

# Digitalna Politička kampanja

JAN  
2023

# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



GLOBAL OVERVIEW

TOTAL  
POPULATION



we  
are  
social

8.01  
BILLION

URBANISATION

57.2%

UNIQUE MOBILE  
PHONE USERS



Meltwater

5.44  
BILLION

vs. POPULATION

68.0%

INTERNET  
USERS



KEPIOS

5.16  
BILLION

vs. POPULATION

64.4%

ACTIVE SOCIAL  
MEDIA USERS



4.76  
BILLION

vs. POPULATION

59.4%

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# DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



GLOBAL OVERVIEW

ANY KIND OF  
MOBILE PHONE



we are social  
GWI.

**96.2%**

YEAR-ON-YEAR CHANGE  
**-0.4% (-40 BPS)**

SMART  
PHONE



we are social  
GWI.

**95.9%**

YEAR-ON-YEAR CHANGE  
**-0.3% (-30 BPS)**

FEATURE  
PHONE



we are social  
GWI.

**7.9%**

YEAR-ON-YEAR CHANGE  
**-10.2% (-90 BPS)**

LAPTOP OR  
DESKTOP COMPUTER



**58.0%**

YEAR-ON-YEAR CHANGE  
**-8.1% (-510 BPS)**

TABLET  
DEVICE



**33.7%**

YEAR-ON-YEAR CHANGE  
**-3.2% (-110 BPS)**

GAMES  
CONSOLE



Meltwater  
GWI.

**20.3%**

YEAR-ON-YEAR CHANGE  
**[UNCHANGED]**

SMART WATCH OR  
SMART WRISTBAND



we are social  
GWI.

**29.9%**

YEAR-ON-YEAR CHANGE  
**+9.1% (+250 BPS)**

TV STREAMING  
DEVICE



KEPIOS  
GWI.

**16.5%**

YEAR-ON-YEAR CHANGE  
**+6.5% (+100 BPS)**

SMART HOME  
DEVICE



we are social  
GWI.

**16.4%**

YEAR-ON-YEAR CHANGE  
**+16.3% (+230 BPS)**

VIRTUAL REALITY  
DEVICE



**5.6%**

YEAR-ON-YEAR CHANGE  
**+16.7% (+80 BPS)**

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# DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



TIME SPENT USING  
THE INTERNET



GWI.

**6H 37M**

YEAR-ON-YEAR CHANGE  
**-4.8% (-20 MINS)**

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



Meltwater

**3H 23M**

YEAR-ON-YEAR CHANGE  
**+1.5% (+3 MINS)**

TIME SPENT USING  
SOCIAL MEDIA



GWI.

**2H 31M**

YEAR-ON-YEAR CHANGE  
**+2.0% (+3 MINS)**

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



**2H 10M**

YEAR-ON-YEAR CHANGE  
**+7.4% (+9 MINS)**

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



we  
are  
social

**1H 38M**

YEAR-ON-YEAR CHANGE  
**+5.4% (+5 MINS)**

TIME SPENT LISTENING  
TO BROADCAST RADIO



GWI.

**0H 59M**

YEAR-ON-YEAR CHANGE  
**-3.3% (-2 MINS)**

TIME SPENT LISTENING  
TO PODCASTS



KEPIOS

**1H 02M**

YEAR-ON-YEAR CHANGE  
**+12.7% (+7 MINS)**

TIME SPENT USING  
A GAMES CONSOLE



**1H 14M**

YEAR-ON-YEAR CHANGE  
**+2.8% (+2 MINS)**

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# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



GLOBAL OVERVIEW

TOTAL  
INTERNET  
USERS



5.16

BILLION



INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



64.4%

YOY: +1.1% (+70 BPS)



YEAR-ON-YEAR CHANGE  
IN THE TOTAL NUMBER  
OF INTERNET USERS



+1.9%

+98 MILLION



PERCENTAGE OF THE  
TOTAL FEMALE POPULATION  
THAT USES THE INTERNET



61.6%

YOY: +1.4% (+87 BPS)



PERCENTAGE OF THE  
TOTAL MALE POPULATION  
THAT USES THE INTERNET



67.2%

YOY: +0.8% (+53 BPS)

AVERAGE DAILY TIME  
SPENT USING THE INTERNET  
BY EACH INTERNET USER



6H 37M

YOY: -4.8% (-20M)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE DEVICES



92.3%

YOY: +0.2% (+20 BPS)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA COMPUTERS AND TABLETS



65.6%

YOY: -7.9% (-560 BPS)



PERCENTAGE OF THE  
TOTAL URBAN POPULATION  
THAT USES THE INTERNET



78.3%



PERCENTAGE OF THE  
TOTAL RURAL POPULATION  
THAT USES THE INTERNET



45.8%

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMAI; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES IN THE BOTTOM ROWS OF DATA SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

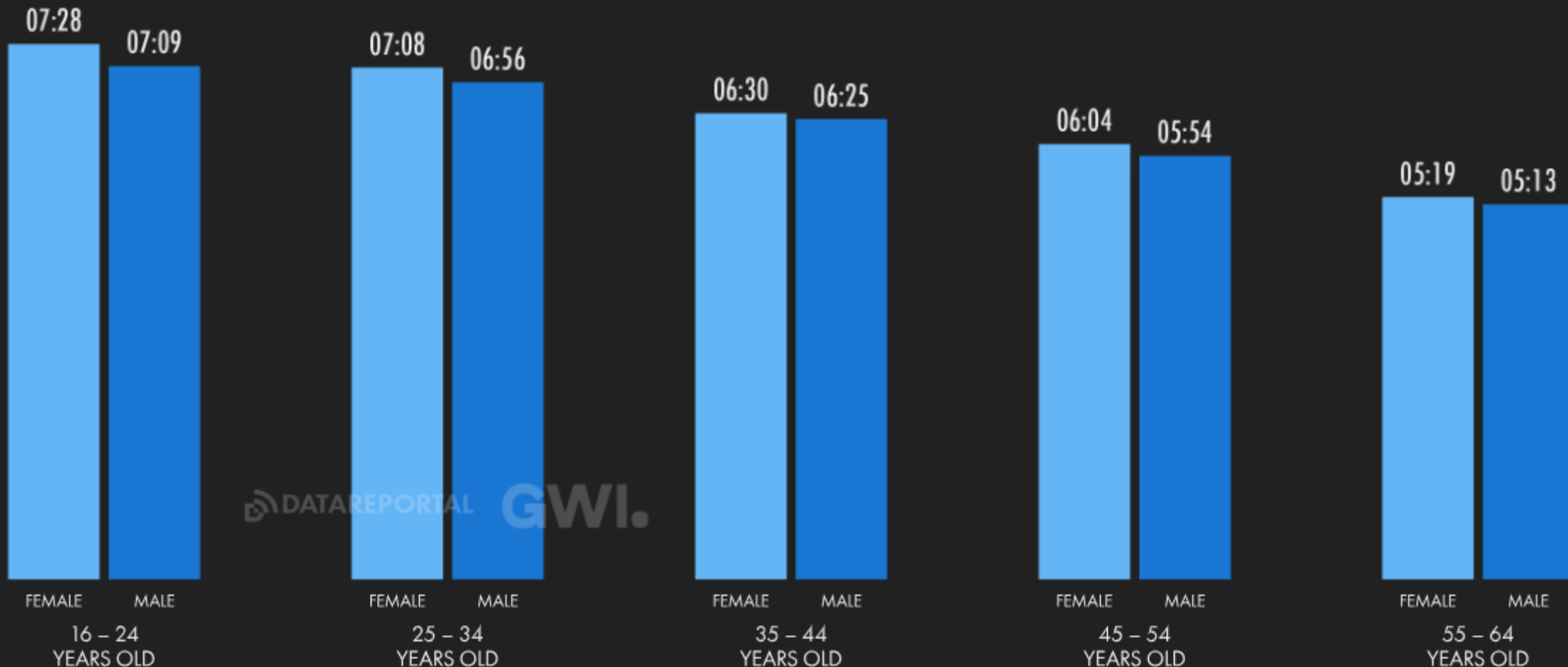
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# DAILY TIME SPENT USING THE INTERNET

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



GLOBAL OVERVIEW



DATA REPORTAL GWI.

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# DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET



GLOBAL OVERVIEW

MOBILE  
PHONE (ANY)



GWI.

**92.3%**

YEAR-ON-YEAR CHANGE  
**+0.2% (+20 BPS)**

LAPTOP OR  
DESKTOP (ANY)



Meltwater

**65.6%**

YEAR-ON-YEAR CHANGE  
**-7.9% (-560 BPS)**

SMART  
PHONE

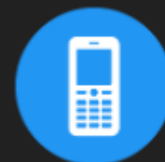


GWI.

**91.0%**

YEAR-ON-YEAR CHANGE  
**+0.3% (+30 BPS)**

FEATURE  
PHONE



KEPIOS

**5.2%**

YEAR-ON-YEAR CHANGE  
**+4.0% (+20 BPS)**

TABLET  
DEVICE



**27.3%**

YEAR-ON-YEAR CHANGE  
**-3.2% (-90 BPS)**

PERSONAL LAPTOP  
OR DESKTOP



we  
are  
social

**59.1%**

YEAR-ON-YEAR CHANGE  
**-8.4% (-540 BPS)**

WORK LAPTOP  
OR DESKTOP



GWI.

**28.6%**

YEAR-ON-YEAR CHANGE  
**-2.7% (-80 BPS)**

CONNECTED  
TELEVISION



GWI.

**31.9%**

YEAR-ON-YEAR CHANGE  
**+4.9% (+150 BPS)**

SMART HOME  
DEVICE



GWI.

**15.4%**

YEAR-ON-YEAR CHANGE  
**+11.6% (+160 BPS)**

GAMES  
CONSOLE



**12.7%**

YEAR-ON-YEAR CHANGE  
**+0.8% (+10 BPS)**

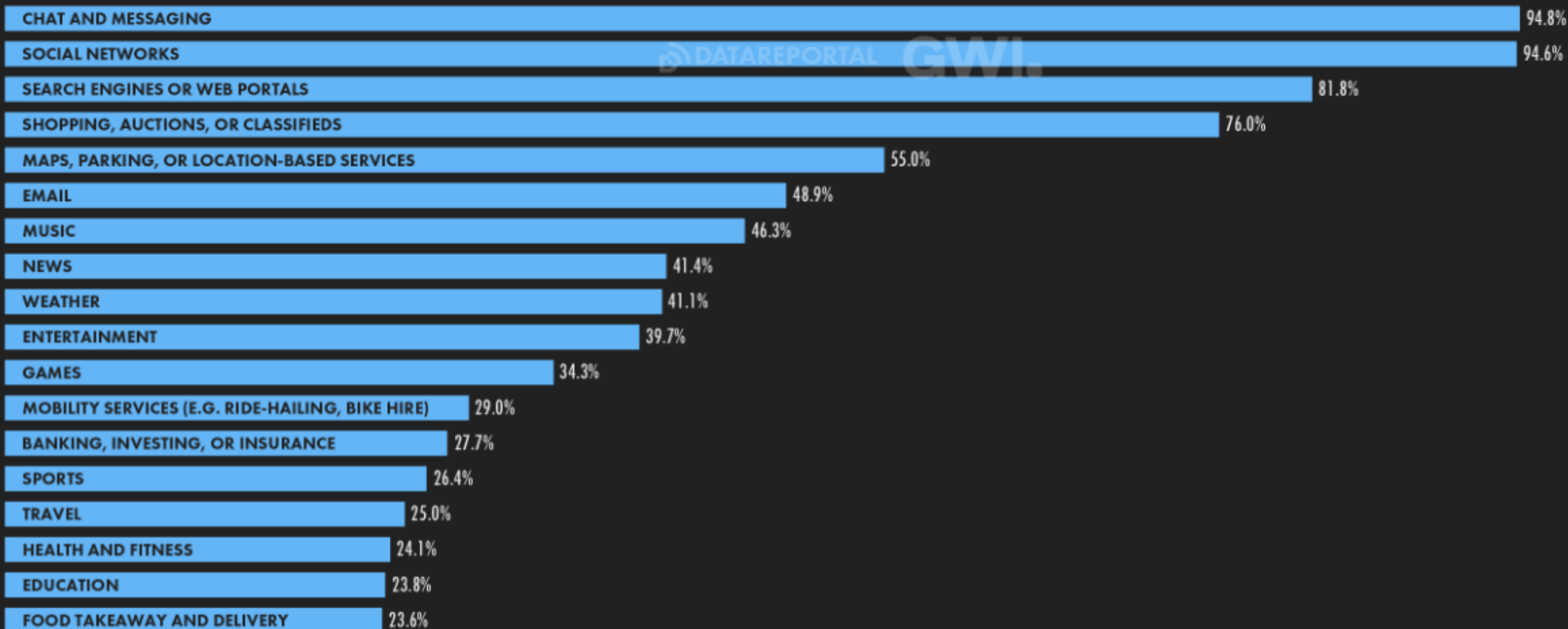
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# TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



GLOBAL OVERVIEW





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# TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	87.1 B	3.11 B	11M 09S	9
02	YOUTUBE.COM	34.3 B	1.94 B	21M 32S	12
03	FACEBOOK.COM	19.4 B	1.61 B	9M 58S	9
04	TWITTER.COM	6.91 B	966 M	10M 45S	10
05	INSTAGRAM.COM	6.39 B	1.04 B	7M 46S	11
06	BAIDU.COM	5.40 B	253 M	5M 43S	8
07	ALIEXPRESS.COM	5.08 B	156 M	3M 54S	3
08	WIKIPEDIA.ORG	5.02 B	1.03 B	7M 44S	6
09	YAHOO.COM	3.41 B	411 M	3M 44S	2
10	XVIDEOS.COM	3.08 B	408 M	9M 42S	9

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	WHATSAPP.COM	2.86 B	420 M	7M 15S	2
12	PORNHUB.COM	2.69 B	401 M	8M 21S	9
13	AMAZON.COM	2.49 B	473 M	8M 37S	11
14	XNXX.COM	2.45 B	308 M	8M 36S	11
15	YAHOO.CO.JP	2.24 B	93.1 M	5M 41S	5
16	REDDIT.COM	1.82 B	234 M	9M 36S	7
17	LINKEDIN.COM	1.60 B	298 M	9M 44S	8
18	OFFICE.COM	1.58 B	148 M	9M 44S	7
19	VK.COM	1.43 B	118 M	2M 06S	2
10	SAMSUNG.COM	1.41 B	328 M	2M 39S	2



**SOURCE:** SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2021 AND NOVEMBER 2022. **NOTES:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS.

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# WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



GLOBAL OVERVIEW

ANY KIND  
OF VIDEO



GWl.

**92.8%**

YOY: +1.0% (+90 BPS)

MUSIC  
VIDEO



**50.0%**

YOY: -2.7% (-140 BPS)

COMEDY, MEME,  
OR VIRAL VIDEO



GWl.

**35.8%**

YOY: -3.5% (-130 BPS)

TUTORIAL OR  
HOW-TO VIDEO



we  
are  
social

**28.7%**

YOY: -8.3% (-260 BPS)

VIDEO  
LIVESTREAM



**29.7%**

YOY: -2.3% (-70 BPS)

EDUCATIONAL  
VIDEO

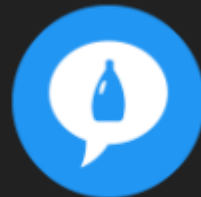


Meltwater

**27.1%**

YOY: -9.1% (-270 BPS)

PRODUCT  
REVIEW VIDEO



GWl.

**26.4%**

YOY: -4.7% (-130 BPS)

SPORTS CLIP OR  
HIGHLIGHTS VIDEO



**26.7%**

YOY: -6.3% (-180 BPS)

GAMING  
VIDEO



GWl.

**26.2%**

YOY: -4.4% (-120 BPS)

INFLUENCER  
VIDEOS AND VLOGS



**25.5%**

YOY: -4.5% (-120 BPS)

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# VIDEO ENTERTAINMENT: TOP MOBILE APPS

RANKINGS OF THE MOST USED VIDEO-CENTRIC ENTERTAINMENT APPS ON MOBILE PHONES THROUGHOUT 2022



## TOP VIDEO ENTERTAINMENT APPS BY ACTIVE USERS

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	NETFLIX	NETFLIX
04	MX PLAYER	TIMES GROUP
05	AMAZON PRIME VIDEO	AMAZON
06	MI VIDEO – VIDEO PLAYER	XIAOMI
07	HOTSTAR	DISNEY
08	GOOGLE PLAY MOVIES AND TV	GOOGLE
09	VLC MEDIA PLAYER	VIDEOLAN
10	DISNEY+	DISNEY

## TOP VIDEO ENTERTAINMENT APPS BY TOTAL TIME SPENT

#	APP NAME	COMPANY
01	YOUTUBE	GOOGLE
02	TIKTOK	BYTEDANCE
03	NETFLIX	NETFLIX
04	MX PLAYER	KUAISHOU
05	HOTSTAR	DISNEY
06	KWAI	KUAISHOU
07	VLC MEDIA PLAYER	VIDEOLAN
08	AMAZON PRIME VIDEO	AMAZON
09	PLAYIT	PLAYIT
10	TWITCH	AMAZON



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# FACEBOOK: MONTHLY ACTIVE USERS

FACEBOOK'S TOTAL MONTHLY ACTIVE USER BASE, BASED ON DATA PUBLISHED IN THE COMPANY'S INVESTOR EARNINGS REPORTS



GLOBAL OVERVIEW

TOTAL MONTHLY ACTIVE  
FACEBOOK USERS (MAU)



2.96  
BILLION



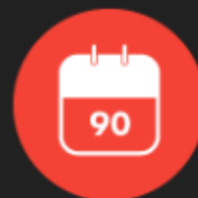
TOTAL FACEBOOK MAU  
vs. TOTAL POPULATION



36.9%



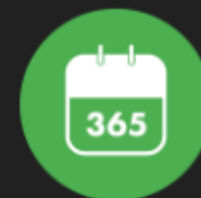
QUARTER-ON-QUARTER CHANGE  
IN TOTAL FACEBOOK MAU



+0.8%  
+24 MILLION



YEAR-ON-YEAR CHANGE  
IN TOTAL FACEBOOK MAU



+1.6%  
+48 MILLION

TOTAL FACEBOOK MAU  
vs. TOTAL INTERNET USERS



57.3%



TOTAL FACEBOOK MAU  
vs. POPULATION AGED 13+



47.2%



FACEBOOK DAILY ACTIVE USERS  
vs. MONTHLY ACTIVE USERS



67.1%



FACEBOOK ADVERTISING REACH  
vs. TOTAL FACEBOOK MAU



67.0%

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# TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

POTENTIAL REACH OF ADS  
ON TIKTOK (AGE 18+ ONLY)



1.05  
BILLION



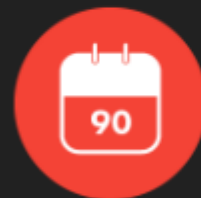
TIKTOK AD REACH AGE 18+  
vs. TOTAL POPULATION



13.1%

we  
are  
social

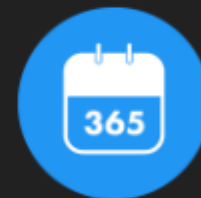
QUARTER-ON-QUARTER CHANGE  
IN REPORTED TIKTOK AD REACH



+11.2%  
+106 MILLION



YEAR-ON-YEAR CHANGE IN  
REPORTED TIKTOK AD REACH



+18.8%  
+166 MILLION

TIKTOK AD REACH AGE 18+  
vs. TOTAL INTERNET USERS



20.4%



TIKTOK AD REACH AGE 18+  
vs. POPULATION AGE 18+



18.7%



FEMALE TIKTOK AD REACH  
vs. TOTAL TIKTOK AD REACH



54.1%

we  
are  
social

MALE TIKTOK AD REACH  
vs. TOTAL TIKTOK AD REACH



45.9%

○ <https://datareportal.com/reports/digital-2023-global-overview-report>

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# MONTENEGRO

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

**NOTE:** SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



MONTENEGRO

TOTAL  
POPULATION



we  
are  
social

**626.3**  
THOUSAND

YEAR-ON-YEAR CHANGE

**-0.05%**  
**-337**

URBANISATION

**68.7%**

CELLULAR MOBILE  
CONNECTIONS



Meltwater

**1.41**  
MILLION

YEAR-ON-YEAR CHANGE

**+10.8%**  
**+137 THOUSAND**

TOTAL vs. POPULATION

**225.4%**

INDIVIDUALS USING  
THE INTERNET



Meltwater

**560.2**  
THOUSAND

YEAR-ON-YEAR CHANGE

**-0.05%**  
**-301**

TOTAL vs. POPULATION

**89.4%**

SOCIAL MEDIA  
USER IDENTITIES



**405.7**  
THOUSAND

YEAR-ON-YEAR CHANGE

**+15.6%**  
**+55 THOUSAND**

TOTAL vs. POPULATION

**64.8%**

**SOURCES:** U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMA; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE [NOTES ON DATA](#).

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# POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS



MONTENEGRO

TOTAL  
POPULATION



**626.3**  
THOUSAND

FEMALE  
POPULATION



**51.3%**

MALE  
POPULATION



**48.7%**

YEAR-ON-YEAR CHANGE  
IN TOTAL POPULATION



**-0.05%**  
**-337**

MEDIAN AGE OF  
THE POPULATION



**38.9**

URBAN  
POPULATION



**68.7%**

POPULATION DENSITY  
(PEOPLE PER KM<sup>2</sup>)



**45.3**

OVERALL LITERACY  
(ADULTS AGED 15+)



**99.0%**

FEMALE LITERACY  
(ADULTS AGED 15+)



**98.5%**

MALE LITERACY  
(ADULTS AGED 15+)



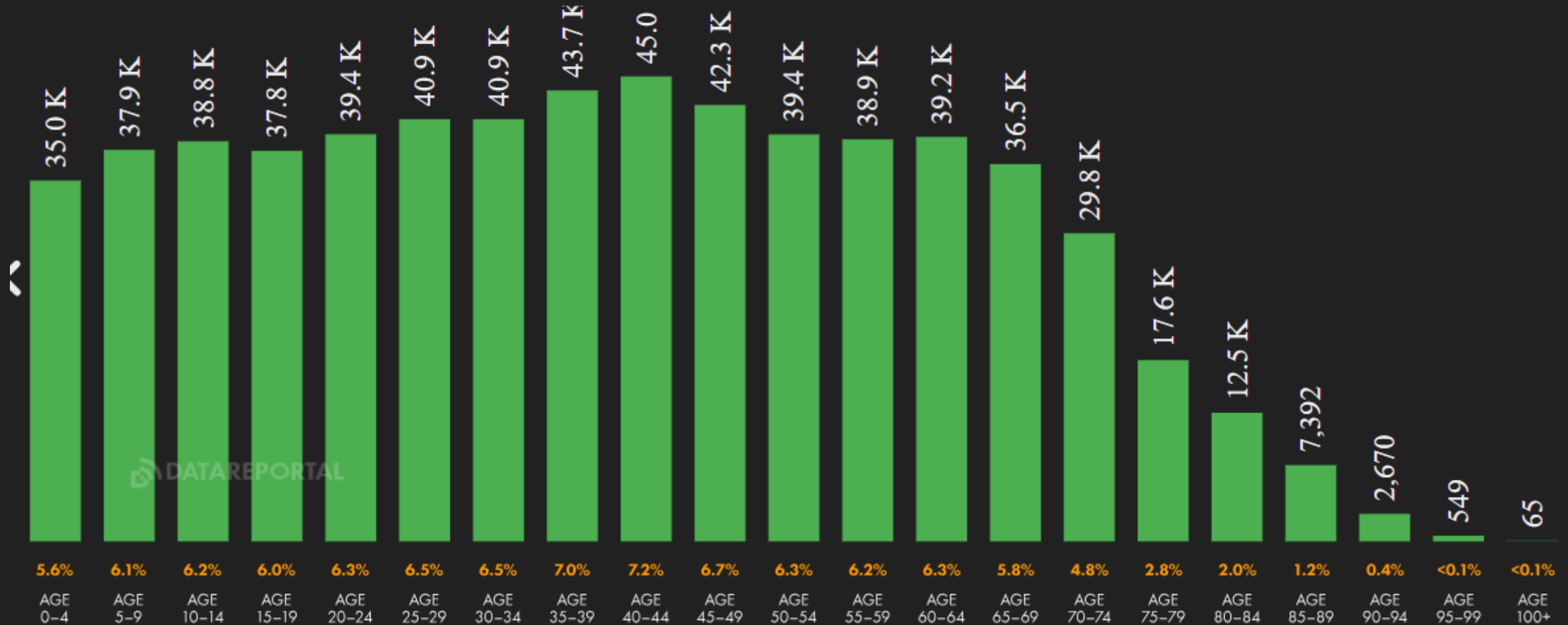
**99.5%**



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# AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION



DATA REPORTAL

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# OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



MONTENEGRO

TOTAL  
INTERNET  
USERS



**560.2**  
THOUSAND

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



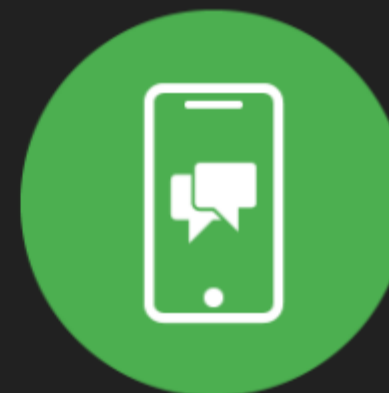
**89.4%**

YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF  
INTERNET USERS



**-0.05%**  
-301

MOBILE INTERNET PROXY<sup>1</sup>:  
SHARE OF SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE DEVICES



**99.0%**



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# TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



MONTENEGRO

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	PODGORICA	100
02	VIJESTI	96
03	CDM	66
04	KURIR	54
05	VREMENSKA PROGNOZA	49
06	UMRLICE	49
07	TRANSLATE	42
08	UMRLI	38
09	GOOGLE	35
10	UMRLI ME	31

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	DAN	30
12	REZULTATI	28
13	MONTENEGRO	27
14	PREVODILAC	23
15	BPEME	23
16	FACEBOOK	21
17	YOUTUBE	21
18	VIJESTI ME	21
19	GOOGLE TRANSLATE	21
20	ZADRUGA	20

**SOURCE:** GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. **NOTES:** ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS", TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX vs. TOP QUERY" COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. **ADVISORY:** GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

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# OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)



MONTENEGRO

NUMBER OF SOCIAL  
MEDIA USER IDENTITIES



405.7  
THOUSAND

SOCIAL MEDIA USER IDENTITIES  
vs. TOTAL POPULATION



64.8%

SOCIAL MEDIA USER IDENTITIES AGE 18+  
vs. TOTAL POPULATION AGE 18+



79.5%

SOCIAL MEDIA USER IDENTITIES vs.  
INDIVIDUALS USING THE INTERNET



72.4%

QUARTER-ON-QUARTER CHANGE  
IN SOCIAL MEDIA USER IDENTITIES



-0.8%  
-3,250

YEAR-ON-YEAR CHANGE IN  
SOCIAL MEDIA USER IDENTITIES



+15.6%  
+55 THOUSAND

FEMALE SOCIAL MEDIA USER IDENTITIES  
vs. TOTAL SOCIAL MEDIA USER IDENTITIES



53.7%

MALE SOCIAL MEDIA USER IDENTITIES  
vs. TOTAL SOCIAL MEDIA USER IDENTITIES



46.3%

JAN  
2024

# WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



MONTENEGRO

FACEBOOK

77.7%

DATAREPORTAL

INSTAGRAM

10.4%

5.4% PINTEREST

3.6% X (TWITTER)

2.0% YOUTUBE

0.5% REDDIT

0.2% TUMBLR

0.3% OTHERS



JAN  
2024

# TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023



MONTENEGRO

# SEARCH QUERY INDEX

01 ZADRUGA 100

02 ZADRUGA UZIVO 43

03 ZADRUGA 6 34

04 MUSIC 12

05 CRTANI 11

06 ZADRUGA 6 UZIVO 11

07 ELITA 11

08 PESME 11

09 PJESME 10

10 ZADRUGA 7 10

# SEARCH QUERY INDEX

11 BEBE 8

12 ZAGA I FILIP 6

13 FILMOVI 6

14 ZADRUGA LIVE 6

15 ARIJA 6

16 DIJANA 5

17 ZADRUGA OFFICIAL 5

18 SIMI 5

19 PEPA PRASE 5

20 ZADRUGA UZIVO LIVE 5

JAN  
2024

# INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



MONTENEGRO

TOTAL POTENTIAL REACH  
OF ADS ON INSTAGRAM



405.7  
THOUSAND

INSTAGRAM AD REACH  
vs. TOTAL POPULATION



we  
are  
social

64.8%

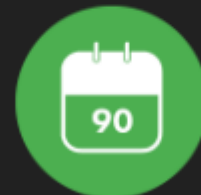
INSTAGRAM AD REACH  
vs. TOTAL INTERNET USERS



Meltwater

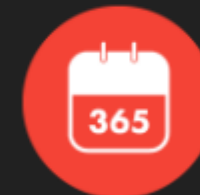
72.4%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED INSTAGRAM AD REACH



-0.8%  
-3,250

YEAR-ON-YEAR CHANGE IN  
REPORTED INSTAGRAM AD REACH



+15.6%  
+55 THOUSAND

SHARE: FEMALE INSTAGRAM  
AD REACH AGED 18+ vs. OVERALL  
INSTAGRAM AD REACH AGED 18+



53.7%

SHARE: MALE INSTAGRAM  
AD REACH AGED 18+ vs. OVERALL  
INSTAGRAM AD REACH AGED 18+



Meltwater

46.3%

ADOPTION: OVERALL INSTAGRAM  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



79.5%

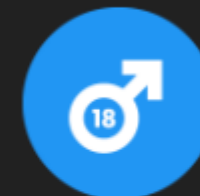
ADOPTION: FEMALE INSTAGRAM  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



we  
are  
social

81.3%

ADOPTION: MALE INSTAGRAM  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



76.4%



JAN  
2024

# TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



MONTENEGRO

TOTAL POTENTIAL REACH  
OF ADS ON TIKTOK



286.0  
THOUSAND

TIKTOK AD REACH  
vs. TOTAL POPULATION



we  
are  
social

45.7%

TIKTOK AD REACH  
vs. TOTAL INTERNET USERS



Meltwater

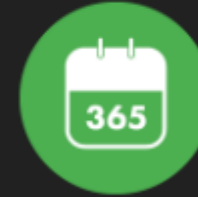
51.1%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED TIKTOK AD REACH



[N/A]

YEAR-ON-YEAR CHANGE IN  
REPORTED TIKTOK AD REACH



[N/A]

SHARE: FEMALE TIKTOK AD  
REACH AGED 18+ vs. OVERALL  
TIKTOK AD REACH AGED 18+



48.2%

SHARE: MALE TIKTOK AD  
REACH AGED 18+ vs. OVERALL  
TIKTOK AD REACH AGED 18+



Meltwater

51.8%

ADOPTION: OVERALL TIKTOK  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



KEPIOS

58.2%

ADOPTION: FEMALE TIKTOK  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



we  
are  
social

53.6%

ADOPTION: MALE TIKTOK  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



63.0%

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** CHANGE IN DATA SOURCING APPROACH AND BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

JAN  
2024

# MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



MONTENEGRO

TOTAL POTENTIAL REACH  
OF ADS ON MESSENGER



211.0  
THOUSAND

MESSENGER AD REACH  
vs. TOTAL POPULATION



we  
are  
social

33.7%

MESSENGER AD REACH  
vs. TOTAL INTERNET USERS



Meltwater

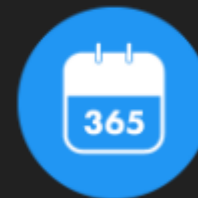
37.7%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED MESSENGER AD REACH



-3.6%  
-7,950

YEAR-ON-YEAR CHANGE IN  
REPORTED MESSENGER AD REACH



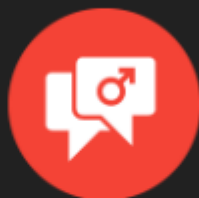
+5.2%  
+10 THOUSAND

SHARE: FEMALE MESSENGER  
AD REACH AGED 18+ vs. OVERALL  
MESSENGER AD REACH AGED 18+



46.4%

SHARE: MALE MESSENGER  
AD REACH AGED 18+ vs. OVERALL  
MESSENGER AD REACH AGED 18+



Meltwater

53.6%

ADOPTION: OVERALL MESSENGER  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



KEPIOS

43.2%

ADOPTION: FEMALE MESSENGER  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



we  
are  
social

37.4%

ADOPTION: MALE MESSENGER  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



47.2%

JAN  
2024

# LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



MONTENEGRO

TOTAL POTENTIAL REACH  
OF ADS ON LINKEDIN



130.0  
THOUSAND

LINKEDIN AD REACH  
vs. TOTAL POPULATION



20.8%

LINKEDIN AD REACH  
vs. TOTAL INTERNET USERS



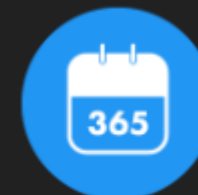
23.2%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED LINKEDIN AD REACH



0%  
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN  
REPORTED LINKEDIN AD REACH



+18.2%  
+20 THOUSAND

SHARE: FEMALE LINKEDIN  
AD REACH AGED 18+ vs. OVERALL  
LINKEDIN AD REACH AGED 18+



49.5%

SHARE: MALE LINKEDIN  
AD REACH AGED 18+ vs. OVERALL  
LINKEDIN AD REACH AGED 18+



50.5%

ADOPTION: OVERALL LINKEDIN  
AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



26.4%

ADOPTION: FEMALE LINKEDIN  
AD REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



19.9%

ADOPTION: MALE LINKEDIN  
AD REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



22.1%

**SOURCES:** LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

JAN  
2024

# X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)



MONTENEGRO

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH  
OF ADS ON X (TWITTER)



77.5  
THOUSAND

X AD REACH vs.  
TOTAL POPULATION



we  
are  
social

12.4%

X AD REACH vs.  
TOTAL INTERNET USERS



Meltwater

13.8%

QUARTER-ON-QUARTER CHANGE  
IN REPORTED X AD REACH



-78.1%  
-277 THOUSAND

YEAR-ON-YEAR CHANGE  
IN REPORTED X AD REACH



+13.2%  
+9,029

SHARE: FEMALE X AD REACH  
AGED 18+ vs. OVERALL  
X AD REACH AGED 18+



37.1%

SHARE: MALE X AD REACH  
AGED 18+ vs. OVERALL  
X AD REACH AGED 18+



Meltwater

62.9%

ADOPTION: OVERALL X AD  
REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+



KEPIOS

15.4%

ADOPTION: FEMALE X AD  
REACH AGED 18+ vs. FEMALE  
POPULATION AGED 18+



we  
are  
social

10.9%

ADOPTION: MALE X AD  
REACH AGED 18+ vs. MALE  
POPULATION AGED 18+



20.2%

JAN  
2024

# MOBILE CONNECTIVITY

USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS



MONTENEGRO

NUMBER OF CELLULAR  
MOBILE CONNECTIONS  
(EXCLUDING IOT)



**1.41**  
MILLION



NUMBER OF CELLULAR MOBILE  
CONNECTIONS COMPARED  
WITH TOTAL POPULATION



**225.4%**



YEAR-ON-YEAR CHANGE  
IN THE NUMBER OF CELLULAR  
MOBILE CONNECTIONS



**+10.8%**  
**+137 THOUSAND**



SHARE OF CELLULAR MOBILE  
CONNECTIONS THAT ARE  
BROADBAND (3G, 4G, 5G)



**93.5%**

JAN  
2024

# SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023



MONTENEGRO

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES



76.33%

YEAR-ON-YEAR CHANGE

+3.8% (+282 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES



22.85%

YEAR-ON-YEAR CHANGE

-12.6% (-328 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES



0.71%

YEAR-ON-YEAR CHANGE

+103% (+36 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES



0.01%

YEAR-ON-YEAR CHANGE

[BREAKOUT]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES



0.10%

YEAR-ON-YEAR CHANGE

+900% (+9 BPS)

**SOURCE:** STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (E.G. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

# Ključ: priprema

- **Segmentacija**
- Ciljne grupe
- Interesovanja
- Online advertising
- **Design kampanje**
  - – veza ATL (TV, Print, Radio, OOH) – široka publika
  - BTL – individua ili grupa – direct mark. Target grupa (SMS, emails, social media posts, flajeri, dogadjaji, PR)
  - TTL – kombinacija 360 marketing ATL+BTL, Digital marketing
  - **Time table**
- **WEB SITE**

# Online Advertising

- **Social Media Advertising**
- Content Marketing
- Native advertising
- Email Marketing
- SEM (Search Engine Advertising) - including PPC
- **Google Ads**, Paid search advertising
- Display Advertising - including banner advertising & retargeting
- Mobile Advertising
- **Video Advertising**





**Medium Rectangle**  
300 x 250



**Large Rectangle**  
336 x 280



**Leaderboard**  
728 x 90



**Mobile**  
320 x 50



**Large Mobile**  
320 x 100



**Half Page**  
300 x 600



**Wide Skyscraper**  
160 x 600



**Skyscraper**  
120 x 600



**Square**  
250 x 250



**Small Square**  
200 x 200



**Main Banner**  
468 x 60



**Portrait**  
300 x 1050



**Billboard**  
970 x 250



**Large Leaderboard**  
970 x 90



**Half Banner**  
234 x 60



**Vertical Banner**  
120 x 240



**Small Rectangle**  
180 x 150

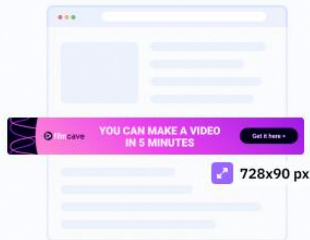
# The 5 Most Common Web Banner Sizes

The banner size can positively impact ad visibility and effectiveness, leading to higher campaign performance.

Here are the most commonly used banner sizes among advertisers. Try them out to spend your budget more wisely and get closer to the desired results:

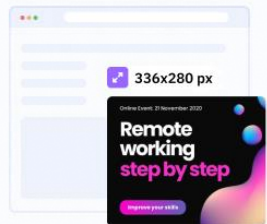
## 1 Leaderboard

This ad unit is generally placed at the top of a webpage, where it proves most successful, but it can also sit above the footer.



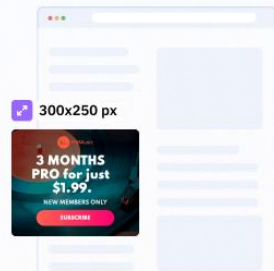
## 2 Large rectangle

The large rectangle delivers optimal results when placed within text or at the end of articles. Being bigger, it also works great for animated or video ads.



## 3 Medium rectangle

The medium rectangle looks great on both desktop and mobile and performs best when placed within text or at the end of articles.



## 4 Mobile banner

This banner is optimized for mobile devices and is usually pinned at the top or bottom of smartphone screens. It doesn't provide much space to work with in terms of design, but it has excellent visibility.



## 5 Wide skyscraper

This tall banner usually stands along the sidebars of webpages, covering both above-the-fold and below-the-fold areas. It's hard to miss and offers plenty of space for creative design and ad copy.



Use this infographic to get inspired for your next ad campaign!

# Target audiences -Facebook

- Core audiences — an audience based on criteria like age, interests, and geography.
- Custom audiences — get back in touch with people who have previously engaged with your business.
- Lookalike audiences — reach new people whose interests are similar to those of your best customers.

# INSTAGRAM

- Promote posts and stories directly from your Instagram professional account.
- Create ads from your Facebook Page and promote them on both Facebook and Instagram.
- Create ad campaigns in the Facebook Ads Manager to access full targeting capabilities.
- Photo ads
- Video ads
- Story ads
- Carousel ads
- Reel ads



- AGE 35-65
- X breaks down its ads into five goals:
- Awareness. Promote your messages and maximize your reach.
- X engagement. Promote your messages and get more reposts, likes, and replies.
- Follows. Promote your account and grow your X following.
- Website clicks. Promote your website and get more traffic.

# što korisnici traže i sadržaj koji trebate pružiti da biste zadovoljili njihove potrebe

- Keywords are important because they help you understand what users are searching for and the content you need to provide to meet their needs. The keywords you choose help define your content strategy and what topics to include on your website.
- Google Trends - što ljudi po svijetu traže
- Google Search Console - se može koristiti za generiranje ključnih riječi, koristiti je da biste vidjeli koja pretraživanja već donose saobraćaj vašoj veb stranici
- Answer the Public - što ljudi traže u vezi s određenom temom. Ubersuggest
- Ubersuggest - unesete pojam za pretraživanje i prikazaće pregled statistike pretraživanja za tu riječ i daće vam i druge ideje za ključne riječi povezane s njom i ideje za sadržaj za taj određeni pojam.

- Youtube
- TikTOK
- Snapchat

