

Measuring the world's digital natives



MEASURING THE INFORMATION SOCIETY

MIS2013

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Measuring the world's digital natives is key to understanding the role young people play in driving the information society. The report presents for the first time global figures quantifying this group of young people born during the digital age and growing up using ICTs. Data on the number and percentage of digital natives are provided for 180 countries.

who are the digital natives?

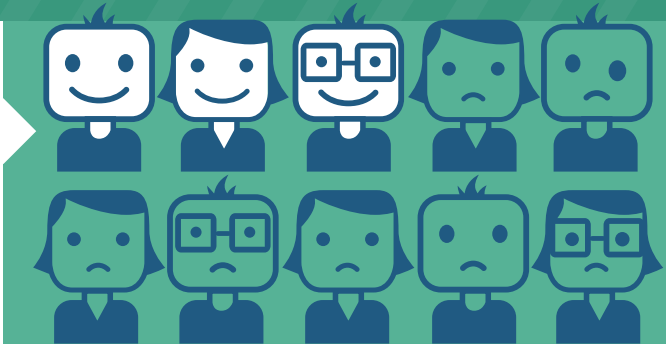
*Young and connected:
15-24 year olds with 5 or more
years of online experience*

OUT OF
A WORLD
POPULATION
OF

7
BILLION

363
MILLION
ARE DIGITAL
NATIVES

30%
OF THE WORLD'S YOUTH
HAVE BEEN ONLINE FOR
AT LEAST FIVE YEARS



...WHICH
CORRESPONDS
TO ONLY

5.2% OF THE WORLD
POPULATION



digital natives top ten

Top 10 countries with the largest number/percentage of digital natives

FIRST vs LAST

ICELAND

TIMOR-LESTE

DIGITAL NATIVES RANKING

#1



#180

DIGITAL NATIVES AS % OF TOTAL POPULATION

13.9

0.1

LARGEST NUMBER OF DIGITAL NATIVES (DN)



1 CHINA
75 MILLION



2 USA
41 MILLION



3 INDIA
23 MILLION



4 BRAZIL
20 MILLION



5 JAPAN
12 MILLION



6 MEXICO
9.1 MILLION



7 RUSSIA
9.0 MILLION



8 GERMANY
8.3 MILLION



9 VIET NAM
7.5 MILLION



10 UK
7.0 MILLION

DN AS A % OF TOTAL POPULATION



1 ICELAND
13.9%



2 NEW ZEALAND
13.6%



3 KOREA REP.
13.5%



4 MALAYSIA
13.4%



5 LITHUANIA
13.2%



6 USA
13.1%



7 BARBADOS
13.1%



8 SLOVAKIA
12.7%



9 LATVIA
12.3%



10 DENMARK
12.3%

DN AS A % OF YOUTH POPULATION



1 KOREA REP.
99.6%



2 JAPAN
99.5%



3 NETHERLANDS
98.4%



4 FINLAND
98.3%



5 LATVIA
97.0%



6 DENMARK
96.9%



7 ESTONIA
96.0%



8 ICELAND
95.9%



9 USA
95.6%



10 NEW ZEALAND
94.8%

young and connected

Youth are more connected, especially in developing countries

RATIO OF YOUTH (15-24) INTERNET USAGE TO OVERALL INTERNET USAGE

THE AMERICAS

1.8

EUROPE

1.3

CIS

1.8

ARAB STATES

1.8

AFRICA

2.3

ASIA & PACIFIC

1.9

DEVELOPING

2.0

DEVELOPED

1.3

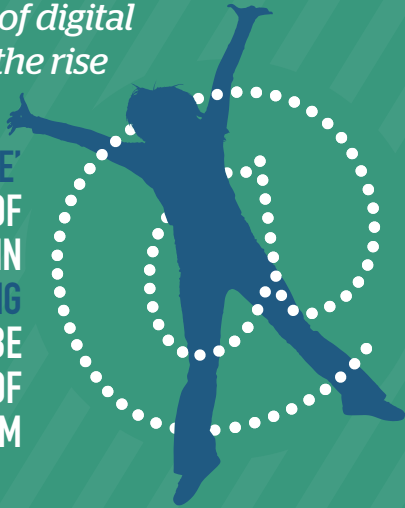
WORLD

1.8

future trends

The number of digital natives is on the rise

THE 'YOUTH BULGE' (LARGE NUMBER OF YOUNG PEOPLE) IN DEVELOPING COUNTRIES WILL BE A KEY DRIVER OF DIGITAL NATIVISM



14.7%

OVER THE LAST FIVE YEARS THE PERCENTAGE OF INTERNET USERS HAS DOUBLED

30.7%

TRENDS IN THE DEVELOPING WORLD



TODAY, GLOBALLY, 56% OF YOUNG INTERNET USERS ARE DIGITAL NATIVES

56%

IN DEVELOPING COUNTRIES, LESS THAN ONE IN TWO YOUNG INTERNET USERS ARE DIGITAL NATIVES...

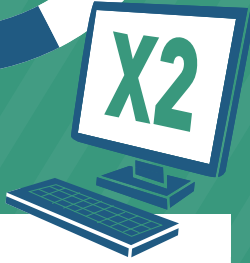
47%

COMPARED TO 86% IN DEVELOPED COUNTRIES

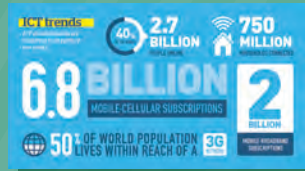
86%



OVER THE NEXT FIVE YEARS THE NUMBER OF DIGITAL NATIVES WILL MORE THAN DOUBLE



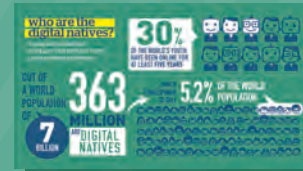
MIS 2013 REPORT INFOGRAPHICS:



ICT DEVELOPMENT INDEX (IDI)



MEASURING THE COST AND AFFORDABILITY OF BROADBAND



MEASURING THE WORLD'S DIGITAL NATIVES



DIGITAL TV BROADCASTING TRENDS

ITU: The source for global ICT statistics



www.itu.int/go/mis2013