KEYRUS

LES TENDANCES DES RÉSEAUX SOCIAUX & D'INTERNET EN 2019

L'ASCENSION CONTINUE !

DANS LE MONDE EN 2018

SUR TERRE

51% SONT DES INTERNAUTES

VS

46% EN 2017

40% UTILISENT LES RÉSEAUX SOCIAUX

VS

31% EN 2017

9 UTILISATEURS SUR 10 accèdent aux réseaux sociaux depuis un mobile

TOP 10 DES RÉSEAUX SOCIAUX
NOMBRE D'UTILISATEURS PAR MOIS

1.	FACEBOOK	2 234 000 000	+12 %
2.	YOUTUBE	1 900 000 000	+26 %
3.	WHATSAPP	1 500 000 000	+15 %
4.	MESSENGER	1 300 000 000	+ 0 %
5.	WECHAT	1 038 000 000	+ 9 %
6.	INSTAGRAM	1 000 000 000	+25 %
7.	QQ	803 000 000	- 6 %
8.	QZONE	548 000 000	- 14 %
9.	TIKTOK	500 000 000	+ 150 %
10.	SINA WEIBO	431 000 000	+ 37 %

EN FRANCE EN 2018

LES MOTEURS DE RECHERCHE

Google 93,8%
Bing 3,2%
Yahoo! 1,8%
Ecosia 0,6%
DuckDuckGo 0,3%
Autres 0,3%

TRAFIC INTERNET

Ordinateurs fixes & portables 59% - 16% VS 2017
Téléphones mobiles 34% + 49% VS 2017
Tablettes 7% - 12% VS 2017

Google ultra leader dans le monde sauf :

EN RUSSIE
52% Google
43% yandex

EN CHINE
80% Baidu 百度
25% Google

LA VIDÉO
LE CHOUCHOU QUI CONTINUE DE SÉDUIRE

Instagram FULGURANT !

+80% DE TEMPS DE VISIONNAGE EN 2018 VS 2017

95M DE PHOTOS & VIDÉOS POSTÉES CHAQUE JOUR

Lancement du format IGTV (durée jusqu'à 1h)

facebook SE RENFORCE !

portal Lancement de Portal & Portal+

150M D'UTILISATEURS QUOTIDIENS DE STORIES FACEBOOK

+100M D'HEURES DE VIDÉOS VISIONNÉES CHAQUE JOUR

YouTube CHANGE NOS HABITUDES

Télévision traditionnelle

Vidéo à la demande

1,9MD d'utilisateurs actifs par mois en 2018 VS 1,3M en 2017

+1MD

+1H A REGARDER YOUTUBE sur mobile chaque jour

Snapchat EN PERTE DE VITESSE.

NOMBRE D'UTILISATEURS ACTIFS CHAQUE JOUR PAR TRIMESTRE EN BAISSE

T1	T2	T3
191M	186M	188M

ATTENTE 3e TRIMESTRE 2018

7M de nouveaux utilisateurs attendus

4M en retard

Novembre 2018 lancement de « Shows »

Renfort dans le contenu vidéo : création de 12 séries originales en 2019

LES SVOD* EN PLEIN ESSOR EN FRANCE !

CHIFFRES DE 2017

65 SERVICES[1] DE SVOD

3/4 DES UTILISATEURS regardent une série en SVOD au moins une fois par semaine

249M€ X3 EN 5 ANS

2 POIDS LOURDS

1 NETFLIX

2 CANALPLAY

LE SOCIAL E-COMMERCE CHANGE LA DONNE

CHIFFRES 2018

95% DES 18 - 34 ANS suivent une marque sur les réseaux sociaux

88% DES INDIVIDUS consultent les avis clients avant de réaliser un achat

21% DES TRANSACTIONS ont été faites sur un terminal mobile

LE POUVOIR DE SÉDUCTION DES INFLUENCEURS

+50% des 18-24 ans ont découvert un produit grâce à un influenceur

25% des Français ont déjà découvert un nouveau produit via un influenceur

40% font « confiance aux influenceurs qu'à la publicité

TYPES D'INFLUENCEURS

Les nano-influenceurs 10 000 abonnés

Les micro-influenceurs 10K-100K abonnés

Les macro-influenceurs 100K - 1M abonnés

Les méga-influenceurs à célébrités + 1M abonnés

74% DES INFLUENCEURS sont entre 1 000 et 50 000 abonnés

Moyenne des sollicitations par les marques = 1 à 3 fois par semaine pour les influenceurs français

LA RECHERCHE VOCALE PREND SON ENVOL AVEC L'ARRIVÉE DU V-COMMERCE

1MD de recherches vocales effectuées en janvier 2018

42% DES UTILISATEURS de Google utilisent la recherche vocale chaque jour contre 25% il y a 4 ans

LES UTILISATEURS DE LA RECHERCHE VOCALE

51% des 18 - 24 ans
38% des 35 - 54 ans
27% des 55 – 64 ans
15% des 65 ans et +

LE VOCAL COMMERCE DEVIENT LE 6e CANAL DE VENTE

29% des utilisateurs d'enceintes intelligentes ont recherché un objet qu'ils souhaitaient acheter

ÉMERGENCE DU V-COMMERCE

2017 2MD€

2022 40MD€

X20

LE MARCHÉ DES ENCEINTES CONNECTÉES ÉBULLITION

LE PARC INSTALLÉ DANS LE MONDE EST D'ENVIRON 100 MILLIONS D'UNITÉS À FIN 2018

...POUR ATTEINDRE 225 MILLIONS EN 2020

42% DES PROPRIÉTAIRES disent que leurs enceintes connectées sont maintenant essentielles à leur vie

PARTS DE MARCHÉ À TRAVERS LE MONDE EN 2018

+50% ECHO amazon

30% GOOGLE HOME

4% HOMEPOD Apple

MARCHÉ PAR PAYS

1. ÉTATS-UNIS 64%
2. CHINE 10%
3. ROYAUME-UNI 8%
4. ALLEMAGNE 6%
5. CORÉE DU SUD 3%

FAKE NEWS AKA INFOX

DÉCRÉDIBILISER UNE MARQUE, UNE INSTITUTION POUR RUINER SA RÉPUTATION

FAKE

3 FRANÇAIS SUR 4 sont exposés aux fake news

71% des Français estiment que le sujet des «fake news» est important

6 FRANÇAIS SUR 10 déclarent qu'il vaut grave de partager une information qu'ils trouvent intéressante sur les réseaux sociaux

83% des moins de 35 ans utilisent internet comme principale source d'information

2019 régulation prévue pour contrer ce phénomène

SOURCES

* Les statistiques de Wavestore sont pour deux vidéos, elles ne tiennent compte ni des vues ni des visionnages
[1] Source Statista : Video on Demand
* SVOD : Service de vidéo à la demande : Le SVOD (ou vidéo à la demande de rattrapage et d'accès continu de vidéos à la demande, en service de catalogue) fait partie du sous-ensemble de la TVP (ou télévision payante) et plus précisément, pour vidéos.

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