Social media is universally popular, but use cases vary strongly by region. Users are repurposing similar platforms to their personal tastes.

WHY THEY'RE ON SOCIAL MEDIA
Films and music are two of the most popular topics of discussion online among social media users, across world regions.

STUDENTS MAKE TIME FOR ENTERTAINMENT
Personal networks and news have universal appeal, but brands, actors and singers don’t do equally well across regions.

WHO THEY FOLLOW ON SOCIAL MEDIA
Social media attracts audiences from around the world, with every 3 out of 5 coming from Asia Pacific.