

Republika

Worldwide Digital Solutions

Digital Trends in 2014

20 December 2013

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Digital has been more and more ingrained in the lives of the Filipinos

The Philippines ranks within the Top 20 ASEAN brands with SMART, Starbucks Philippines and Sunsilk making it to the 10th, 14th and 19th place respectively.



:: Digital Landscape Statistics

Philippine Statistics

- Population: 94,013,200
37% Rural; 63% Urban
- Internet Users: 29,700,000
32% Internet Penetration
- Top Social Networks: 26,752,000 Users
28% Social Network Penetration
- Mobile Subscribers: 88,119,840
94% Mobile Penetration
- Average Web User: 23 years old

Philippine Statistics

- 24% of Filipino Internet Users use a Mobile Device to access the web
- 47% of Filipino netizens watch TV content and Movies via the Internet
- 51% of Filipinos have an active YouTube profile
- 55% play online games
- 68% of Filipinos listen to music online
- 95% use photo sharing sites
- 95% visit social media sites

Web

Better and more hardworking websites will be developed in order to improve the consumer experience of users in searching info for products/ services.

More web apps will be developed to assist users on concerns and needs.



Mobile

Mobile will also play a big role in Digital in 2014 with almost every Filipino already owning mobile or tablet device.

Mobile Apps usage will increase as telcos also launch promos for data plans usage.

Pasahero


By ABS-CBN Corporation

Open iTunes to buy and download apps.



Description

PASAHERO: A Passenger Safety App. This mobile app safeguards the user (passenger) by broadcasting trip details to social media and, through the panic button, sending emergency notifications and location to the user's trusted circle and to relevant agencies for assistance.

 **GRABTAXI** Manila

The Fastest & Safest Taxi Booking App



EASY  TAXI

Your Taxi in
one click!



Social Media Sites

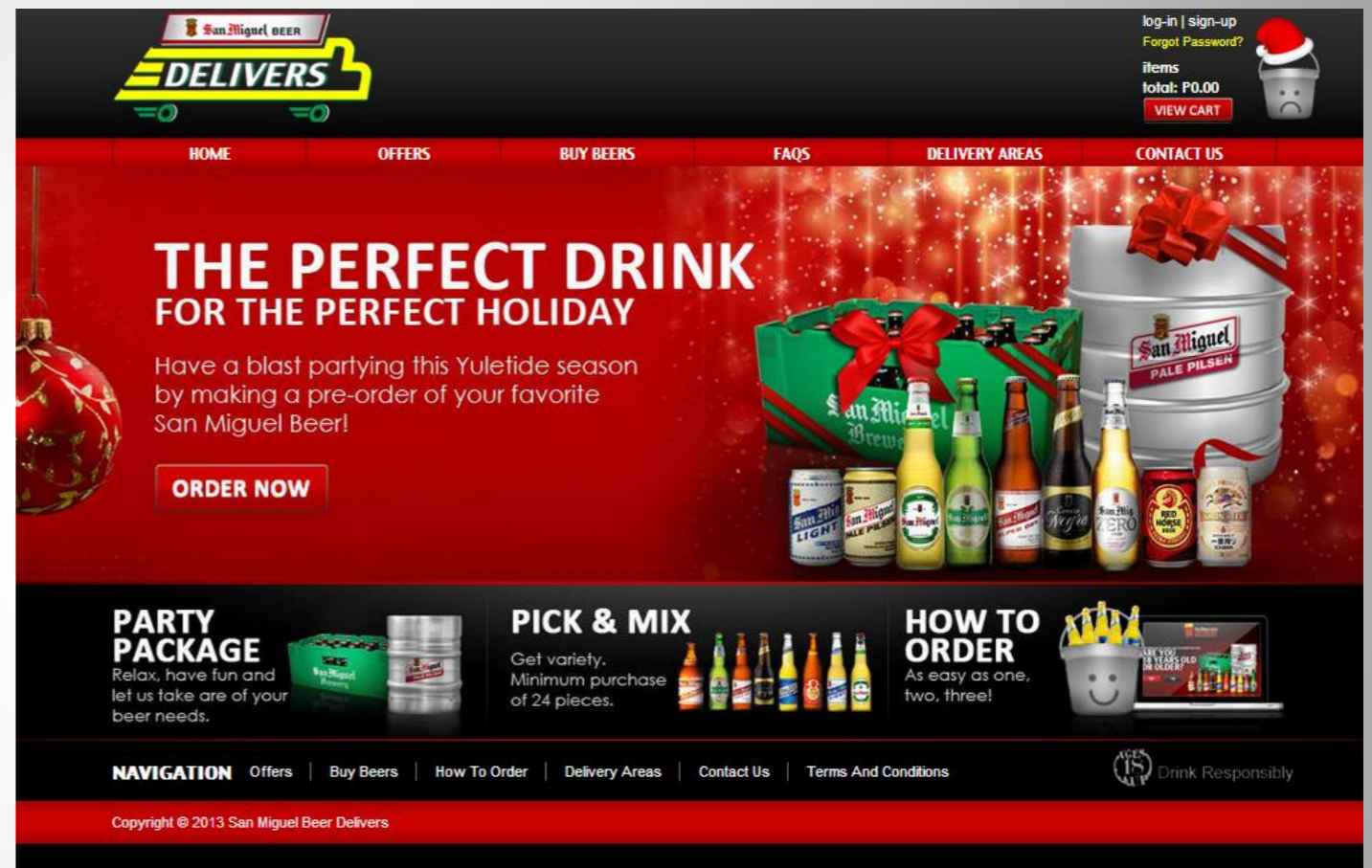
Social Networking Sites have become one of the **most popular online activities** in the Philippines today.

Brands will use SMM to be more relevant in engaging with the consumers.



E-Commerce

As the consumers get more comfortable in doing online purchase transactions via Group Buying Sites, more e-commerce sites will be developed to generate sales.



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Thank You and
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