

GlobalWebIndex

REPORTS | Q1 2016



GW SOCIAL

Which networks are growing the fastest? And which mobile messaging apps are the biggest? Find out here in our latest quarterly update on major social networking trends.



GW COMMERCE

What countries and demographics are driving online commerce? What motivates a consumer to buy online, what devices do they use and what are they buying? GWI Commerce examines the current state of online commerce and analyzes what the future holds for online retailers.



GW DEVICE

Is Samsung or Apple winning the mobile battle? And how much time are we spending online per day on each of our devices? Our quarterly look at the most up-to-date figures will reveal all.



GW ENTERTAINMENT

Covering music, video, games and more, this report examines which entertainment platforms are performing best; the role that different devices are playing in online entertainment; and the impact of entertainment on the consumer-brand relationship.



GW BRAND

What is the best way to bring your brand to the attention of digital consumers, how do these internet users want brands to act and what are the most important brand engagement points online?



MOBILE AD-BLOCKING

With ad-blocking software now widely and easily available on a range of mobile devices, here we look at the spread of this behavior and the impact it could have on mobile advertising.



TEENS

An in-depth analysis of the demographics, attitudes, online behaviors, entertainment preferences, device usage, social media engagement, online commerce activities and brand interactions of this key audience.



OLYMPICS FANS

How many internet users are watching the Summer Olympics, what are these viewers doing online and what strategies can brands use to engage Olympics Fans?



THE MOBILE TIPPING POINT

Within three years, 16-24s across GWI's 34 markets will spend more time accessing the internet via mobile than via all other devices combined.



B2B BUYERS

Examining employees who are in charge of purchasing for their companies and what B2B marketing makes the biggest impact on this audience.



CAR BUYERS

Which consumers are in the market for a new car and what are the best strategies to convince these researchers to become purchasers?



THE SOCIAL MEDIA LANDSCAPE

An infographic outlining who controls the social media landscape and who have been the winners & losers over the last few years.



ONLINE TV

An in-depth exploration of online TV behaviors, the brands that are driving the industry and those internet users who say they no longer watch linear TV.



MULTI-DEVICE OWNERS

Most digital consumers aren't replacing one type of device with another but are now utilizing a wide range of devices.



THE TOP 1%

Profiling the demographics, attitudes and digital behaviors of the most affluent 1% of digital consumers.



DEVICE PREFERENCES

What devices do internet users say they prefer to use and how satisfied are they with their device experience?



LIVE STREAMING

How many online adults are using live streaming apps, like Meerkat and Periscope, and what types of videos do these viewers favor?



PURCHASE DRIVERS

What are the factors that motivate an online shopper to complete a purchase?



VOICE SEARCH

Why are mobile users turning to voice search functions and how widespread is this activity?