

FEB
2025

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



MOBILE
PHONES



71.93%

YEAR-ON-YEAR CHANGE

+14.5%

+910 BPS

LAPTOP AND
DESKTOP COMPUTERS



27.55%

YEAR-ON-YEAR CHANGE

-25.2%

-928 BPS

TABLET
DEVICES



0.52%

YEAR-ON-YEAR CHANGE

+52.9%

+18 BPS

OTHER
DEVICES



0%

YEAR-ON-YEAR CHANGE

0%

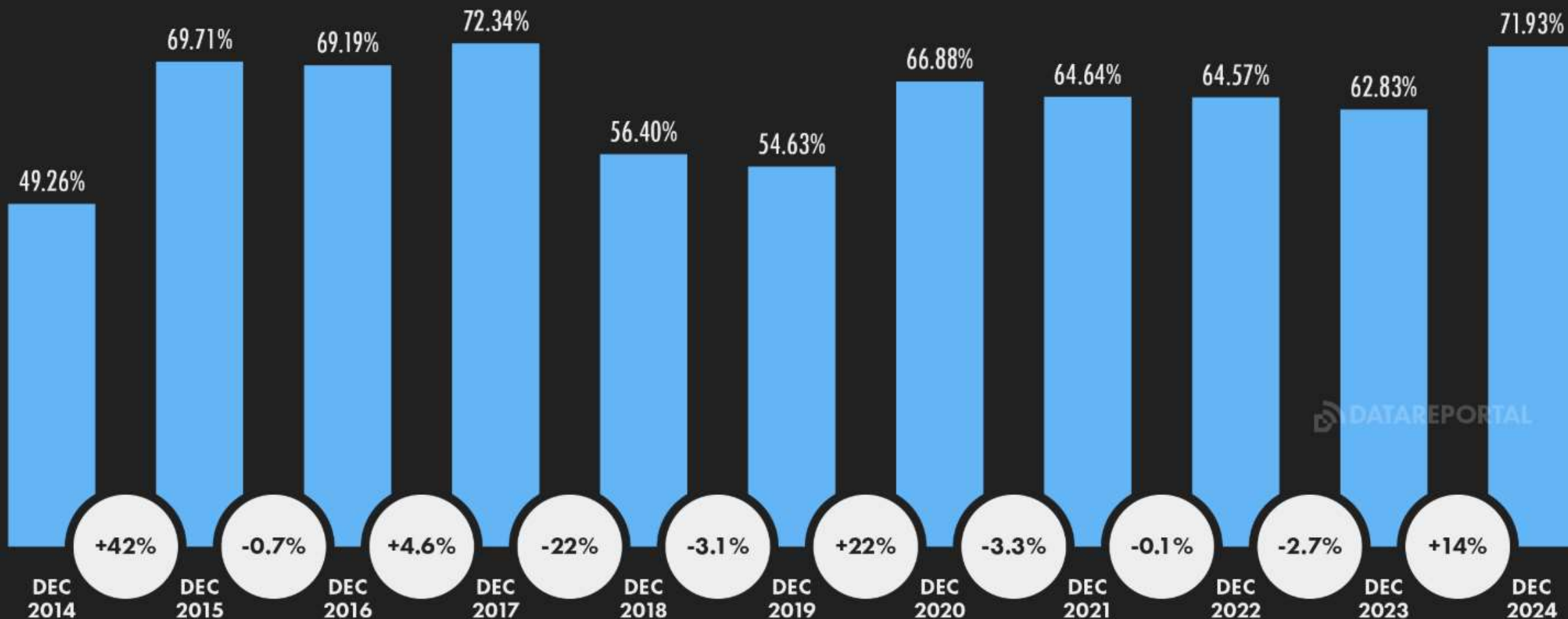
[UNCHANGED]

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2024. 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. WHERE VALUES SHOW AS "+▲", THE GROWTH VALUE DOES NOT FIT IN THE AVAILABLE SPACE THIS IS TYPICALLY DUE TO CALCULATIONS INVOLVING GROWTH FROM A STARTING POINT OF ZERO OR NEAR ZERO.

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MOBILE'S SHARE OF WEB TRAFFIC (YOY)

SHARE OF **TOTAL WEB TRAFFIC** (PERCENTAGE OF WEB PAGE REQUESTS) ORIGINATING FROM WEB BROWSERS RUNNING ON **MOBILE PHONES**



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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF **WEB PAGE REQUESTS** ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN **DECEMBER 2024**



ANDROID

DATA REPORTAL

93.45%

IOS

6.49%

0.05% SAMSUNG

0.01% OTHERS

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 2024. 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. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

we
are
social

Meltwater

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SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



CHROME

87.78%

DATA REPORTAL

4.72% SAFARI

2.97% EDGE

1.92% FIREFOX

0.89% SAMSUNG INTERNET

0.71% OPERA

0.44% UC BROWSER

0.57% OTHERS

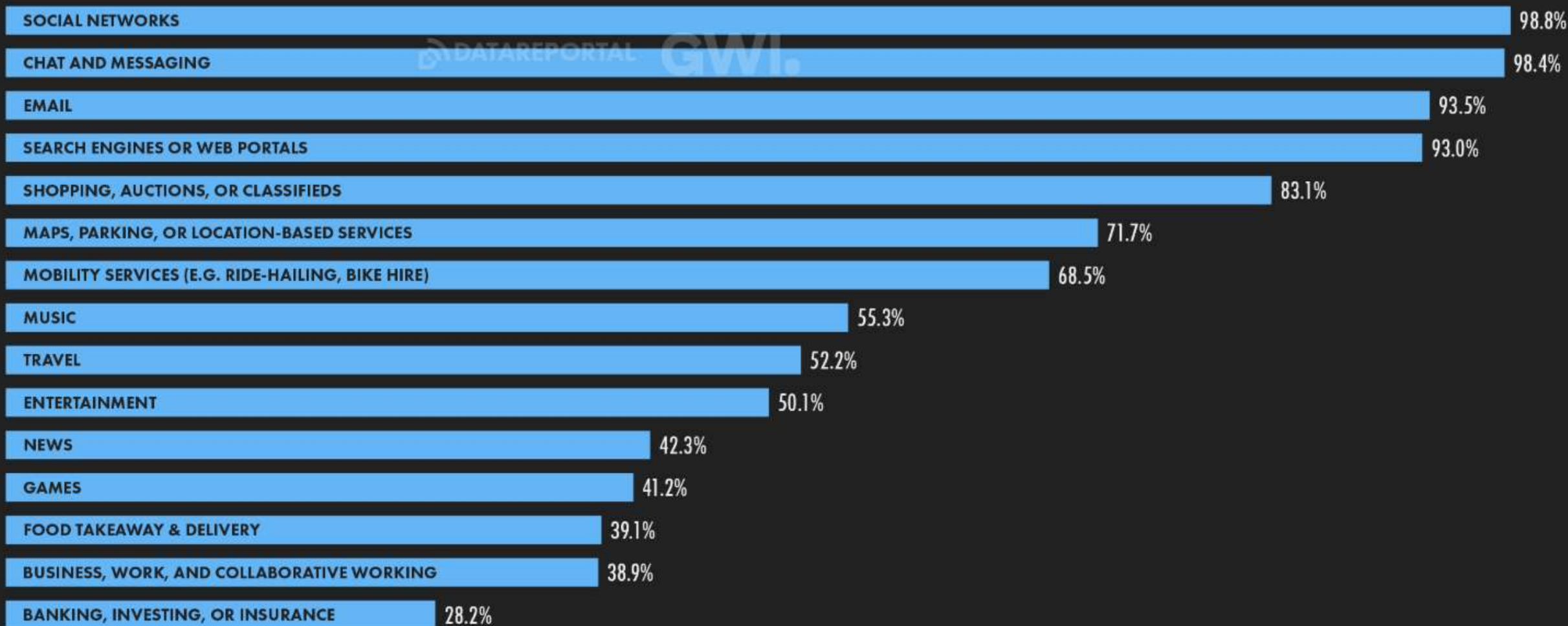
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TOP TYPES OF WEBSITES VISITED AND APPS USED

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



INDONESIA



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TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	2.25 B	142 M	8M 53S	8.01
02	YOUTUBE.COM	607 M	37.3 M	22M 37S	11.09
03	WHATSAPP.COM	325 M	30.0 M	18M 10S	11.13
04	DETIK.COM	195 M	41.1 M	3M 08S	2.39
05	X.COM	149 M	12.2 M	15M 52S	19.67
06	CHATGPT.COM	141 M	12.3 M	10M 14S	5.67
07	INSTAGRAM.COM	137 M	20.9 M	8M 44S	11.82
08	SHOPEE.CO.ID	120 M	31.5 M	8M 19S	7.37
09	FACEBOOK.COM	107 M	12.0 M	10M 34S	10.85
10	KOMPAS.COM	85.8 M	22.5 M	3M 20S	2.22

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	TIKTOK.COM	81.9 M	30.7 M	3M 15S	5.07
12	KEMDIKBUD.GO.ID	74.4 M	18.2 M	7M 35S	6.12
13	TOKOPEDIA.COM	66.4 M	16.5 M	7M 43S	8.11
14	BKN.GO.ID	55.7 M	11.3 M	5M 31S	6.13
15	YAHOO.COM	55.1 M	7.39 M	7M 59S	4.85
16	CNNINDONESIA.COM	50.8 M	19.2 M	1M 11S	1.76
17	KUMPARAN.COM	48.9 M	23.9 M	1M 26S	2.47
18	LIPUTAN6.COM	47.2 M	20.4 M	0M 25S	1.47
19	CANVA.COM	47.1 M	11.0 M	7M 38S	7.29
20	GOOGLE.CO.ID	46.7 M	15.2 M	4M 12S	6.14

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2024. **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" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS; FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS.

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TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC IN NOVEMBER 2024



INDONESIA

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	3.26B	178M	10M 44S	4.03
02	YOUTUBE.COM	1.50B	98.1M	27M 02S	9.09
03	FACEBOOK.COM	221M	52.7M	12M 37S	6.24
04	KOMPAS.COM	213M	47.8M	8M 53S	2.17
05	WHATSAPP.COM	181M	25.4M	41M 51S	4.69
06	DETIK.COM	181M	31.3M	8M 47S	2.88
07	INSTAGRAM.COM	151M	40.3M	13M 33S	8.39
08	TRIBUNNEWS.COM	151M	36.7M	8M 03S	2.30
09	X.COM	136M	26.9M	12M 46S	6.45
10	SHOPEE.CO.ID	133M	44.4M	9M 51S	3.73

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	CHATGPT.COM	112M	13.2M	9M 05S	2.51
12	TIKTOK.COM	102M	35.5M	10M 34S	4.84
13	PORNHUB.COM	96.4M	22.7M	11M 38S	7.93
14	TWITTER.COM	86.9M	31.4M	6M 16S	1.88
15	WIKIPEDIA.ORG	85.1M	25.9M	8M 58S	2.97
16	XNXX.COM	74.0M	22.0M	14M 06S	9.36
17	LIPUTAN6.COM	70.8M	25.9M	6M 12S	1.65
18	SUARA.COM	70.8M	19.0M	7M 11S	1.83
19	TOKOPEDIA.COM	65.5M	21.8M	11M 37S	5.11
20	BOLASPORT.COM	60.9M	12.8M	7M 14S	2.25

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES IN NOVEMBER 2024. **NOTE:** 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. FIGURES ENDING IN "B" ARE IN BILLIONS, FIGURES ENDING IN "M" ARE IN MILLIONS, FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES.