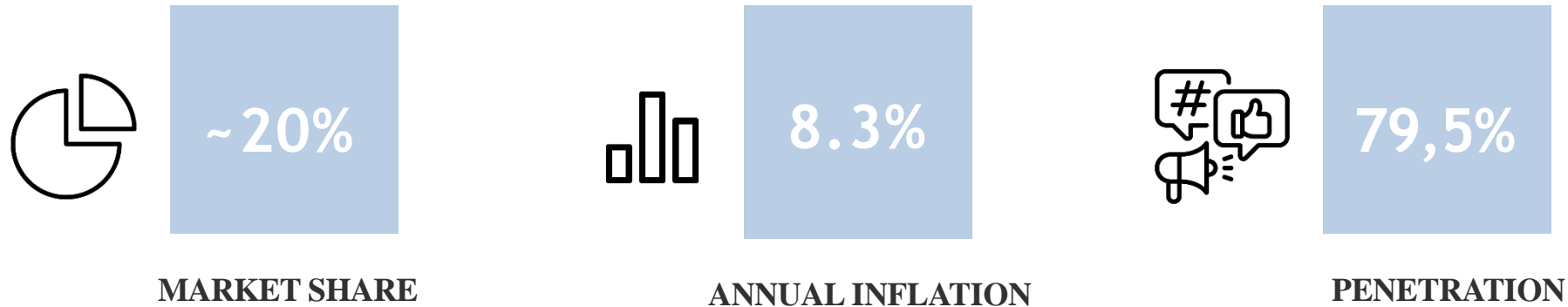


Overview of the digital advertising market in Armenia, 2022



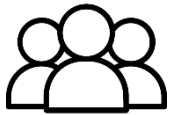
General indicators of the digital advertising market



According to the results of 2022, the digital advertising market is showing growth due to budgets coming from global brands

Main digital statistical indicators

**Total
population**



2,97

MILLION

Urbanization: 64%

Total population of the
country

Active Internet users



2,29

MILLION

Penetration: 79,5%

Access via fixed and mobile
communication

**Active accounts in social
networks**



2,05

MILLION

Penetration: 69%

Based on active user accounts in
Facebook

**Mobile
communication**



3,9

MILLION

Against the population: 131,1%

Based on mobile
subscriptions

**Active
users of mobile social networks**



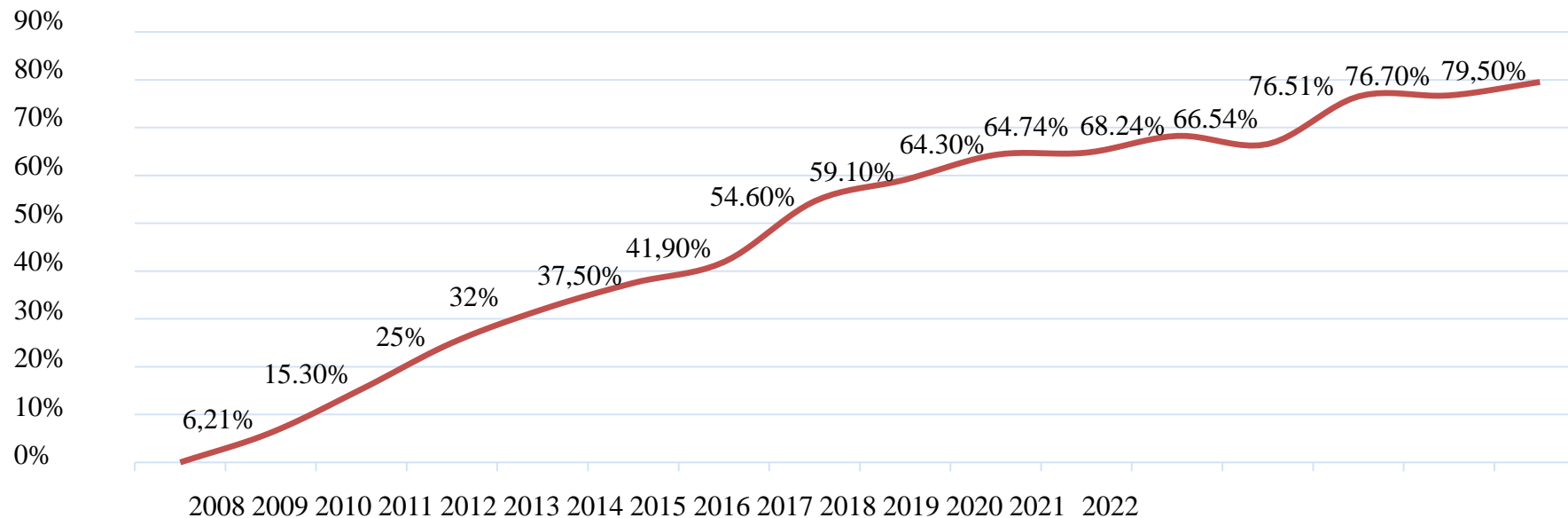
1,7

MILLION

Penetration: 94%

Based on active accounts

Internet penetration

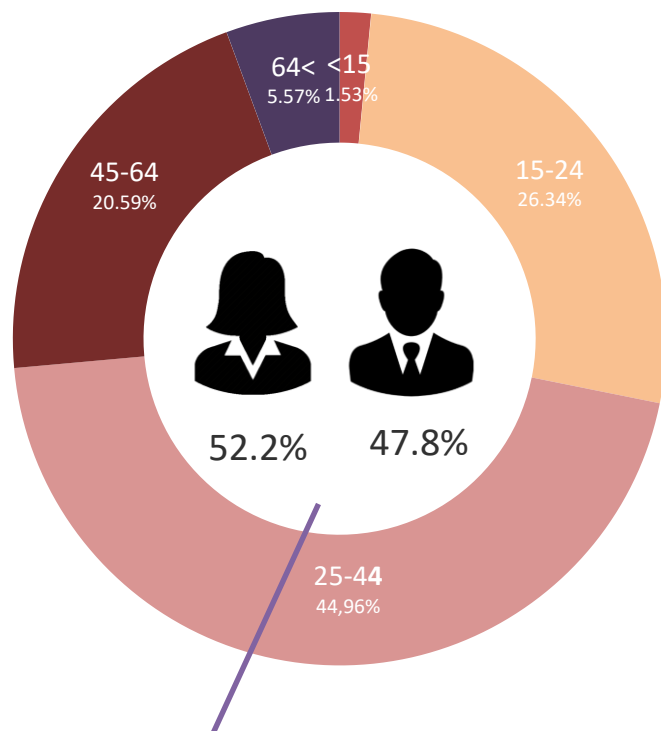


The degree of Internet penetration in Armenia has increased by 73 % over the past 14 years

source:

Internet user profile

Internet users by gender/age



The average age of an Internet user is 28 years



Monthly coverage: 1.27 million users
(men — 45.5%; women — 54.5%)

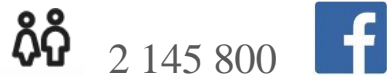


Monthly coverage: 1.22 million users
(men — 59.9%; women — 67.1%)

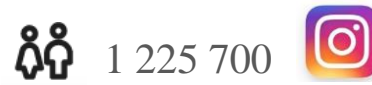
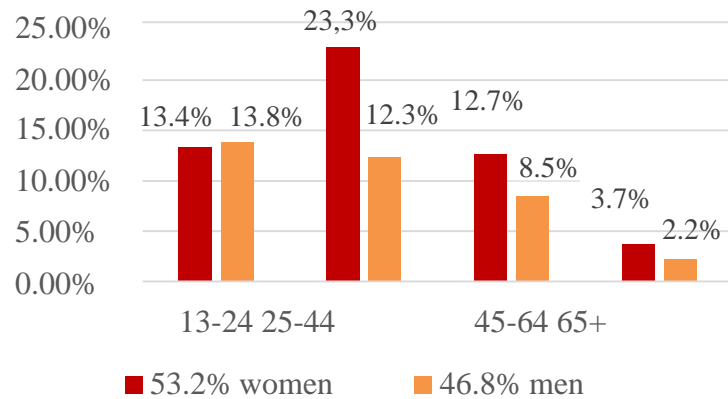
In 2022, the trend shows that the segment in the social networks are changing to a younger one. The age group of 15-24 years is 26.34%, and 25-34 years - 26.36%, whereas in the previous period the age group of 15-24 years was 23.58%, and the age group of 25-34 years - 31.30%.

In addition to changing the demographic situation, the female target audience is currently 54.5%, and the male - 45.5% compared to the previous period of 48% and 52%.

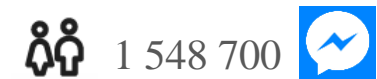
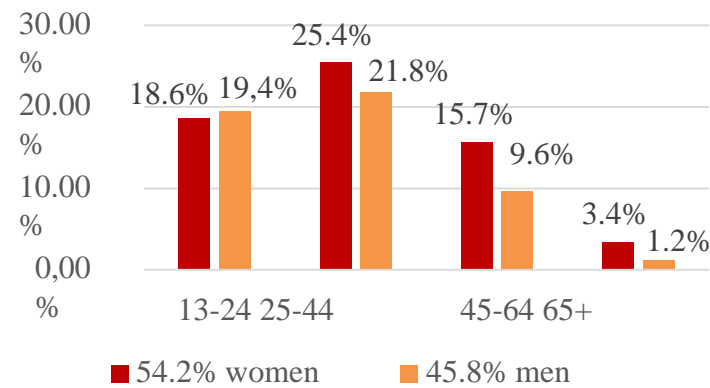
Social media users



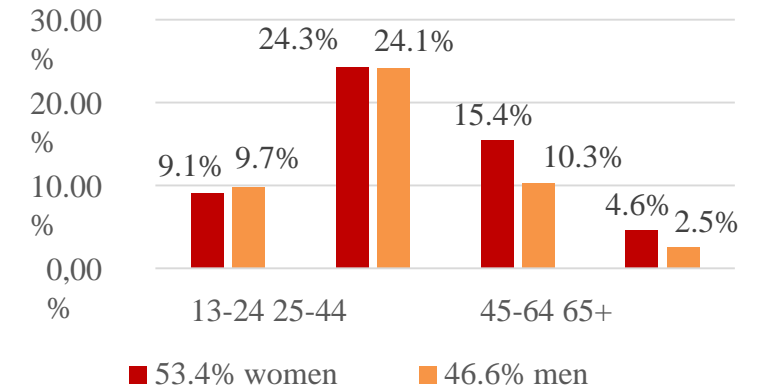
Facebook users



Instagram Users



Messenger users



E-commerce

Have a bank account



45.3%

Women - 39.4% Men - 52.3%

Use a credit card regularly



8.1%

Women - 4.2% Men - 12.6%

Use a debit card regularly



25.7%

Women - 20.9% Men - 31.4%

Make bank transfers



41.5%

Women - 33.9% Men - 50.4%

Making purchases on the Internet



8.5%

Women - 7% Men - 10.3%

Pay bills online



10.7%

Women - 7.6% Men - 14.4%