTRIBUTION OF INTERNET USERS BY AGE IN %

AGE	12 to 15 YRS	16 to 19 YRS	20 to 29 YRS	30 to 39 YRS	40 to 49 YRS	50+ YRS
METRO 50L+	10	12	32	23	13	10
AHMEDABAD	11	13	32	23	13	9
BENGALURU	7	11	37	26	12	8
CHENNAI	9	11	31	24	13	11
DELHI	11	13	31	21	13	10
HYDERABAD	9	12	35	22	11	10
KOLKATA	11	14	32	22	13	9
MUMBAI	9	11	31	23	14	12
PUNE	9	11	35	23	12	10

# PROFILE OF INTERNET USERS

NCCS SPLIT IN %



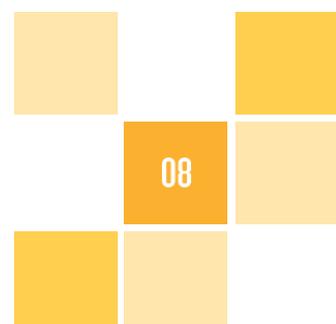
## THE PROFILE

Large variation is seen among Internet users in terms of their socio-economic class. 57% of users belong to NCCS AB which is skewed in urban. As we move to lower town classes, the proportion of NCCS AB also shrinks. Within 50L+ towns, Chennai, Delhi and Bengaluru have a higher proportion of NCCS AB households. However, Kolkata has a higher proportion of NCCS CDE households as compared to other 50L+ towns.

Close to 30Mn new Internet users have come in among NCCS C/DE since Mar'19 of which 23Mn users are from Rural.

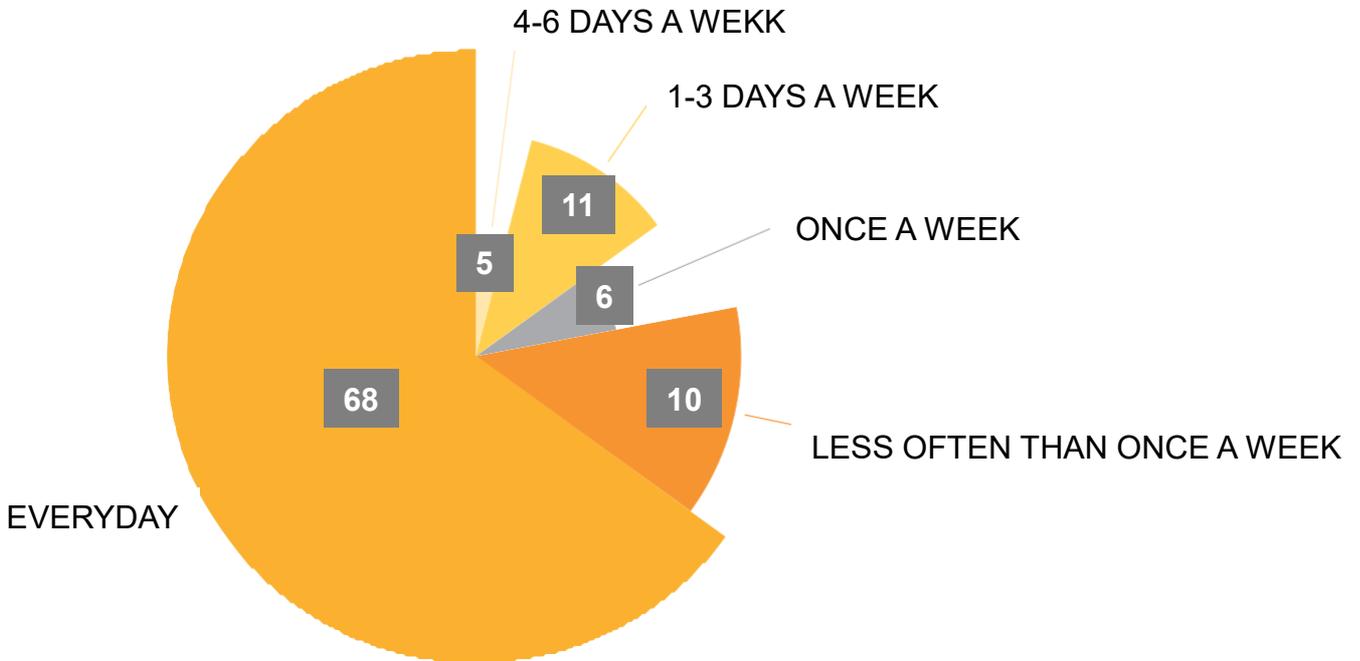
## DISTRIBUTION OF INTERNET USERS BY NCCS IN %

NCCS	NCCS A/B	NCCS C/D/E
METRO 50L+	76	24
AHMEDABAD	75	25
BENGALURU	80	20
CHENNAI	84	16
DELHI	83	17
HYDERABAD	74	26
KOLKATA	59	41
MUMBAI	74	26
PUNE	77	23



# FREQUENCY OF ACCESSING INTERNET

ALL INDIA FREQUENCY OF USAGE IN %



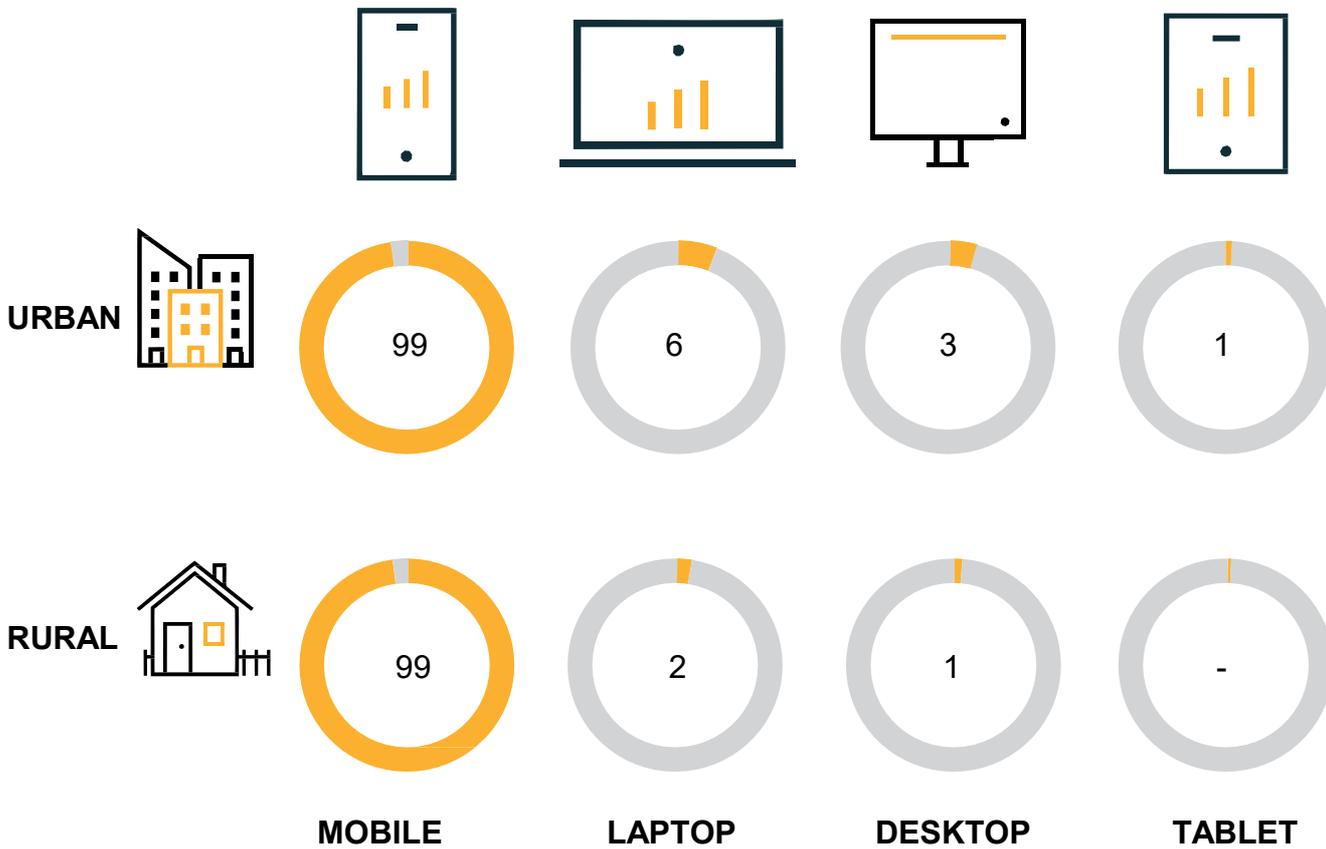
Nearly 70% of the Internet population in India are daily users. 9 out of 10 Internet users in urban access Internet at least once a week.

In Rural, we see an addition of 30 Mn new users who access internet daily compared to Mar'19.

FREQUENCY OF USAGE IN %

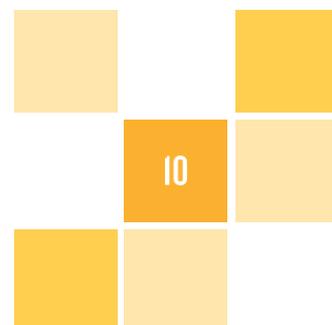


# DEVICE USED TO ACCESS INTERNET

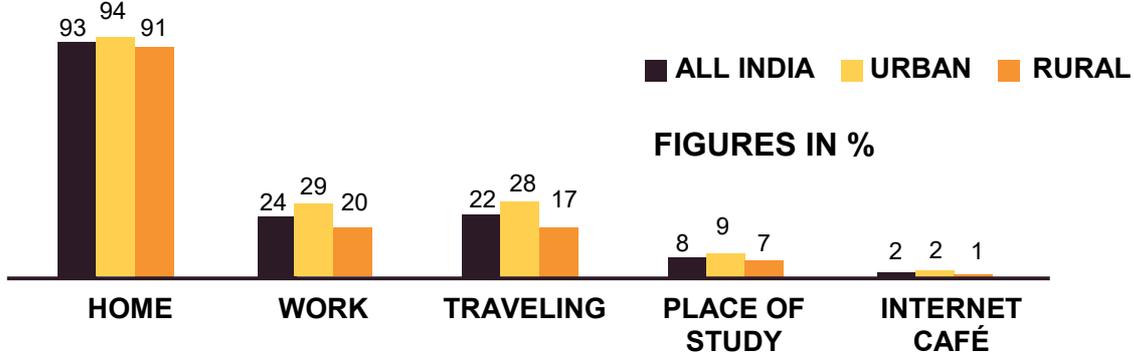


FIGURES IN %

Mobile remains the device of choice for accessing internet in both urban and rural. Given the affordability of mobile devices along with the availability of cheaper data plans, accessing Internet through a mobile device has clearly become the first choice.



# POINT OF INTERNET ACCESS



More than 90% access Internet at home. Internet consumption while travelling is more prominent in Metro 50L+ towns as every 4 out of 10 Internet users access internet while on the move.

Challenges such as connectivity, quality of service and affordability of mobile internet still persist in Rural India, which makes it very difficult to access Internet while travelling for Rural internet users.

Among Metro 50L+ towns, more than half of Internet users in Mumbai, access Internet while traveling, which is by far the highest as compared to any other 50L+ towns.

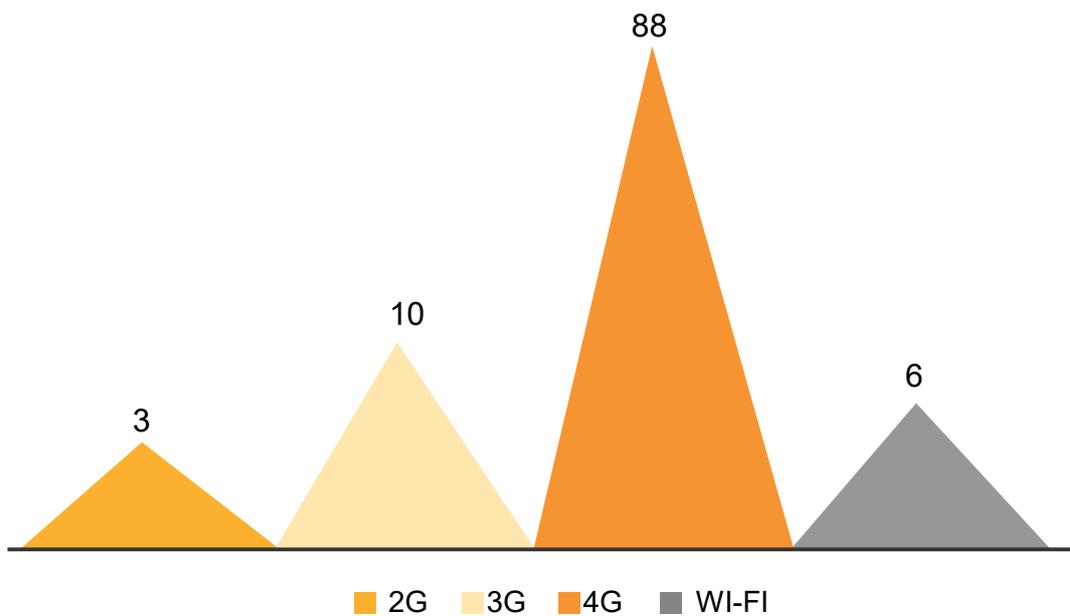
## DISTRIBUTION OF INTERNET USERS BY PLACE OF INTERNET ACCESS IN %

PLACE	HOME	WORK	TRAVELING	PLACE OF STUDY	INTERNET CAFÉ
METRO 50L+	94	35	40	12	3
AHMEDABAD	97	34	38	7	3
BENGALURU	89	31	31	17	2
CHENNAI	94	34	38	12	7
DELHI	97	34	42	15	2
HYDERABAD	97	33	32	12	8
KOLKATA	92	30	30	9	3
MUMBAI	94	38	51	10	2
PUNE	96	41	40	10	4



# CONNECTION TYPE - MOBILE

ALL INDIA



FIGURES IN %

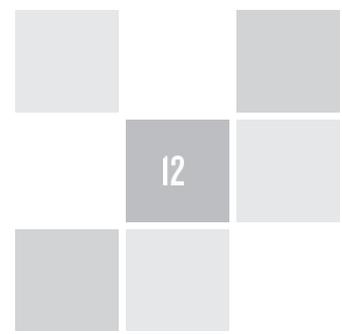
## DATA CONSUMPTION ON MOBILE DEVICE

The bulk of the internet traffic is routed via mobile data packages. With cheaper availability of data plans across operators now, fourth generation of mobile telephony or 4G has become the most preferred choice of Internet connectivity.

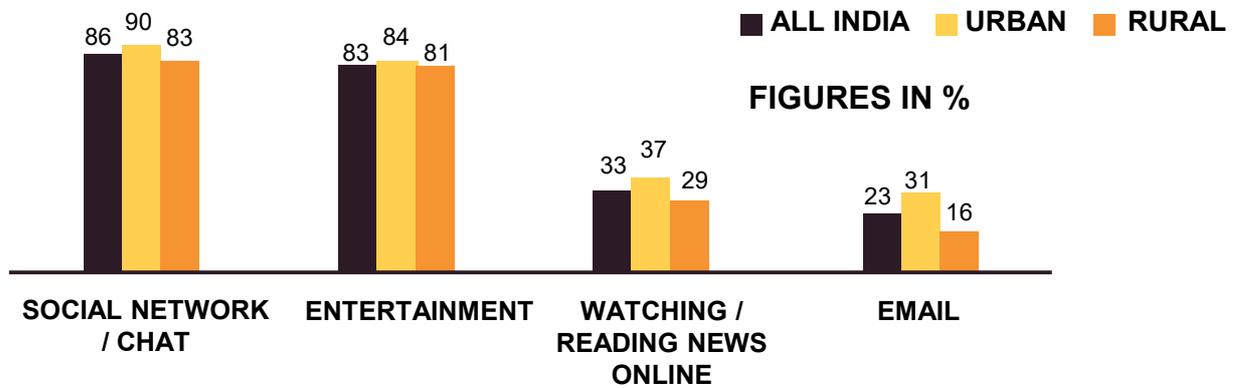
Increasing consumption of Internet On the Go and advent of network providers with cheaper data plans and plethora of content provided by OTT players, 4G is the most opted connection type in both urban and rural. While 2G and 3G shrinking and internet users are moving towards 4G, adaption of 5G will be critical for internet penetration in India.

### CONNECTION TYPE IN %

CONNECTION TYPE	URBAN	RURAL
2G	3	4
3G	10	10
4G	88	88
WI-FI	9	2



## ACTIVITIES DONE ON THE INTERNET



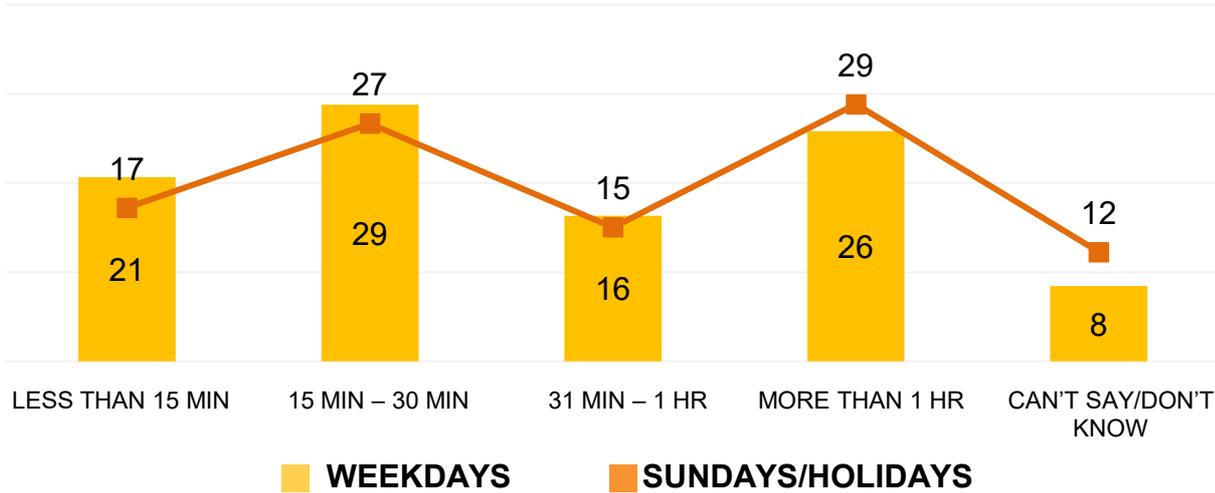
Social Networking / Chatting is the top most activity done on internet with 9 out of 10 individuals using Internet for Social networking / Chatting closely followed by Entertainment in terms of Watching and Downloading of Music, Movies and Videos. 1 out of 3 use internet to Watch/Read News Online and close to a fourth use it for Email.

In Metro 50L+ towns, usage of Email and accessing News online is more prevalent with more than 40% Internet users accessing it.

### ACTIVITIES DONE ON THE INTERNET IN %

ACTIVITIES	SOCIAL NETWORK / CHAT	ENTERTAINMENT	WATCHING / READING NEWS ONLINE	EMAIL
METRO 50L+	92	88	42	42
AHMEDABAD	90	88	28	40
BENGALURU	91	90	47	47
CHENNAI	90	86	45	46
DELHI	93	89	42	41
HYDERABAD	90	88	32	44
KOLKATA	90	85	34	30
MUMBAI	93	88	48	42
PUNE	95	89	50	41

# TIME SPENT ON INTERNET



### TIME SPENT IN %

Close to 1/3<sup>rd</sup> of users access Internet for 'More than one hour' during Sundays/Holidays versus a normal working day.

The time spent on the internet continues to be higher in Urban India compared to Rural India, which is even more higher when looked at Metro 50L+ towns.

### TIME SPENT IN %

TIME SPENT	URBAN		RURAL	
	WEEKDAYS	SUNDAYS/HOLIDAYS	WEEKDAYS	SUNDAYS/HOLIDAYS
LESS THAN 15 MIN	17	14	24	20
15 MIN – 30 MIN	28	25	30	28
31 MIN – 1 HR	17	15	16	15
MORE THAN 1 HR	31	35	21	24
CAN'T SAY/DON'T KNOW	8	11	9	13



## SUMMARY

In India there are 433Mn active Internet users at present who are 12 yrs. & above and 71Mn active Internet users between 5-11 yrs.

For the first time we see that the digital divide which existed between rural and urban India is no longer present. The number of internet users in Rural India is approximately 10% more than those in urban.

Even with the strong growth of 18% in rural market, still there is a enough headroom for growth as close to 70% of rural population does not access Internet.

With activities like Social networking / Chatting and entertainment contributing to most of the usage in rural market, the next wave of growth would be seen in activities like watching / reading news online and Email in the rural market as the users become more evolved in the rural market.

Eastern states growing at faster rate with 24% increase in the internet user base. Bihar and Jharkhand witnessed highest growth in internet penetration compared to any other Indian State.

Proportion of Female internet users increased by 2%, and the change in proportion is seen in both Urban and Rural markets. Increase in internet population among 30+ years which is mainly coming from Rural markets .

In terms of NCCS distribution, the largest internet population are coming from NCCS AB households, however, there has been 19% increase in the internet population from NCCS CDE households majorly coming from rural markets.

With the advent of cheaper smartphones and a reduction in data plans across operators, 4G has become the most preferred choice of Internet connectivity with more and more people accessing and sharing information On the Go, adaption of 5G will be critical for internet penetration in India.



## METHODOLOGY, COVERAGE & TARGET GROUP

This report is powered by Indian Readership Survey (IRS) 2019

Built on Large Scale representative sample, IRS is world's largest face to face media survey, conducted regularly across India.

IRS is a probability based random survey which follows multi stage stratified random sampling. Each reporting unit meets reporting standard designed to minimize the margin of error, thus ensuring highest level of accuracy in data.

Sample coverage is pan India – which includes all state and town/village class:  
All 5 lakh+ population towns are covered every quarter (95 Towns)  
<5L towns and Villages selected randomly. More than 525 towns and 1200 villages have been covered in 2019 Q1: Jan'19 – Mar'19 (referred as Mar'19 in this report). 1371 towns and 3628 villages have been covered in 2019 Q1 to Q3: Jan'19 – Nov'19 (referred as Nov'19 in this report)

IRS is conducted face-to-face at respondent's household using CAPI (Computer Aided Personal Interview) methodology, covering households across all socio-economic classes

Multiple media consumption behaviour, including internet, is captured from a randomly selected 12 years+ family member.

5-11 year old internet using population is estimated through elders internet usage and their device sharing behaviour with children

Highest fieldwork quality checks are followed, which are best in industry. Data is reviewed and validated by industry stakeholders before release to ensure highest quality of data delivered to users.



## ABOUT IAMAI

The Internet and Mobile Association of India (IAMAI) is a young and vibrant association representing the entire gamut of digital business in India. It was established in 2004 and in the last 16 years it has effectively addressed the challenges faced by the digital and online Industry, including mobile content and services, online publishing, mobile advertising ecommerce and mobile and digital payment among others.

Sixteen years after its establishment, the association is still the only professional body representing the online industry. The association is registered under the Societies Act and is a recognised charity in Maharashtra. With a membership of nearly 300 Indian and overseas companies, and with offices in Mumbai, Delhi, Bengaluru and Kolkata, the association is well placed to work towards charting a growth path for the digital Industry in India.

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## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).

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