

FEB
2025

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



INDONESIA

INDIVIDUALS USING
THE INTERNET



212
MILLION



INDIVIDUALS USING THE
INTERNET vs. POPULATION



74.6%



YEAR-ON-YEAR CHANGE
IN TOTAL INTERNET USERS



+8.7%
+17 MILLION



YEAR-ON-YEAR CHANGE IN
INTERNET USERS vs. POPULATION



+7.9%
+543 BPS

INDEXED SHARE OF GLOBAL INTERNET
USERS vs. GLOBAL POPULATION SHARE



110.0



PERCENTAGE OF INTERNET USERS
ACCESSING VIA MOBILE PHONES



98.7%

GWL

AVERAGE DAILY TIME SPENT
USING THE INTERNET



7H 22M

GWL

YEAR-ON-YEAR CHANGE IN DAILY
TIME SPENT USING THE INTERNET



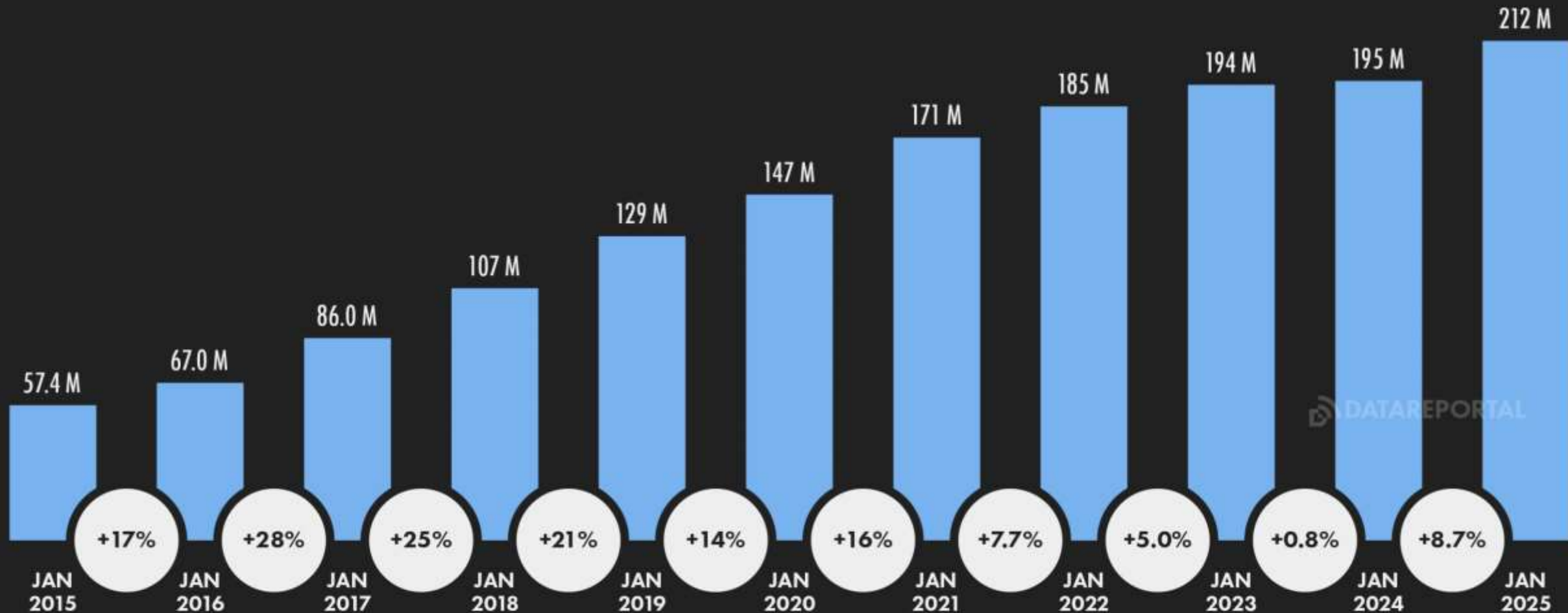
-3.5%
-16 MINS

SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMAL; GOVERNMENT RESOURCES; UNITED NATIONS; TIME SPENT AND MOBILE SHARE DATA FROM GWL (Q3 2024). **NOTES:** PERCENTAGE CHANGE FIGURES 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 ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES MAY UNDER-REPRESENT ACTUAL USE. SEE NOTES ON DATA.

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INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTE:** WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, "K" DENOTES THOUSANDS (E.G. "123 K" = 123,000), "M" DENOTES MILLIONS (E.G. "1.23 M" = 1,230,000), AND "B" DENOTES BILLIONS (E.G. "1.23 B" = 1,230,000,000). WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL USE. SEE [NOTES ON DATA](#).

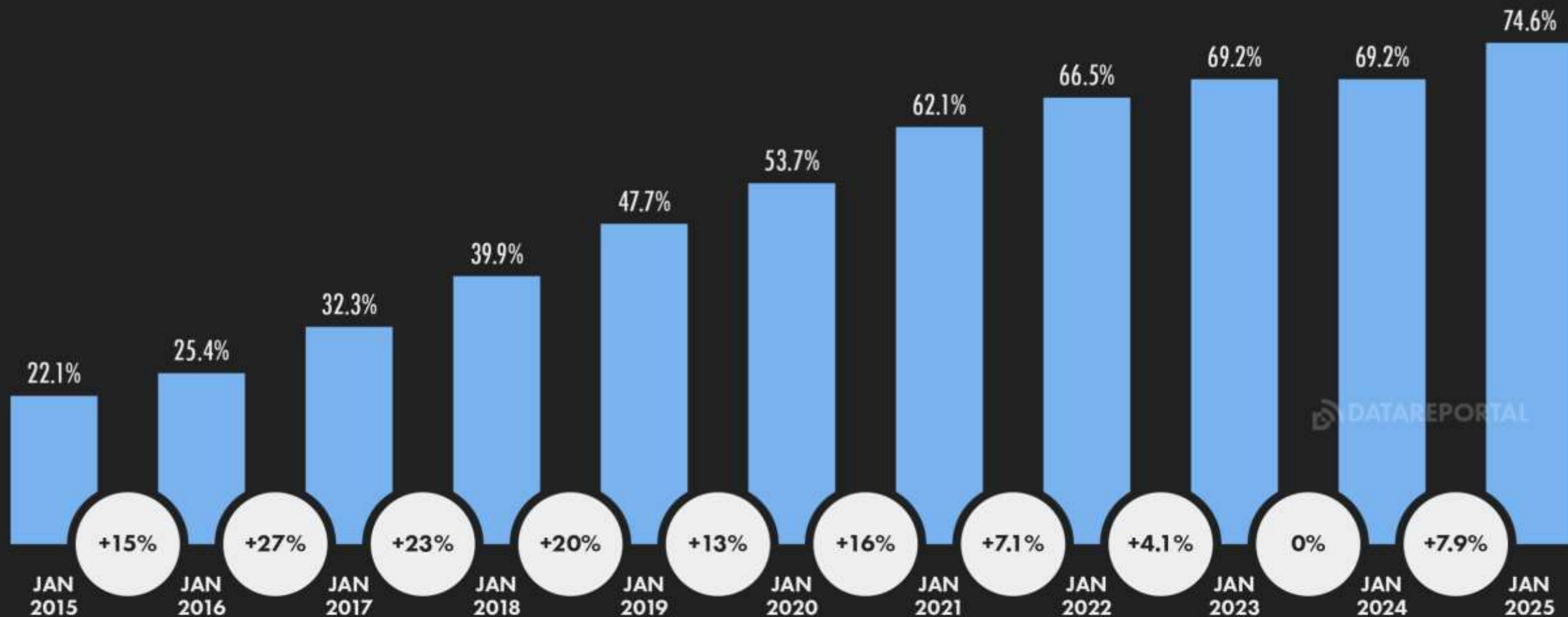
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INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE



INDONESIA



SOURCES: KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; GOOGLE'S ADVERTISING RESOURCES; CNNIC; KANTAR & IAMA; GOVERNMENT RESOURCES; UNITED NATIONS. **NOTES:** PERCENTAGES IN THE WHITE CIRCLES SHOW THE **RELATIVE** CHANGE IN INTERNET ADOPTION vs. THE PREVIOUS PERIOD (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).

COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR RECENT PERIODS MAY UNDER-REPRESENT ACTUAL ADOPTION. SEE NOTES ON DATA.

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES



INTERNET USERS:
KEPIOS



212
MILLION

vs. POPULATION

74.6%

INTERNET USERS:
ITU



197
MILLION

vs. POPULATION

69.2%

INTERNET USERS:
CIA WORLD FACTBOOK



176
MILLION

vs. POPULATION

62.0%

SOURCES: AS STATED ABOVE EACH ICON. **NOTES:** WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE (I.E. PENETRATION), WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUES FOR "% vs. POPULATION". KEPIOS CAPS INTERNET ADOPTION AT 99% OF THE TOTAL POPULATION. **COMPARABILITY:** POTENTIAL MISMATCHES. INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT USE DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT FEATURED ON THIS SLIDE.

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DAILY TIME SPENT USING THE INTERNET

AMOUNT OF TIME THAT INTERNET USERS AGED 16+ SPEND USING THE INTERNET EACH DAY



DAILY TIME SPENT USING THE
INTERNET ACROSS ALL DEVICES



7H 22M

GWI.

TIME SPENT USING THE
INTERNET ON MOBILE PHONES



4H 38M



TIME SPENT USING THE INTERNET
ON COMPUTERS AND TABLETS



2H 43M



MOBILE'S SHARE OF TOTAL
DAILY INTERNET TIME



63.0%

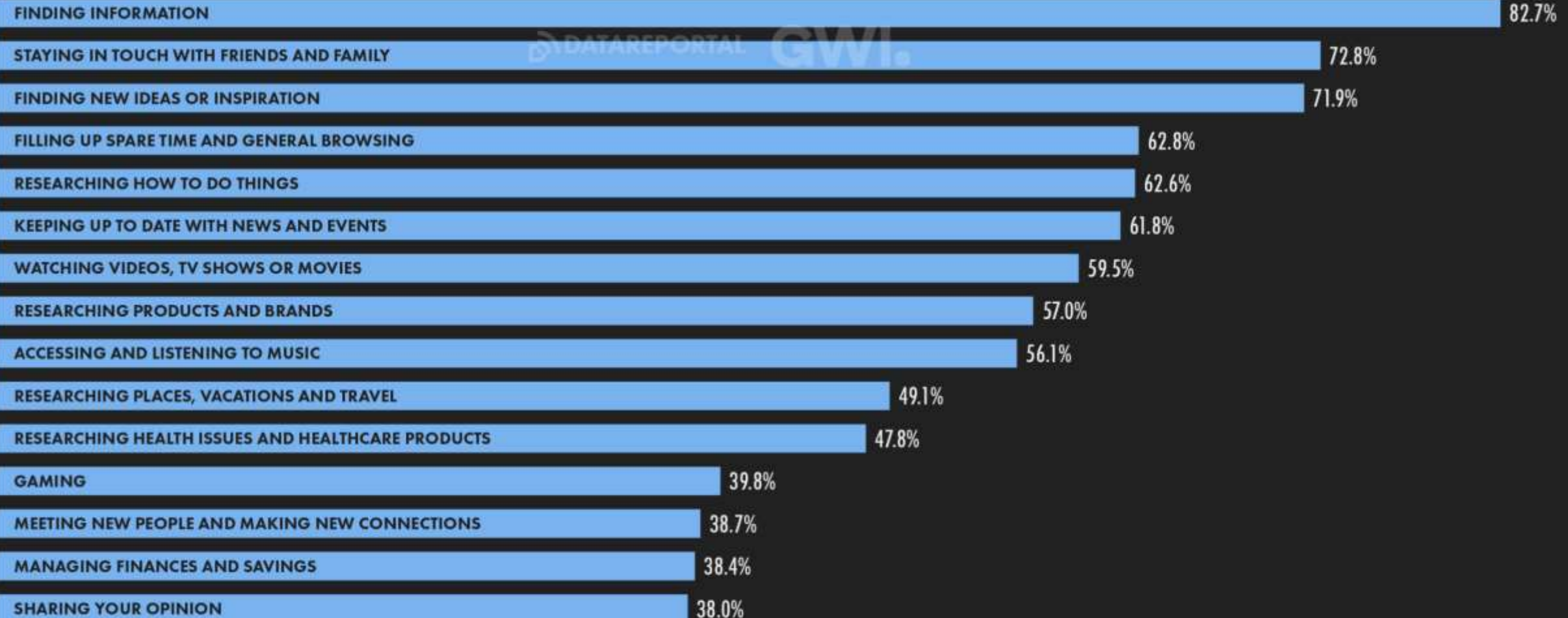
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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16+ USE THE INTERNET



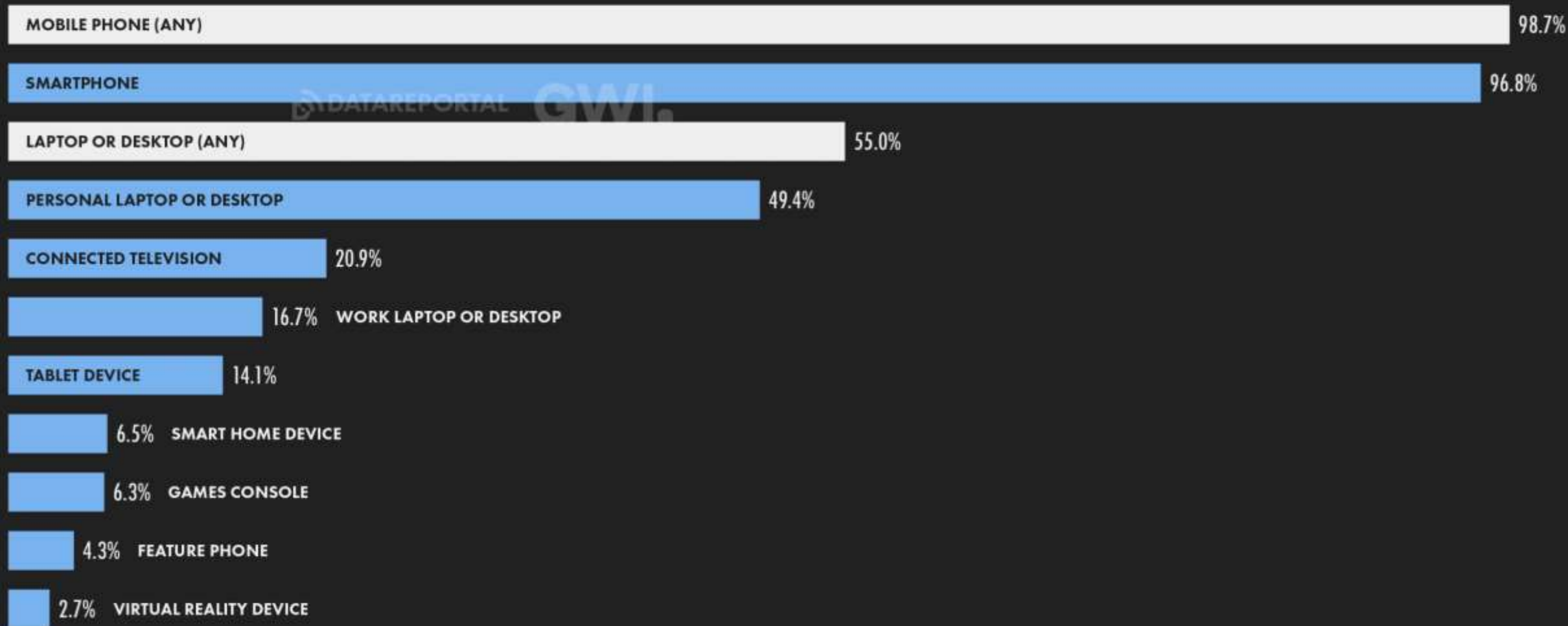
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DEVICES USED TO ACCESS THE INTERNET

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



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INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS



MEDIAN SPEED OF
MOBILE INTERNET
CONNECTIONS



we
are
social

DOWNLOAD (MBPS)

29.06

UPLOAD (MBPS)

13.74

LATENCY (MS)

24

YEAR-ON-YEAR CHANGE IN
MEDIAN SPEED OF MOBILE
INTERNET CONNECTIONS



OOKLA

▲ DOWNLOAD

+18.5%

▲ UPLOAD

+4.1%

▲ LATENCY

-7.7%

MEDIAN SPEED OF
FIXED INTERNET
CONNECTIONS



Meltwater

DOWNLOAD (MBPS)

32.05

UPLOAD (MBPS)

19.87

LATENCY (MS)

8

YEAR-ON-YEAR CHANGE IN
MEDIAN SPEED OF FIXED
INTERNET CONNECTIONS



▲ DOWNLOAD

+13.1%

▲ UPLOAD

+17.9%

▲ LATENCY

+14.3%

SOURCE: OOKLA. **NOTES:** FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS, FOR THE THREE-MONTH PERIOD ENDING IN NOVEMBER 2024. VALUES DENOTED BY "▲" SHOW YEAR-ON-YEAR CHANGE. **GUIDANCE:** A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY. **COMPARABILITY:** STARTING IN MAY 2024, VALUES REPRESENT ROLLING QUARTERLY AVERAGES. PRIOR TO MAY 2024, VALUES REPRESENTED SINGLE-MONTH AVERAGES.

we
are
social

Meltwater

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MOBILE INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR MOBILE INTERNET CONNECTIONS (IN MBPS)



FEB
2025

FIXED INTERNET CONNECTION SPEEDS (QOQ)

MEDIAN DOWNLOAD SPEEDS FOR FIXED INTERNET CONNECTIONS (IN MBPS)



INDONESIA

