DIGITAL OUTLOOK SRI LANKA

The Annual Market Insight Report

2023

A Collaborative Project Between

APIDM
Asia Pacific Institute
of Digital Marketing

Marketing Management
University of Kelaniya, Sri Lanka

DIGITAL OUTLOOK SRI LANKA 2023

The Annual Market Insight Report

PREFACE

The digital landscape in Sri Lanka is rapidly evolving and continues to present a range of opportunities for businesses and individuals since recent years. The Government of Sri Lanka (GoSL) has placed a strong emphasis on expanding access to digital technology, with a focus on increasing connectivity and digital literacy.

There are visible changes to the way people consume media and use the internet. The COVID-19 pandemic has accelerated the shift toward digital communication and online commerce, and it is likely that this trend will continue in 2023. For businesses in Sri Lanka, the wider digital footprint presents a range of opportunities to connect with customers and expand their reach. The e-commerce sector is expected to continue to grow as more people turn to online shopping, and businesses that are able to adapt to this trend will be well-positioned to succeed.

Overall, 2023 promises to be an exciting year for the digital landscape in Sri Lanka, with many opportunities for both consumers and businesses. Companies that are able to adapt to the changing digital landscape will be well-positioned for success, while policymakers and regulators will need to work to ensure that the internet remains open and accessible for all.

The Asia Pacific Institute of Digital Marketing (APIDM) one of the leading digital skill training institutes in the region, publishes its 4th edition of the Digital Outlook Sri Lanka - the annual market insights report in collaboration with the Department of Marketing Management, the University of Kelaniya, Sri Lanka, with the purpose of providing marketing and business professionals with the latest data and important insights on rapidly evolving digital sector. Since its inception in 2009, APIDM has emerged as an influential digital training institute that continues to pave the way forward to providing the access to the most up-to-date research data on the latest trends and developments to enable Sri Lankan business professionals to make more informed business decisions while driving innovation in the digital sector.

RESEARCH METHODOLOGY

An empirical survey was carried out as a quantitative study whilst the findings were supported by industry and academic expertise unveiled through strategic discussions. The population for the study was selected based on the Internet penetration and the social media penetration of Sri Lanka. The sample was selected using the stratified sampling techniques, which is accounted for 2863 covering all the provinces in Sri Lanka. The main data collection tool was a questionnaire with scales, rankings, and open-ended options to obtain brand-specific and industry-related insights. The study was based on primary and secondary data, and descriptive statistical tools were used to analyze the collected sample data. The report presents some key strategic insights based on the findings of the study.

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CONTENT

SURVEY SAMPLE
Monthly Active Users in Sri Lanka

2863 Respondents

40% Female

60% Male

4%
Northern Province

8%
North Central Province

3%
Eastern Province

10%
North Western Province

10%
Central Province

34%
Western Province

8%
Uva Province

13% Southern Province

9%
Sabaragamuwa Province

AGE GROUP COMPOSITION

33%
30%
16%
6%
8%
5%
2%

13 to 17 | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65+

MEDIA ACCESSIBILITY

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Page 02

Total Population

21.86 Million

Total number of Internet users	Total active social media users	Total number of cellular mobile connections
14.58 Million	7. 20 Million	36.18 Million
Total number of Internet users as a percentage of the total population.	Total active social media users as a percentage of the total population.	Total number of cellular mobile connections as a percentage of the total population
66.7%	32.9%	165.5%

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Frequency Of Accessing The Internet

Out of the total internet users in Sri Lanka, 97% are daily active internet users. This indicates that internet usage in Sri Lanka is actively consumed, on a daily basis.

Age & Gender-Based Analysis

■ Daily   ■ Once a week

13 to 17
- 89%   11%
- 96%   4%

18 to 24
- 100%
- 100%

25 to 34
- 99%   1%
- 99%   1%

35 to 44
- 96%   4%
- 98%   2%

45 to 54
- 86%   14%
- 93%   7%

55 to 64
- 84%   16%
- 91%   9%

65+
- 88%   12%
- 83%   17%

25%   50%   75%   100%

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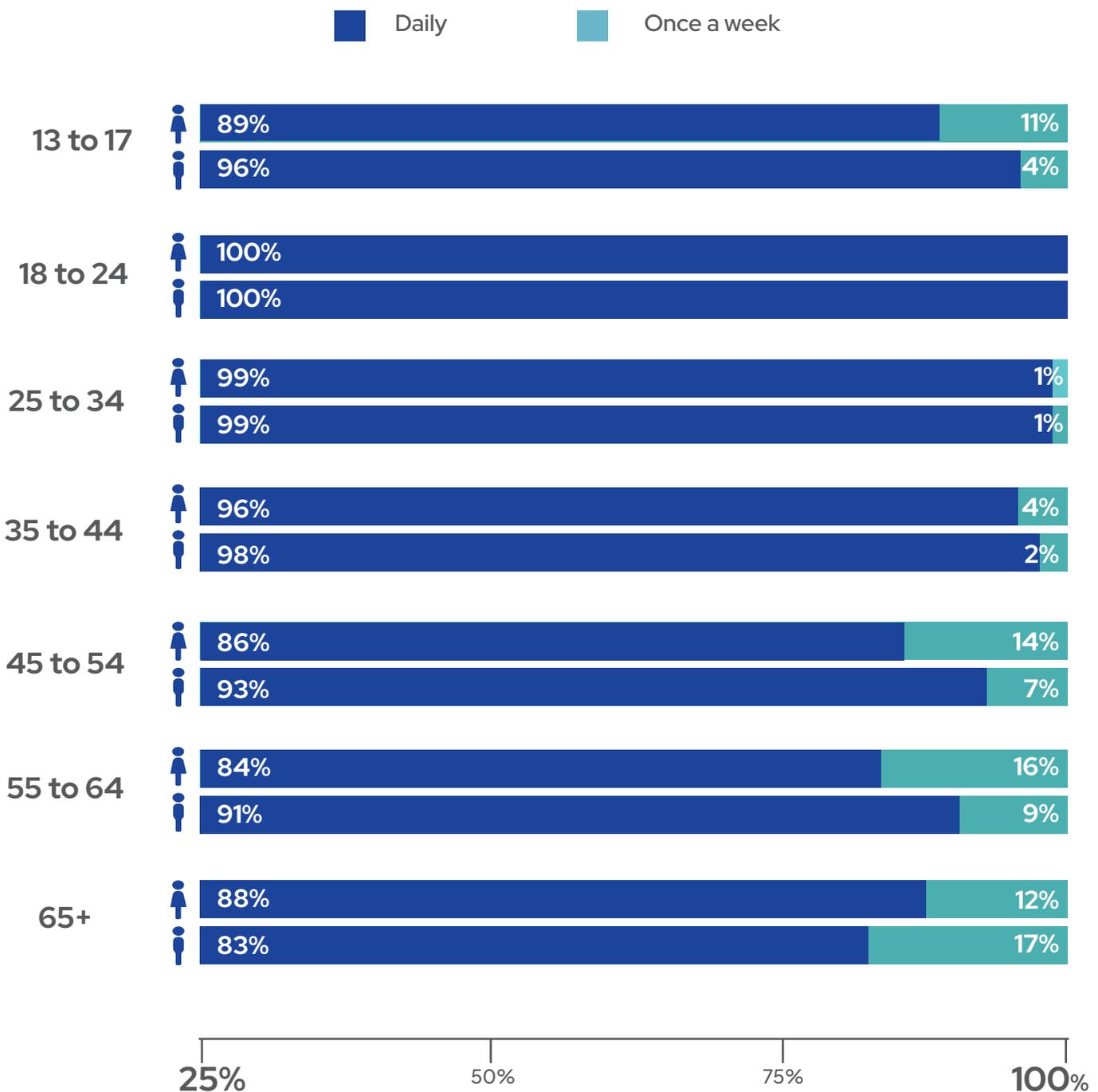
Most Common Methods Of Accessing The Internet

While 64% of internet users in Sri Lanka have stated that they have a personal computer or a laptop at home, 40% of those internet users mentioned that they also own a mobile phone. As such , the mobile phone has become the most commonly used method of accessing the internet.

Age & Gender-Based Analysis

Legend: Laptop/ Computer — Smart Phone — Tab

13 to 17
- ♀: 21% | 72% | 7%
- ♂: 39% | 54% | 7%

18 to 24
- ♀: 39% | 54% | 7%
- ♂: 39% | 53% | 8%

25 to 34
- ♀: 37% | 56% | 7%
- ♂: 40% | 53% | 7%

35 to 44
- ♀: 27% | 65% | 8%
- ♂: 36% | 52% | 12%

45 to 54
- ♀: 19% | 74% | 7%
- ♂: 36% | 53% | 11%

55 to 64
- ♀: 19% | 74% | 7%
- ♂: 36% | 56% | 8%

65+
- ♀: 11% | 89%
- ♂: 32% | 61% | 7%

0%   25%   50%   75%   100%

MEDIA CONSUMPTION PATTERNS

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Page 06
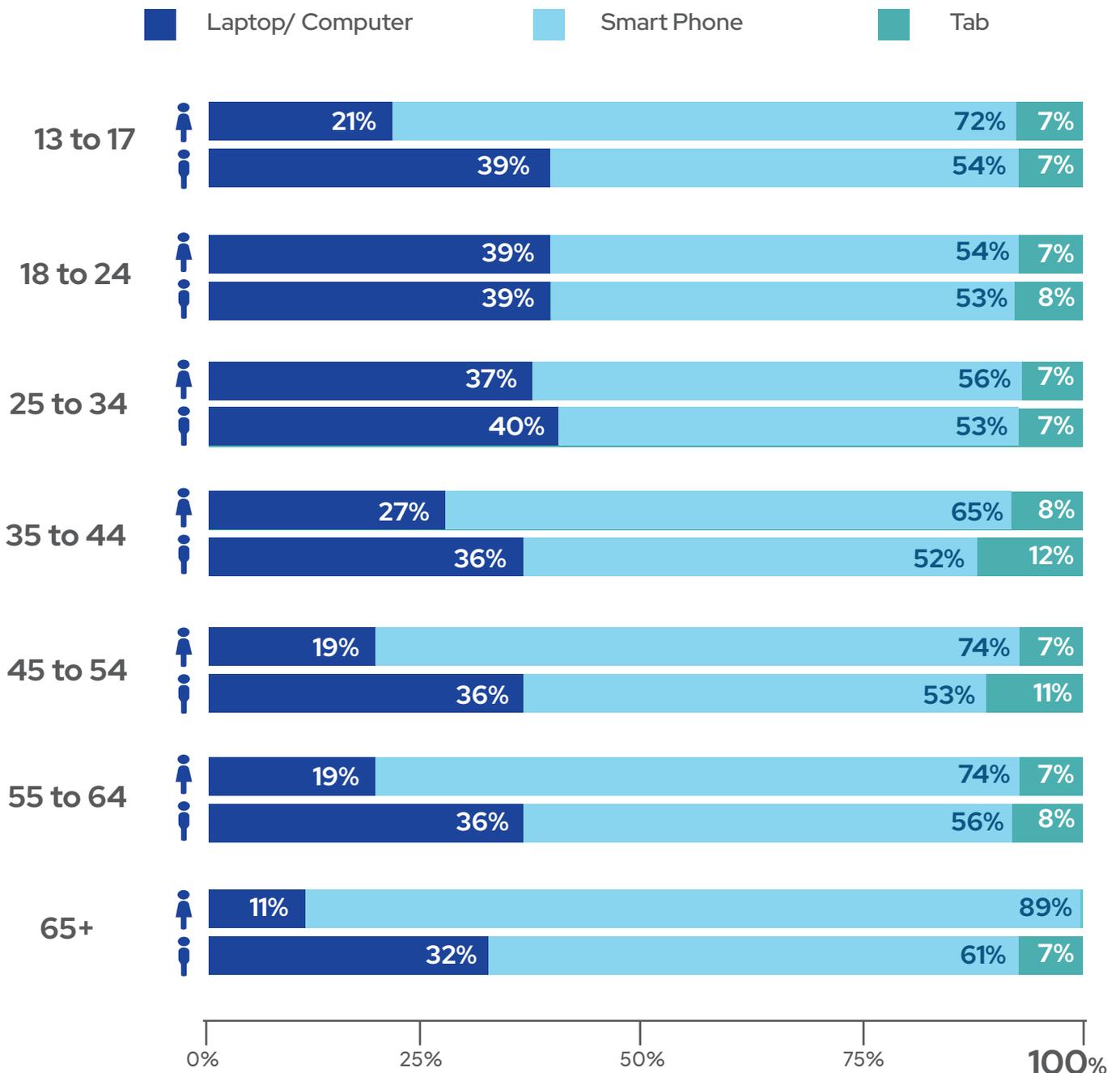
TV Watch Time

On average, 32% of Sri Lankan internet users spend 1–2 hours watching TV and 27% spend below 30 minutes doing so. 29% of users have stated that they do not watch TV.

Age & Gender-Based Analysis

Legend:
- 1 to 2 Hours
- 3 to 4 Hours
- 5 to 6 Hours
- < 30 Minutes
- > 6 Hours
- Do not watch TV

13 to 17

Female:
- 43% — 1 to 2 Hours
- 19% — 3 to 4 Hours
- 4% — 5 to 6 Hours
- 21% — < 30 Minutes
- 13% — Do not watch TV

Male:
- 28% — 1 to 2 Hours
- 15% — 3 to 4 Hours
- 2% — 5 to 6 Hours
- 30% — < 30 Minutes
- 25% — Do not watch TV

18 to 24

Female:
- 30% — 1 to 2 Hours
- 6% — 3 to 4 Hours
- 2% — 5 to 6 Hours
- 26% — < 30 Minutes
- 1% — > 6 Hours
- 35% — Do not watch TV

Male:
- 23% — 1 to 2 Hours
- 6% — 3 to 4 Hours
- 3% — 5 to 6 Hours
- 28% — < 30 Minutes
- 2% — > 6 Hours
- 38% — Do not watch TV

25 to 34

Female:
- 30% — 1 to 2 Hours
- 8% — 3 to 4 Hours
- 2% — 5 to 6 Hours
- 27% — < 30 Minutes
- 33% — Do not watch TV

Male:
- 27% — 1 to 2 Hours
- 4% — 3 to 4 Hours
- 35% — < 30 Minutes
- 1% — > 6 Hours
- 33% — Do not watch TV

35 to 44

Female:
- 40% — 1 to 2 Hours
- 15% — 3 to 4 Hours
- 2% — 5 to 6 Hours
- 19% — < 30 Minutes
- 1% — > 6 Hours
- 23% — Do not watch TV

Male:
- 38% — 1 to 2 Hours
- 9% — 3 to 4 Hours
- 2% — 5 to 6 Hours
- 29% — < 30 Minutes
- 1% — > 6 Hours
- 21% — Do not watch TV

Scale: 0% | 15% | 30% | 45% | 60%

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TV Watch Time Cont'd.

Age & Gender–Based Analysis Cont'd.

Legend:
- 1 to 2 Hours
- 3 to 4 Hours
- 5 to 6 Hours
- < 30 Minutes
- > 6 Hours
- Do not watch TV

45 to 54

Female
- 51%
- 15%
- 1%
- 15%
- 2%
- 16%

Male
- 50%
- 9%
- 2%
- 24%
- 3%
- 12%

55 to 64

Female
- 50%
- 18%
- 7%
- 9%
- 2%
- 14%

Male
- 39%
- 23%
- 5%
- 15%
- 18%

65 +

Female
- 13%
- 25%
- 13%
- 13%
- 25%
- 11%

Male
- 42%
- 22%
- 8%
- 19%
- 3%
- 6%

Axis: 0% | 15% | 30% | 45% | 60%
Axis: 0% | 15% | 30% | 45% | 60%

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Time Spent On Listening To The Radio

On average, 24% Sri Lankan internet users spend below 30 minutes listening to the radio and 12% of users spend 1 – 2 hours. 59% of users have stated that they do not listen to the radio.

Age & Gender-Based Analysis

Legend:
- 1 to 2 Hours
- 3 to 4 Hours
- 5 to 6 Hours
- < 30 Minutes
- > 6 Hours
- Do not listen to the radio

13 to 17

Female:
- 15%
- 21%
- 64%

Male:
- 12%
- 3%
- 1%
- 13%
- 1%
- 70%

18 to 24

Female:
- 9%
- 2%
- 21%
- 1%
- 67%

Male:
- 10%
- 3%
- 2%
- 19%
- 1%
- 65%

25 to 34

Female:
- 13%
- 2%
- 1%
- 22%
- 1%
- 61%

Male:
- 7%
- 3%
- 1%
- 27%
- 62%

35 to 44

Female:
- 18%
- 2%
- 2%
- 25%
- 2%
- 51%

Male:
- 15%
- 3%
- 32%
- 3%
- 47%

Axis (both charts): 0% 15% 30% 45% 60% 75%

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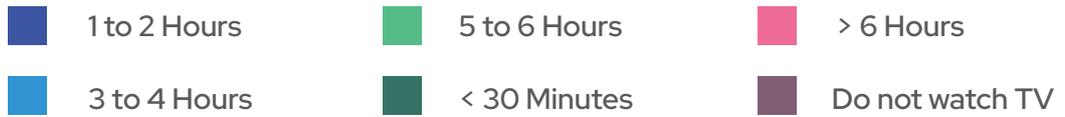
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Time Spent On Listening To The Radio Cont'd.

Age & Gender-Based Analysis Cont'd.

Legend:
- 1 to 2 Hours
- 3 to 4 Hours
- 5 to 6 Hours
- < 30 Minutes
- > 6 Hours
- Do not listen to the radio

45 to 54

Female:
- 18% — 1 to 2 Hours
- 7% — 3 to 4 Hours
- 1% — 5 to 6 Hours
- 20% — < 30 Minutes
- 1% — > 6 Hours
- 53% — Do not listen to the radio

Male:
- 15% — 1 to 2 Hours
- 3% — 3 to 4 Hours
- 2% — 5 to 6 Hours
- 35% — < 30 Minutes
- 45% — Do not listen to the radio

55 to 64

Female:
- 25% — 1 to 2 Hours
- 11% — 3 to 4 Hours
- 18% — < 30 Minutes
- 7% — > 6 Hours
- 39% — Do not listen to the radio

Male:
- 17% — 1 to 2 Hours
- 2% — 3 to 4 Hours
- 1% — 5 to 6 Hours
- 26% — < 30 Minutes
- 1% — > 6 Hours
- 53% — Do not listen to the radio

65 +

Female:
- 38% — 1 to 2 Hours
- 13% — 3 to 4 Hours
- 12% — 5 to 6 Hours
- 13% — > 6 Hours
- 24% — Do not listen to the radio

Male:
- 28% — 1 to 2 Hours
- 5% — 3 to 4 Hours
- 31% — < 30 Minutes
- 3% — > 6 Hours
- 33% — Do not listen to the radio

Axis: 0% 15% 30% 45% 60%

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Key Media Sources Of Receiving News Updates

While social media has become the primary method of receiving news updates for Sri Lankan Internet users, accounting for 56%, TV has become the second most used method of receiving news updates, accounting for 34%

Gender-Based analysis

Source	Female	Male
TV	46%	49%
Radio	12%	13%
Newspaper	13%	18%
News Mobile Apps	28%	39%
Social Media	81%	86%
Gossip Website	10%	12%
SMS Subscriptions	9%	15%
Messaging Apps	9%	16%

0%   20%   40%   60%   80%   100%

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Key Media Sources Of Receiving News Updates Cont'd.

Age-Based Analysis

Legend:
- TV
- Radio
- Newspaper
- News Mobile Apps
- Social Media
- Gossip Websites
- SMS Subscriptions
- Messaging Apps

13 to 17
- TV: 27%
- Radio: 6%
- Newspaper: 5%
- News Mobile Apps: 14%
- Social Media: 31%
- Gossip Websites: 4%
- SMS Subscriptions: 4%
- Messaging Apps: 9%

18 to 24
- TV: 17%
- Radio: 4%
- Newspaper: 4%
- News Mobile Apps: 16%
- Social Media: 42%
- Gossip Websites: 5%
- SMS Subscriptions: 4%
- Messaging Apps: 8%

25 to 34
- TV: 18%
- Radio: 5%
- Newspaper: 6%
- News Mobile Apps: 17%
- Social Media: 39%
- Gossip Websites: 5%
- SMS Subscriptions: 5%
- Messaging Apps: 5%

35 to 44
- TV: 23%
- Radio: 6%
- Newspaper: 8%
- News Mobile Apps: 14%
- Social Media: 32%
- Gossip Websites: 6%
- SMS Subscriptions: 7%
- Messaging Apps: 4%

Axis: 0% 10% 20% 30% 40% 50%

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Key Media Sources Of Receiving News Updates Cont'd.

Age-Based Analysis Cont'd.

Legend:
- TV
- Radio
- Newspaper
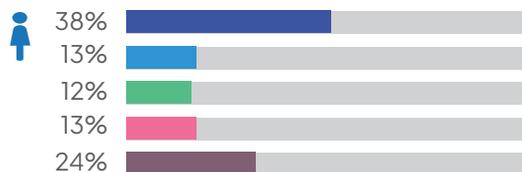- News Mobile Apps
- Social Media
- Gossip Websites
- SMS Subscriptions
- Messaging Apps

45 to 54

Media Source	Percentage
TV	28%
Radio	8%
Newspaper	11%
News Mobile Apps	11%
Social Media	28%
Gossip Websites	3%
SMS Subscriptions	7%
Messaging Apps	4%

55 to 64

Media Source	Percentage
TV	25%
Radio	9%
Newspaper	11%
News Mobile Apps	11%
Social Media	29%
Gossip Websites	4%
SMS Subscriptions	7%
Messaging Apps	4%

65+

Media Source	Percentage
TV	30%
Radio	14%
Newspaper	16%
News Mobile Apps	9%
Social Media	23%
Gossip Websites	3%
SMS Subscriptions	2%
Messaging Apps	3%

0% 10% 20% 30% 40% 50%

SOCIAL MEDIA CONSUMPTION PATTERNS

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Social Media Penetration

Facebook is the most popular social media platform among Internet users in Sri Lanka, accounting for 87% of active users. YouTube and Instagram have become the second and third most popular social media platforms accounting for 41% and 23% of active users respectively.

Gender-Based Analysis

Platform	Female	Male
Facebook	93%	77%
Twitter	32%	53%
Instagram	41%	50%
LinkedIn	23%	31%
Tiktok	23%	27%
Snapchat	21%	10%
Clubhouse	1%	4%
Pinterest	15%	12%
Youtube	82%	86%
N/A	2%	1%

0%   20%   40%   60%   80%   100%

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Social Media Penetration Cont'd.

Age Based Analysis

- Facebook
- Instagram
- TikTok
- Clubhouse
- YouTube
- Twitter
- LinkedIn
- Snapchat
- Pinterest
- N/A

13 to 17

Platform	Value
Facebook	19%
Twitter	7%
Instagram	15%
LinkedIn	3%
TikTok	12%
Snapchat	10%
Clubhouse	1%
Pinterest	4%
YouTube	28%
N/A	1%

18 to 24

Platform	Value
Facebook	23%
Twitter	5%
Instagram	17%
LinkedIn	8%
TikTok	9%
Snapchat	7%
Clubhouse	2%
Pinterest	5%
YouTube	24%

25 to 34

Platform	Value
Facebook	26%
Twitter	7%
Instagram	16%
LinkedIn	11%
TikTok	8%
Snapchat	3%
Clubhouse	1%
Pinterest	4%
YouTube	24%

35 to 44

Platform	Value
Facebook	32%
Twitter	7%
Instagram	11%
LinkedIn	8%
TikTok	5%
Snapchat	2%
Clubhouse	1%
Pinterest	3%
YouTube	31%

0%   10%   20%   30%   40%   50%

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Social Media Penetration Cont'd.

Age Based Analysis Cont'd.

Legend:
- Facebook
- Twitter
- Instagram
- LinkedIn
- TikTok
- Snapchat
- Clubhouse
- Pinterest
- YouTube
- N/A

45 to 54
- Facebook: 39%
- Twitter: 5%
- Instagram: 6%
- LinkedIn: 6%
- TikTok: 3%
- Pinterest: 3%
- YouTube: 36%
- N/A: 2%

55 to 64
- Facebook: 37%
- Twitter: 7%
- Instagram: 6%
- LinkedIn: 6%
- TikTok: 2%
- Snapchat: 1%
- Pinterest: 4%
- YouTube: 34%
- N/A: 3%

65 +
- Facebook: 43%
- Twitter: 4%
- Instagram: 5%
- TikTok: 1%
- Pinterest: 2%
- YouTube: 39%
- N/A: 6%

Axis: 0%, 10%, 20%, 30%, 40%, 50%

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Sharing Updates/News

The most popular platform for sharing news and updates with friends and others in Sri Lanka is WhatsApp, accounting for 73%. Sharing on Facebook Wall & Facebook Messenger have become the second and third most popular methods of sharing news/updates. This indicates that most of the internet users in Sri Lanka use dark social channels to share news updates with others.

Gender-Based analysis

Platform	Female	Male
Share on Facebook Wall	27%	72%
Through Facebook Messenger	31%	30%
Share on LinkedIn	5%	9%
Share on Twitter	2%	9%
Through WhatsApp	95%	90%
Through Viber	5%	6%
Through Email	19%	23%
N/A	2%	3%

0% 20% 40% 60% 80% 100%

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Sharing Updates/News Cont'd.

Age & Gender-Based Analysis Cont'd.

Legend:
- Share on Facebook Wall
- Share on LinkedIn
- Share on Twitter
- Through Email
- Through Facebook Messenger
- Through Viber
- Through Whatsapp
- N/A

13 to 17

Female:
- Share on Facebook Wall: 4%
- Share on LinkedIn: 1%
- Share on Twitter: 3%
- Through Email: 4%
- Through Facebook Messenger: 4%
- Through Viber: 6%
- Through Whatsapp: 74%
- N/A: 3%

Male:
- Share on Facebook Wall: 24%
- Share on LinkedIn: 2%
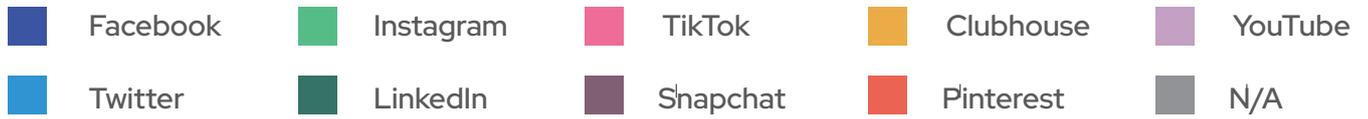- Share on Twitter: 4%
- Through Email: 4%
- Through Facebook Messenger: 9%
- Through Viber: 3%
- Through Whatsapp: 52%
- N/A: 2%

18 to 24

Female:
- Share on Facebook Wall: 19%
- Share on LinkedIn: 3%
- Share on Twitter: 1%
- Through Email: 9%
- Through Facebook Messenger: 15%
- Through Viber: 1%
- Through Whatsapp: 52%

Male:
- Share on Facebook Wall: 27%
- Share on LinkedIn: 4%
- Share on Twitter: 3%
- Through Email: 9%
- Through Facebook Messenger: 11%
- Through Viber: 2%
- Through Whatsapp: 43%
- N/A: 1%

25 to 34

Female:
- Share on Facebook Wall: 23%
- Share on LinkedIn: 4%
- Share on Twitter: 1%
- Through Email: 10%
- Through Facebook Messenger: 18%
- Through Viber: 2%
- Through Whatsapp: 42%

Male:
- Share on Facebook Wall: 32%
- Share on LinkedIn: 5%
- Share on Twitter: 3%
- Through Email: 9%
- Through Facebook Messenger: 14%
- Through Viber: 2%
- Through Whatsapp: 35%
- N/A: 1%

35 to 44

Female:
- Share on Facebook Wall: 21%
- Share on LinkedIn: 2%
- Share on Twitter: 2%
- Through Email: 11%
- Through Facebook Messenger: 17%
- Through Viber: 4%
- Through Whatsapp: 42%
- N/A: 1%

Male:
- Share on Facebook Wall: 31%
- Share on LinkedIn: 3%
- Share on Twitter: 3%
- Through Email: 11%
- Through Facebook Messenger: 13%
- Through Viber: 4%
- Through Whatsapp: 34%
- N/A: 1%

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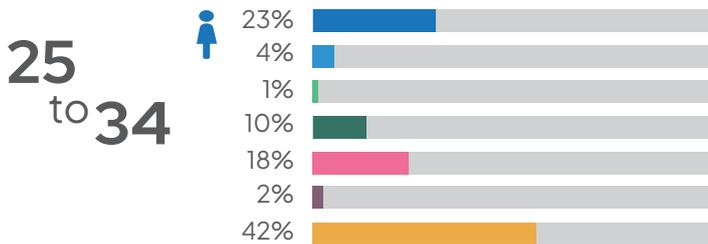the Department of Marketing Management, University of Kelaniya

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Sharing Updates/News Cont'd.

Age & Gender-Based Analysis Cont'd.

Legend:
- Share on Facebook Wall
- Share on LinkedIn
- Share on Twitter
- Through Email
- Through Facebook Messenger
- Through Viber
- Through Whatsapp
- N/A

45 to 54

Female:
- Share on Facebook Wall: 18%
- Through Email: 10%
- Through Facebook Messenger: 15%
- Through Viber: 6%
- Through Whatsapp: 47%
- N/A: 4%

Male:
- Share on Facebook Wall: 32%
- Share on LinkedIn: 3%
- Share on Twitter: 3%
- Through Email: 10%
- Through Facebook Messenger: 9%
- Through Viber: 4%
- Through Whatsapp: 37%
- N/A: 3%

55 to 64

Female:
- Share on Facebook Wall: 23%
- Share on LinkedIn: 1%
- Share on Twitter: 4%
- Through Email: 8%
- Through Facebook Messenger: 9%
- Through Viber: 4%
- Through Whatsapp: 46%
- N/A: 5%

Male:
- Share on Facebook Wall: 29%
- Share on LinkedIn: 2%
- Share on Twitter: 2%
- Through Email: 10%
- Through Facebook Messenger: 13%
- Through Viber: 3%
- Through Whatsapp: 35%
- N/A: 4%

65 +

Female:
- Share on Facebook Wall: 9%
- Through Email: 19%
- Through Viber: 9%
- Through Whatsapp: 45%
- N/A: 18%

Male:
- Share on Facebook Wall: 28%
- Through Email: 12%
- Through Facebook Messenger: 15%
- Through Viber: 4%
- Through Whatsapp: 32%
- N/A: 9%

Axis: 0% 15% 30% 45% 60% 75%

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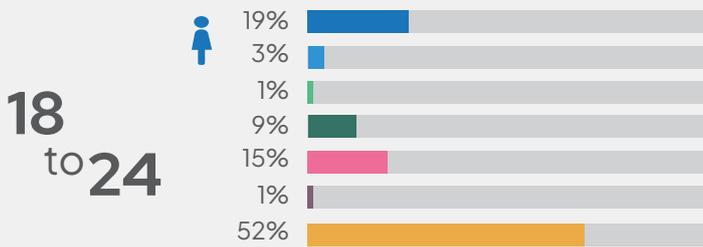the Department of Marketing Management, University of Kelaniya

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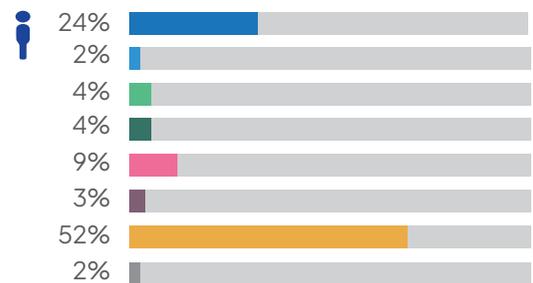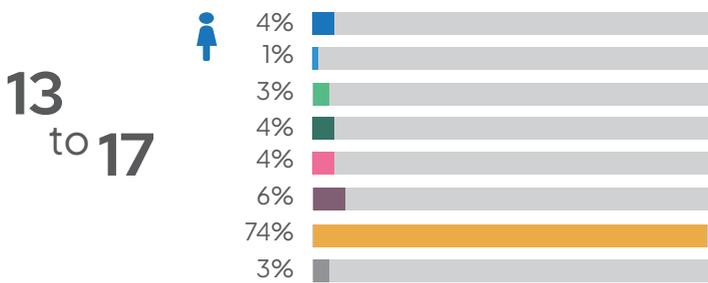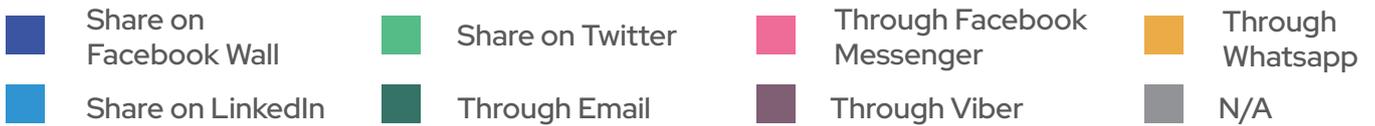# The Frequency Of Updating Social Media Profiles

The most popular platform for sharing news and updates with friends and others in Sri Lanka is WhatsApp, accounting for 73%. Sharing on Facebook Wall & Facebook Messenger have become the second and third most popular methods of sharing news/updates. This indicates that most of the internet users in Sri Lanka use dark social channels to share news updates with others.
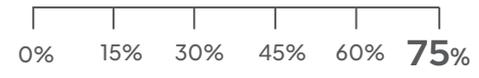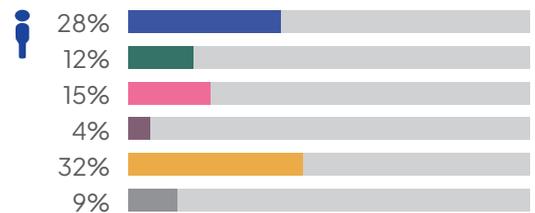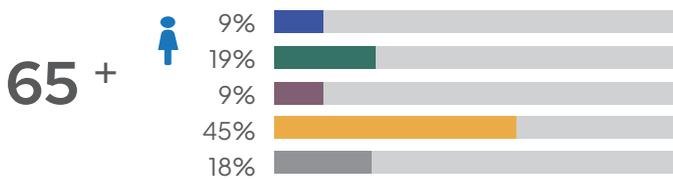
Age & Gender-Based Analysis

- ■ Couple of times a day
- ■ Almost never
- ■ Atleast once a month
- ■ Atleast once a week
- ■ Once a day
- ■ Once in two weeks
- ■ N/A
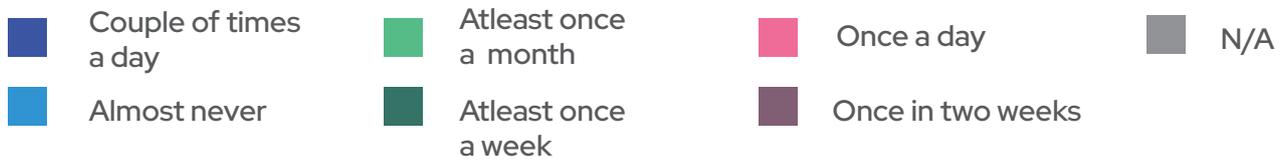
13 to 17

9% of females and 14% of males update their status/content on social media profiles a couple of times a day.

Female: 9% | 17% | 19% | 13% | 19% | 6% | 17%

Male: 14% | 5% | 24% | 25% | 19% | 10% | 3%
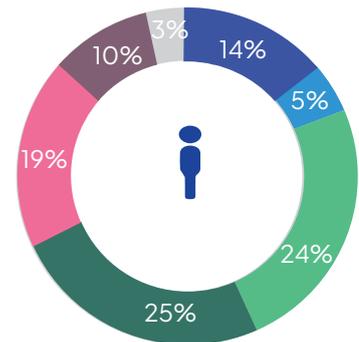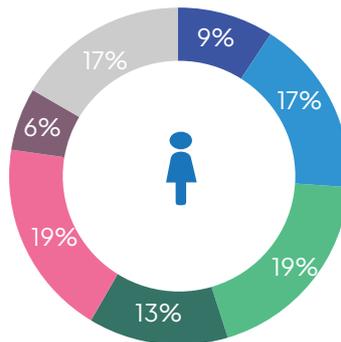
18 to 24

13% of females and 15% of males update their status/content on social media profiles a couple of times a day.

Female: 13% | 8% | 30% | 18% | 17% | 10% | 4%

Male: 15% | 8% | 27% | 21% | 15% | 9% | 5%
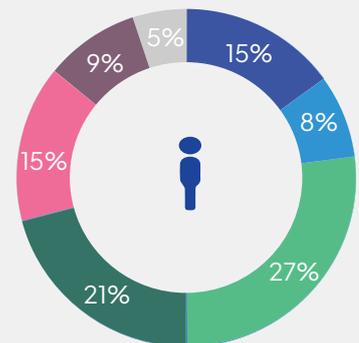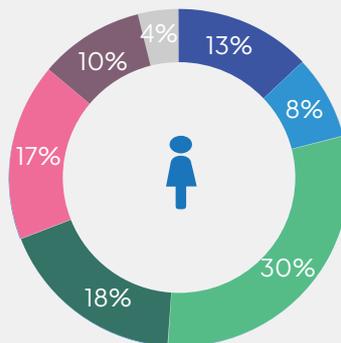
25 to 34

12% of females and 19% of males update their status/content on social media profiles a couple of times a day.

Female: 12% | 10% | 28% | 22% | 14% | 10% | 4%

Male: 19% | 10% | 24% | 23% | 11% | 9% | 4%

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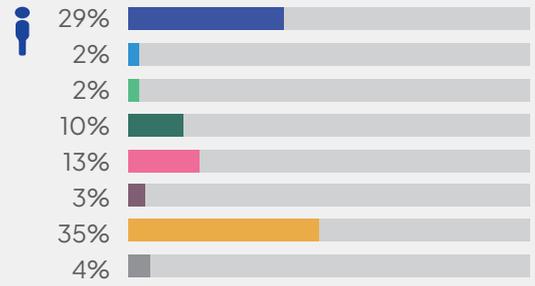the Department of Marketing Management, University of Kelaniya

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Age & Gender-Based Analysis

Legend:
- Couple of times a day
- Almost never
- Atleast once a month
- Atleast once a week
- Once a day
- Once in two weeks
- N/A
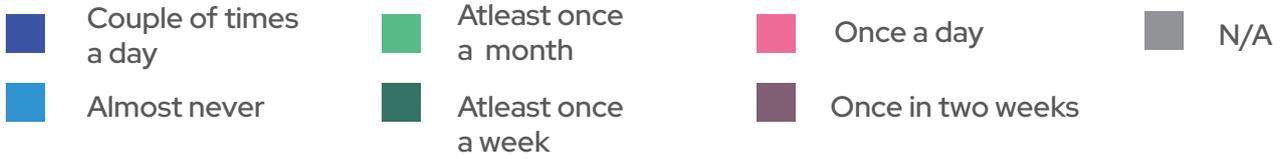
35 to 44

12% of females and 20% of males update their status/content on social media profiles a couple of times a day.

Female: 12%, 15%, 28%, 19%, 9%, 12%, 5%

Male: 20%, 9%, 26%, 17%, 13%, 10%, 5%
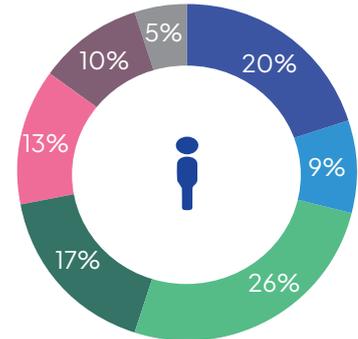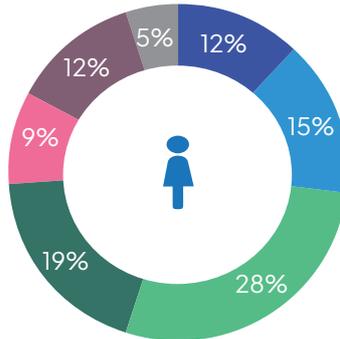
45 to 54

8% of females and 23% of males update their status/content on social media profiles a couple of times a day.

Female: 8%, 23%, 20%, 11%, 6%, 12%, 20%

Male: 23%, 12%, 15%, 17%, 17%, 7%, 9%
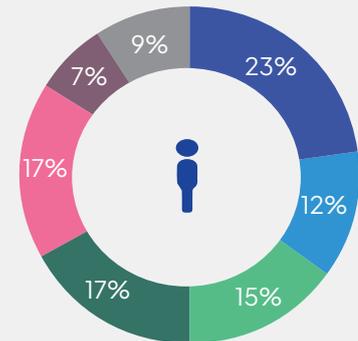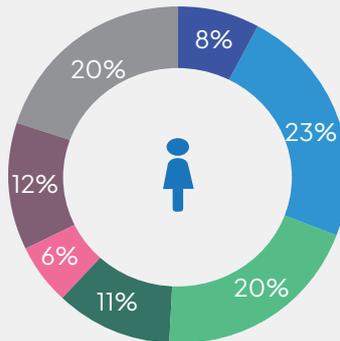
55 to 64

5% of females and 25% of males update their status/content on social media profiles a couple of times a day.
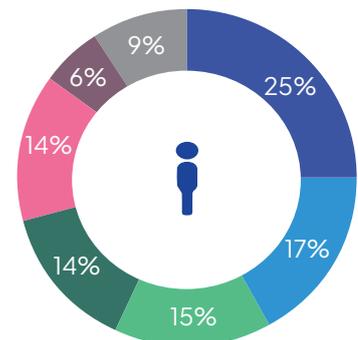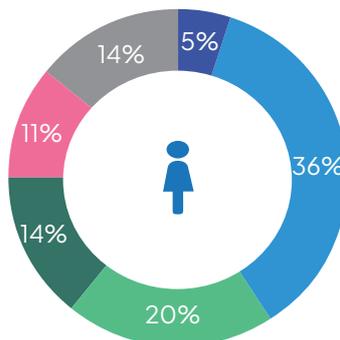
Female: 5%, 36%, 20%, 14%, 11%, 14%

Male: 25%, 17%, 15%, 14%, 14%, 6%, 9%

65+

31% of males update their status/content on social media profiles a couple of times a day.

Female: 38%, 12%, 50%

Male: 31%, 11%, 15%, 17%, 6%, 3%, 17%

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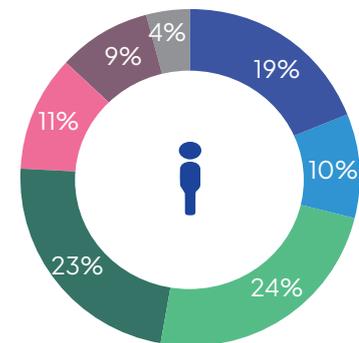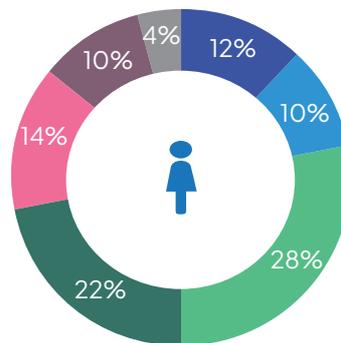the Department of Marketing Management, University of Kelaniya

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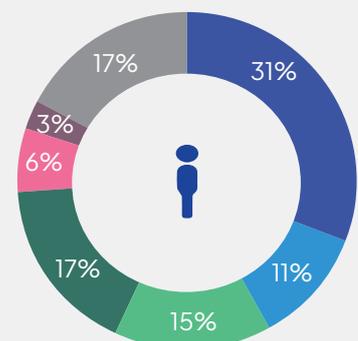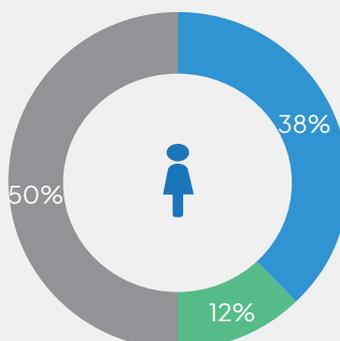
Tiktok Content Creators Vs. Content Watchers

2% of Sri Lankan Internet users stated that they create content on TikTok while 26% stated they watch content on TikTok. Further, 7% of Internet users both create and watch content on TikTok, while 65% have stated that they do not use TikTok.

Age & Gender–Based Analysis

Legend:
- A Content Creator
- A Content Watcher
- Both
- I don't use TikTok

13 to 17
- Female: A Content Watcher 26%, Both 4%, I don't use TikTok 70%
- Male: A Content Creator 2%, A Content Watcher 38%, Both 13%, I don't use TikTok 47%

18 to 24
- Female: A Content Creator 2%, A Content Watcher 33%, Both 7%, I don't use TikTok 58%
- Male: A Content Creator 3%, A Content Watcher 33%, Both 13%, I don't use TikTok 51%

25 to 34
- Female: A Content Creator 2%, A Content Watcher 26%, Both 7%, I don't use TikTok 65%
- Male: A Content Creator 3%, A Content Watcher 29%, Both 11%, I don't use TikTok 57%

35 to 44
- Female: A Content Creator 2%, A Content Watcher 12%, Both 3%, I don't use TikTok 83%
- Male: A Content Watcher 21%, Both 5%, I don't use TikTok 74%

45 to 54
- Female: A Content Watcher 7%, I don't use TikTok 93%
- Male: A Content Watcher 15%, Both 3%, I don't use TikTok 82%

55 to 64
- Female: A Content Watcher 5%, I don't use TikTok 95%
- Male: A Content Watcher 16%, I don't use TikTok 84%

65+
- Female: I don't use TikTok 100%
- Male: A Content Watcher 17%, I don't use TikTok 83%

0%   25%   50%   75%   100%

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The Most Sought-after Content-type On Tiktok

20% of the Sri Lankan TikTok users stated that they prefer to watch education-related content on TikTok while 29% stated that they prefer watching entertaining content on TikTok. Further, 12% have stated that they prefer to watch brand-related content on Tiktok.

Overall Analysis

Content type	Percentage
Celebrity content	9%
Educational	20%
Entertainment	29%
Product & brand related content	12%
TikTok competitions & challenges	6%
I don't like to see any content	23%
Other	6%

## Gender-Based Analysis

Legend:
- Celebrity Content
- Educational
- Entertainment
- Product & brand related content
- TikTok competition & challenges
- I don't like to see any content
- Other

Female:
- 11%
- 18%
- 28%
- 12%
- 6%
- 24%
- 1%

Male:
- 8%
- 22%
- 29%
- 12%
- 5%
- 22%
- 2%

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The Most Sought-after Content-type On Tiktok Cont'd.

Age Based Analysis

Legend:
- Celebrity Content
- Educational
- Entertainment
- Product & brand related content
- TikTok competition & challenges
- I don't like to see any content
- Other

13 to 17
- 8% Celebrity Content
- 24% Educational
- 32% Entertainment
- 9% Product & brand related content
- 7% TikTok competition & challenges
- 14% I don't like to see any content
- 6% Other

18 to 24
- 11% Celebrity Content
- 21% Educational
- 30% Entertainment
- 14% Product & brand related content
- 8% TikTok competition & challenges
- 15% I don't like to see any content
- 1% Other

25 to 34
- 9% Celebrity Content
- 21% Educational
- 30% Entertainment
- 14% Product & brand related content
- 6% TikTok competition & challenges
- 19% I don't like to see any content
- 1% Other

35 to 44
- 6% Celebrity Content
- 21% Educational
- 27% Entertainment
- 9% Product & brand related content
- 3% TikTok competition & challenges
- 33% I don't like to see any content
- 1% Other

0% 10% 20% 30% 40% 50% 60%

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The Most Sought-after Content-type On Tiktok Cont'd.

Age Based Analysis Cont'd.

- ■ Celebrity Content
- ■ Educational
- ■ Entertainment
- ■ Product & brand related content
- ■ TikTok competition & challenges
- ■ I don't like to see any content
- ■ Other

45 to 54

4%	Celebrity Content
18%	Educational
21%	Entertainment
8%	Product & brand
3%	TikTok competition & challenges
46%	I don't like to see any content

55 to 64

4%	Celebrity Content
19%	Educational
23%	Entertainment
6%	Product & brand
2%	TikTok competition & challenges
45%	I don't like to see any content
1%	Other

65 +

4%	Celebrity Content
13%	Educational
23%	Entertainment
4%	Product & brand
52%	I don't like to see any content
4%	Other

0% 10% 20% 30% 40% 50% 60%

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The Most Popular Private Messaging Apps

WhatsApp is the most popular private messaging platform among the Sri Lankan Internet users accounting for 53%, while Facebook Messenger Rooms is the second most popular messaging platform accounting for 45%.
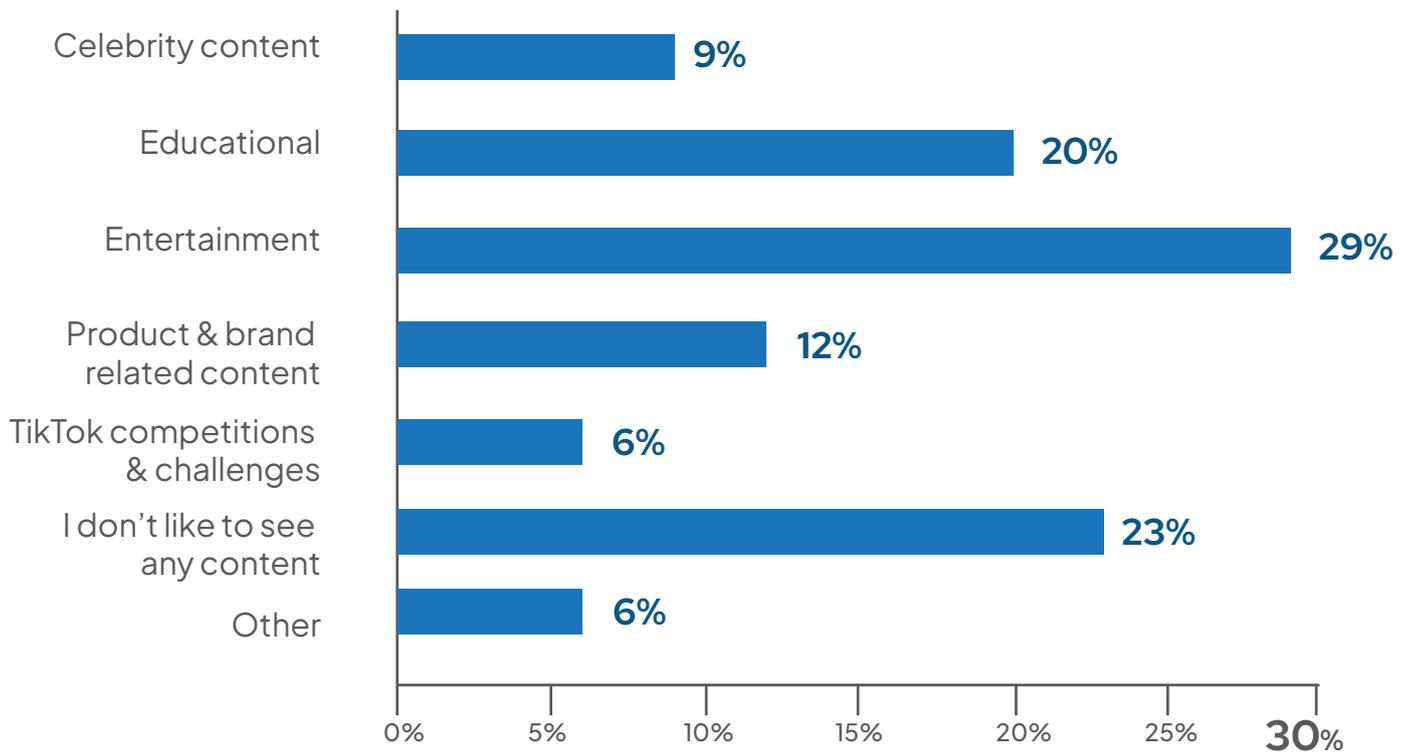
Age & Gender-Based Analysis
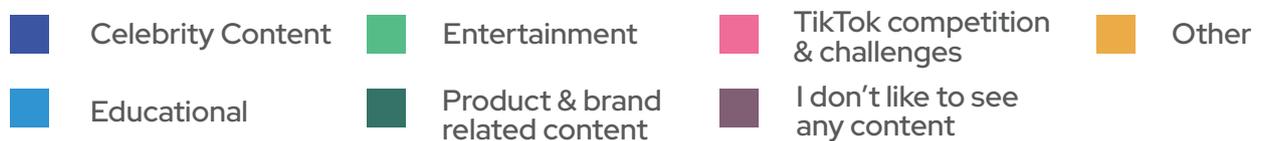
Legend:
- Facebook
- WhatsApp
- Viber
- Telegram
- IMO
- WeChat
- Google Hangout
- Google Duo
- Facebook Messenger Rooms
- Don't Use Any

13 to 17

Female:
- Facebook: 10%
- WhatsApp: 20%
- Viber: 8%
- Telegram: 14%
- IMO: 8%
- WeChat: 8%
- Google Hangout: 8%
- Google Duo: 8%
- Facebook Messenger Rooms: 8%
- Don't Use Any: 8%

Male:
- Facebook: 16%
- WhatsApp: 23%
- Viber: 8%
- Telegram: 15%
- IMO: 6%
- WeChat: 6%
- Google Hangout: 6%
- Google Duo: 6%
- Facebook Messenger Rooms: 6%
- Don't Use Any: 8%

18 to 24

Female:
- Facebook: 15%
- WhatsApp: 25%
- Viber: 8%
- Telegram: 14%
- IMO: 6%
- WeChat: 7%
- Google Hangout: 6%
- Google Duo: 6%
- Facebook Messenger Rooms: 6%
- Don't Use Any: 7%

Male:
- Facebook: 14%
- WhatsApp: 17%
- Viber: 9%
- Telegram: 13%
- IMO: 8%
- WeChat: 8%
- Google Hangout: 8%
- Google Duo: 7%
- Facebook Messenger Rooms: 8%
- Don't Use Any: 8%

25 to 34

Female:
- Facebook: 19%
- WhatsApp: 27%
- Viber: 8%
- Telegram: 10%
- IMO: 6%
- WeChat: 6%
- Google Hangout: 6%
- Google Duo: 6%
- Facebook Messenger Rooms: 6%
- Don't Use Any: 6%

Male:
- Facebook: 18%
- WhatsApp: 21%
- Viber: 8%
- Telegram: 11%
- IMO: 7%
- WeChat: 6%
- Google Hangout: 7%
- Google Duo: 7%
- Facebook Messenger Rooms: 7%
- Don't Use Any: 8%

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The Most Popular Private Messaging Apps Cont'd.

Age & Gender-Based Analysis Cont'd.

Legend:
- Facebook
- WhatsApp
- Viber
- Telegram
- IMO
- WeChat
- Google Hangout
- Google Duo
- Facebook Messenger Rooms
- Don't Use Any

35 to 44

Female
App	%
Facebook	19%
WhatsApp	26%
Viber	9%
Telegram	9%
IMO	6%
WeChat	6%
Google Hangout	7%
Google Duo	6%
Facebook Messenger Rooms	6%
Don't Use Any	6%t

Male
App	%
Facebook	17%
WhatsApp	20%
Viber	10%
Telegram	10%
IMO	7%
WeChat	7%
Google Hangout	7%
Google Duo	7%
Facebook Messenger Rooms	7%
Don't Use Any	8%

45 to 54

Female
App	%
Facebook	17%
WhatsApp	25%
Viber	13%
Telegram	9%
IMO	6%
WeChat	6%
Google Hangout	6%
Google Duo	6%
Facebook Messenger Rooms	5%
Don't Use Any	7%

Male
App	%
Facebook	17%
WhatsApp	23%
Viber	11%
Telegram	10%
IMO	6%
WeChat	7%
Google Hangout	6%
Google Duo	6%
Facebook Messenger Rooms	6%
Don't Use Any	8%

55 to 64

Female
App	%
Facebook	20%
WhatsApp	34%
Viber	9%
Telegram	6%
IMO	5%
WeChat	4%
Google Hangout	5%
Google Duo	6%
Facebook Messenger Rooms	4%
Don't Use Any	7%

Male
App	%
Facebook	21%
WhatsApp	26%
Viber	10%
Telegram	6%
IMO	5%
WeChat	5%
Google Hangout	6%
Google Duo	5%
Facebook Messenger Rooms	5%
Don't Use Any	7%

65 +

Female
App	%
Facebook	11%
WhatsApp	28%
Viber	22%
Telegram	6%
IMO	6%
WeChat	4%
Google Hangout	6%
Google Duo	6%
Facebook Messenger Rooms	6%
Don't Use Any	6%

Male
App	%
Facebook	20%
WhatsApp	25%
Viber	11%
Telegram	6%
IMO	5%
WeChat	6%
Google Hangout	8%
Google Duo	6%
Facebook Messenger Rooms	6%
Don't Use Any	6%

0% 10% 20% 30% 40%
0% 10% 20% 30% 40%

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Most Popular Platform For Video Content

73% of Internet users have stated YouTube as their most preferred platform to watch video content while 18% of the users have stated Facebook is their most preferred platform to watch video content.

Age & Gender-Based Analysis

- ■ Facebook
- ■ Instagram
- ■ LinkedIn
- ■ TikTok
- ■ Twitter
- ■ YouTube
- ■ Other
- ■ I don't prefer any platform

13 to 17

Female
- 4%
- 8%
- 87%
- 1%

Male
- 10%
- 3%
- 6%
- 81%

18 to 24

Female
- 23%
- 4%
- 9%
- 63%
- 1%

Male
- 19%
- 2%
- 7%
- 72%

25 to 34

Female
- 17%
- 5%
- 1%
- 7%
- 69%
- 1%

Male
- 18%
- 1%
- 1%
- 4%
- 76%

35 to 44

Female
- 21%
- 5%
- 1%
- 73%

Male
- 14%
- 2%
- 1%
- 2%
- 79%
- 2%

0%   25%   50%   75%   100%

0%   25%   50%   75%   100%

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Most Popular Platform For Video Content Cont'd.

Age & Gender-Based Analysis Cont'd.

Legend:
- Facebook
- Instagram
- LinkedIn
- TikTok
- Twitter
- YouTube
- Other
- I don't prefer any platform

45 to 54

Female:
- 24%
- 1%
- 71%
- 4%

Male:
- 24%
- 2%
- 72%
- 1%
- 1%

55 to 64

Female:
- 18%
- 2%
- 80%

Male:
- 14%
- 1%
- 83%
- 2%

65 +

Female:
- 88%
- 12%

Male:
- 11%
- 3%
- 83%
- 3%

Scale: 0% — 25% — 50% — 75% — 100%

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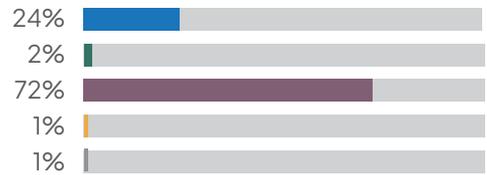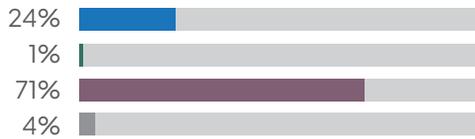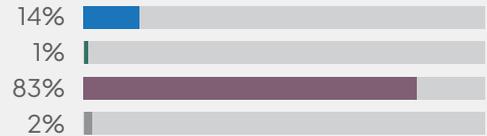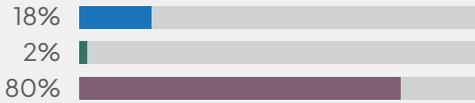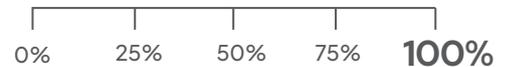
The Time Spent On Watching Online Videos

26% of Internet users stated that they spend around 15 – 30 minutes watching videos online while 25% of the users stated that they spend around 1 – 2 hours watching videos online.

Age & Gender-Based Analysis

Legend:
- Below 15 minutes
- 15 to 30 minutes
- 30 minutes to 1 hour
- 1 to 2 hours
- More than 2 hours

13 to 17

Female:
- Below 15 minutes: 8%
- 15 to 30 minutes: 30%
- 30 minutes to 1 hour: 25%
- 1 to 2 hours: 23%
- More than 2 hours: 14%

Male:
- Below 15 minutes: 2%
- 15 to 30 minutes: 19%
- 30 minutes to 1 hour: 31%
- 1 to 2 hours: 18%
- More than 2 hours: 30%

18 to 24

Female:
- Below 15 minutes: 6%
- 15 to 30 minutes: 17%
- 30 minutes to 1 hour: 25%
- 1 to 2 hours: 30%
- More than 2 hours: 22%

Male:
- Below 15 minutes: 3%
- 15 to 30 minutes: 11%
- 30 minutes to 1 hour: 23%
- 1 to 2 hours: 29%
- More than 2 hours: 34%

25 to 34

Female:
- Below 15 minutes: 9&
- 15 to 30 minutes: 18%
- 30 minutes to 1 hour: 20%
- 1 to 2 hours: 29%
- More than 2 hours: 24%

Male:
- Below 15 minutes: 4%
- 15 to 30 minutes: 13%
- 30 minutes to 1 hour: 26%
- 1 to 2 hours: 28%
- More than 2 hours: 29%

35 to 44

Female:
- Below 15 minutes: 15%
- 15 to 30 minutes: 22%
- 30 minutes to 1 hour: 30%
- 1 to 2 hours: 20%
- More than 2 hours: 13%

Male:
- Below 15 minutes: 9%
- 15 to 30 minutes: 20%
- 30 minutes to 1 hour: 26%
- 1 to 2 hours: 22%
- More than 2 hours: 23%

Axis (both charts): 0% 10% 20% 30% 40%

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The Time Spent On Watching Online Videos Cont'd.

Age & Gender–Based Analysis Cont'd.

Legend:
- Below 15 minutes
- 15 to 30 minutes
- 30 minutes to 1 hour
- 1 to 2 hours
- More than 2 hours

45 to 55

Female:
- 19%
- 28%
- 26%
- 18%
- 9%

Male:
- 16%
- 21%
- 34%
- 15%
- 14%

55 to 64

Female:
- 11%
- 34%
- 20%
- 20%
- 15%

Male:
- 19%
- 22%
- 30%
- 17%
- 12%

65 +

Female:
- 37%
- 25%
- 38%

Male:
- 16%
- 14%
- 28%
- 25%
- 17%

0%   10%   20%   30%   **40**%

0%   10%   20%   30%   **40**%

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Most Active Times On Social Media

38% of Internet users stated that they are active on social media from 8.00 p.m to 10.00 p.m, while 25% stated they are more active from 6.00 p.m – 8.00 p.m. Further, 23% of Internet users are active on social media from 10.00 p.m to 12.00 p.m.

Gender–Based analysis

Time		Female	Male
12:00 AM to 08:00 AM		14%	19%
08:00 AM to 10:00 AM		17%	26%
10:00 AM to 12:00 PM		13%	18%
12:00 PM to 02:00 PM		10%	18%
02:00 PM to 04:00 PM		13%	18%
04:00 PM to 06:00 PM		17%	21%
06:00 PM to 08:00 PM		32%	38%
08:00 PM to 10:00 PM		47%	59%
10:00 PM to 12:00 AM		34%	40%

0%   20%   40%   60%   80%   100%

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Most Active Times On Social Media Cont'd.

Age-Based Analysis

- 13y to 17y
- 18y to 24y
- 25y to 34y
- 35y to 44y
- 45y to 54y
- 55y to 64y
- 65y+

12:00 AM – 08:00 AM

- 6%
- 8%
- 7%
- 7%
- 6%v
- 7%
- 7%

08:00 AM – 10:00 AM

- 9%
- 10%
- 9%
- 10%
- 9%
- 11%
- 14%

10:00 AM – 12:00 PM

- 7%
- 7%
- 7%
- 8%
- 7%
- 6%
- 11%

0% 5% 10% 15% 20% 25% 30%

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Most Active Times On Social Media Cont'd.

Age-Based Analysis Cont'd.

- 13y to 17y
- 18y to 24y
- 25y to 34y
- 35y to 44y
- 45y to 54y
- 55y to 64y
- 65y+

12:00 PM – 02:00 PM

Age group	%
13y to 17y	6%
18y to 24y	6%
25y to 34y	7%
35y to 44y	6%
45y to 54y	6%
55y to 64y	6%
65y+	3%

02:00 PM – 04:00 PM

Age group	%
13y to 17y	10%
18y to 24y	7%
25y to 34y	6%
35y to 44y	7%
45y to 54y	6%
55y to 64y	5%
65y+	13%

04:00 PM – 06:00 PM

Age group	%
13y to 17y	14%
18y to 24y	8%
25y to 34y	7%
35y to 44y	6%
45y to 54y	9%
55y to 64y	8%
65y+	7%

06:00 PM – 08:00 PM

Age group	%
13y to 17y	17%
18y to 24y	15%
25y to 34y	17%
35y to 44y	13%
45y to 54y	16%
55y to 64y	15%
65y+	13%

0% 5% 10% 15% 20% 25% 30%

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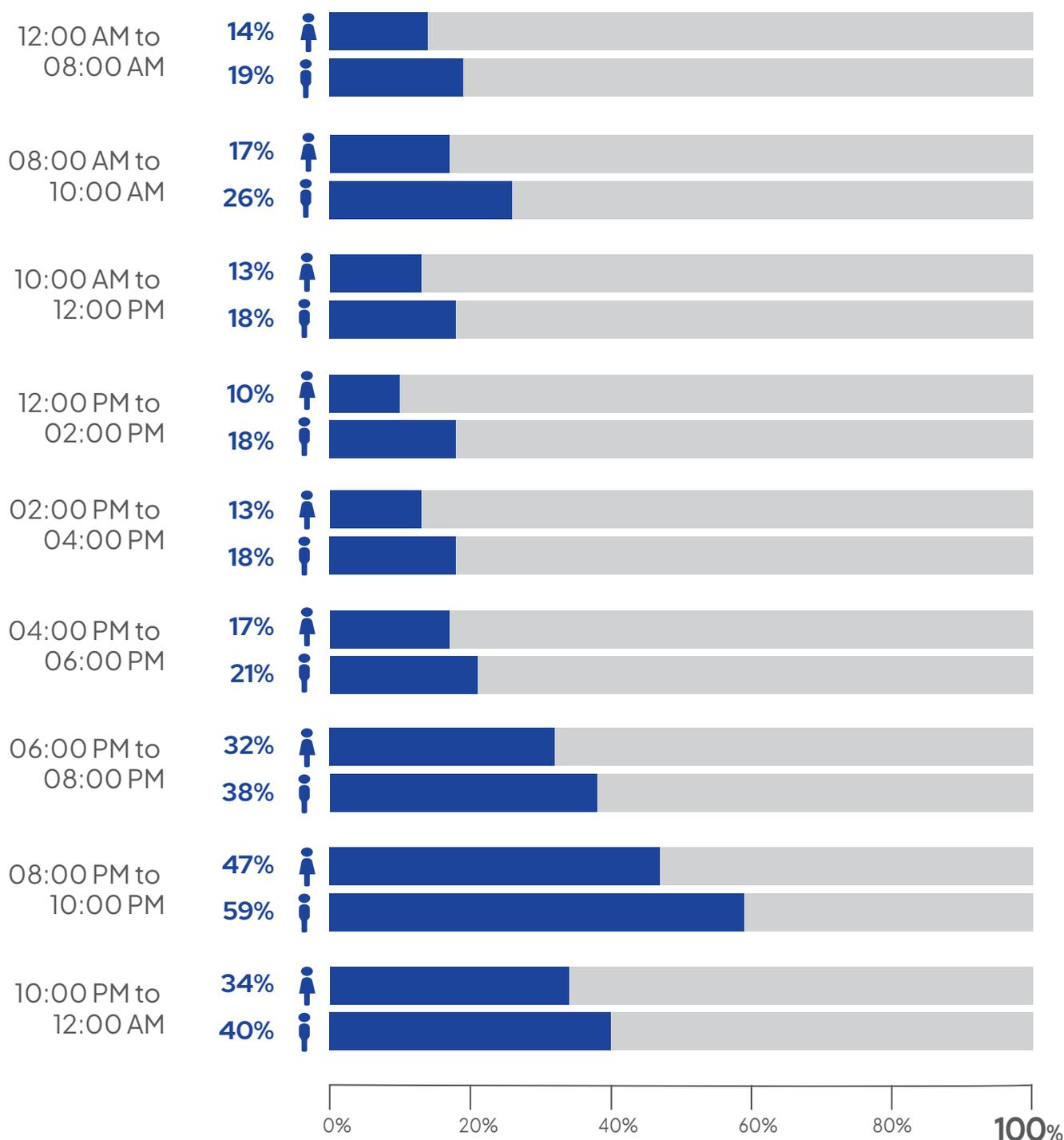
Most Active Times On Social Media Cont'd.

Age-Based Analysis Cont'd.

Legend:
- 13y to 17y
- 18y to 24y
- 25y to 34y
- 35y to 44y
- 45y to 54y
- 55y to 64y
- 65y+

08:00 PM – 10:00 PM

Age Group	Percentage
13y to 17y	20%
18y to 24y	20%
25y to 34y	24%
35y to 44y	27%
45y to 54y	27%
55y to 64y	29%
65y+	24%

10:00 PM – 12:00 AM

Age Group	Percentage
13y to 17y	11%
18y to 24y	19%
25y to 34y	16%
35y to 44y	16%
45y to 54y	14%
55y to 64y	13%
65y+	8%

0%   5%   10%   15%   20%   25%   **30%**

ONLINE PURCHASING BEHAVIOR

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The Average Frequency Of Online Purchases

39% of Internet users have stated that they make online purchases occasionally, while 18% stated that they make online purchases at least once a month.

Provincial Analysis

- ■ Daily
- ■ Never
- ■ Occasionally
- ■ Once a month
- ■ Once a week
- ■ Twice a week
- ■ Once in 3 weeks
- ■ Once in 3 months
- ■ Once in 6 months

Western Province
- 4%
- 16%
- 38%
- 18%
- 5%
- 2%
- 3%
- 9%
- 5%

Southern Province
- 3%
- 6%
- 14%
- 44%
- 17%
- 4%
- 3%
- 4%
- 5%

North Western Province
- 5%
- 7%
- 14%
- 40%
- 21%
- 4%
- 1%
- 1%
- 7%

North Central Province
- 1% 3%
- 10%
- 45%
- 23%
- 4%
- 3%
- 2%
- 9%

Central Province
- 2%
- 10%
- 20%
- 40%
- 15%
- 4%
- 2%
- 1%
- 6%

Eastern Province
- 9%
- 21%
- 15%
- 23%
- 17%
- 8%
- 2%
- 5%

Sabaragamuwa Province
- 2%
- 8%
- 18%
- 39%
- 15%
- 6%
- 2%
- 2%
- 8%

Northern Province
- 8%
- 13%
- 19%
- 32%
- 11%
- 1%
- 2%
- 3%
- 11%

Uva Province
- 6%
- 8%
- 10%
- 39%
- 21%
- 7%
- 1%
- 3%
- 5%

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The Most-purchased Products Online

22% of Internet users have stated that they purchase clothes online. While 20% purchase personal care & beauty products online and 16% purchase Electronic devices & accessories online.

Provincial Analysis

Legend:
- Apps & software
- Automobile acce. & parts
- Personal care & beauty
- Clothing
- Elec. devices & acce.
- Other
- Food & beverages
- Groceries
- I don't buy anything via internet
- Home appliances
- Kids toys & baby care products

Western Province: Clothing 17%, Elec. devices & acce. 22%, Food & beverages 13%, Home appliances 5%, Kids toys & baby care products 10%, Personal care & beauty 4%, I don't buy anything via internet 13%, Other 3%, Apps & software 4%, Automobile acce. & parts 6%, 3%

Southern Province: Apps & software 8%, Automobile acce. & parts 3%, Clothing 19%, Elec. devices & acce. 26%, Groceries 8%, Food & beverages 3%, Home appliances 9%, Kids toys & baby care products 3%, Personal care & beauty 13%, Other 4%, I don't buy anything via internet 4%

North Western Province: Apps & software 6%, Automobile acce. & parts 3%, Clothing 21%, Elec. devices & acce. 23%, Food & beverages 6%, Groceries 2%, Home appliances 10%, Kids toys & baby care products 2%, Personal care & beauty 13%, Other 8%, I don't buy anything via internet 6%

North Central Province: Apps & software 8%, Automobile acce. & parts 4%, Clothing 16%, Elec. devices & acce. 27%, Food & beverages 7%, Groceries 2%, Home appliances 10%, Kids toys & baby care products 5%, Personal care & beauty 13%, Other 7%, I don't buy anything via internet 1%

Central Province: Apps & software 9%, Automobile acce. & parts 4%, Clothing 17%, Elec. devices & acce. 23%, Food & beverages 11%, Groceries 3%, Home appliances 8%, Kids toys & baby care products 4%, Personal care & beauty 13%, Other 2%, I don't buy anything via internet 6%

Eastern Province: Apps & software 4%, Automobile acce. & parts 2%, Clothing 20%, Elec. devices & acce. 18%, Food & beverages 10%, Groceries 3%, Home appliances 13%, Kids toys & baby care products 5%, Personal care & beauty 18%, I don't buy anything via internet 7%

Sabaragamuwa Province: Apps & software 9%, Automobile acce. & parts 4%, Clothing 17%, Elec. devices & acce. 24%, Food & beverages 7%, Groceries 2%, Home appliances 7%, Kids toys & baby care products 3%, Personal care & beauty 15%, Other 7%, I don't buy anything via internet 5%

Northern Province: Apps & software 5%, Automobile acce. & parts 4%, Clothing 22%, Elec. devices & acce. 24%, Food & beverages 8%, Groceries 5%, Home appliances 12%, Kids toys & baby care products 2%, Personal care & beauty 12%, Other 1%, I don't buy anything via internet 6%

Uva Province: Apps & software 9%, Automobile acce. & parts 4%, Clothing 17%, Elec. devices & acce. 26%, Food & beverages 6%, Groceries 3%, Home appliances 10%, Kids toys & baby care products 5%, Personal care & beauty 9%, Other 8%, I don't buy anything via internet 3%

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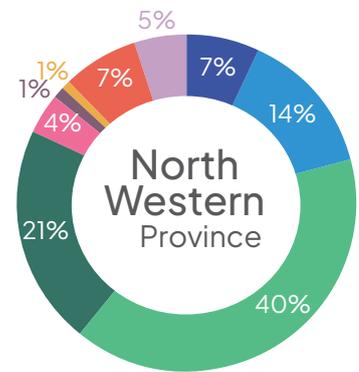
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The Impact of Influencer Recommendations on Online Purchasing Behaviour

30% of Internet users in Sri Lanka have stated that they have purchased a product or a service after seeing an online recommendation from an influencer.

Survey Question: During the last 12 months, have you purchased a product after seeing an online recommendation from a popular person?

Age & Gender-Based Analysis

Yes　　No

Age	Gender	Yes	No
13 to 17	Male	83%	17%
13 to 17	Female	78%	22%
18 to 24	Male	60%	40%
18 to 24	Female	66%	34%
25 to 34	Female	59%	41%
25 to 34	Male	70%	30%
35 to 44	Female	71%	29%
35 to 44	Male	75%	25%
45 to 54	Female	79%	21%
45 to 54	Male	83%	17%
55 to 64	Male	89%	11%
55 to 64	Female	82%	18%
65+	Male	100%	
65+	Female	86%	14%

0%　25%　50%　75%　100%

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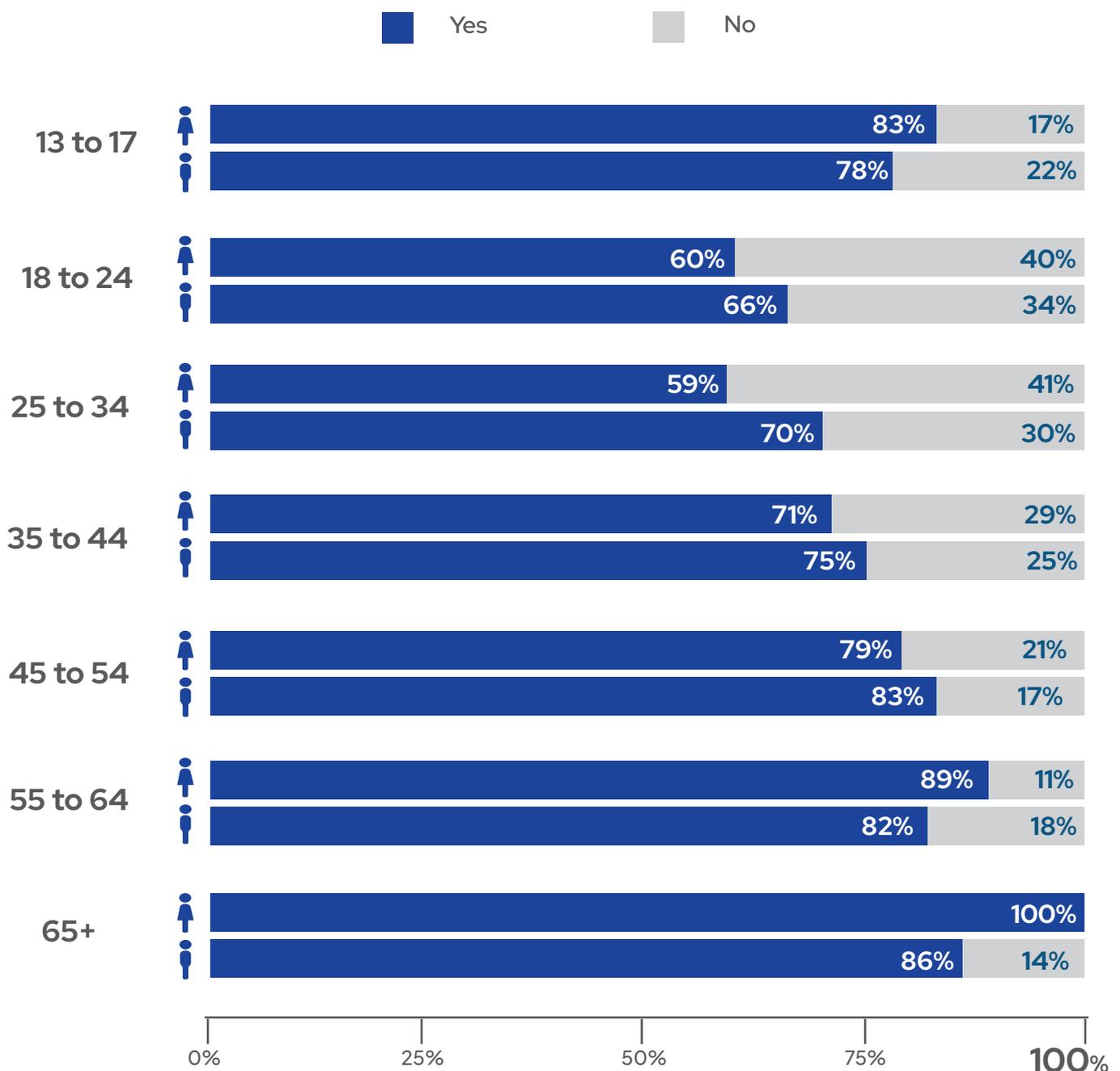the Department of Marketing Management, University of Kelaniya
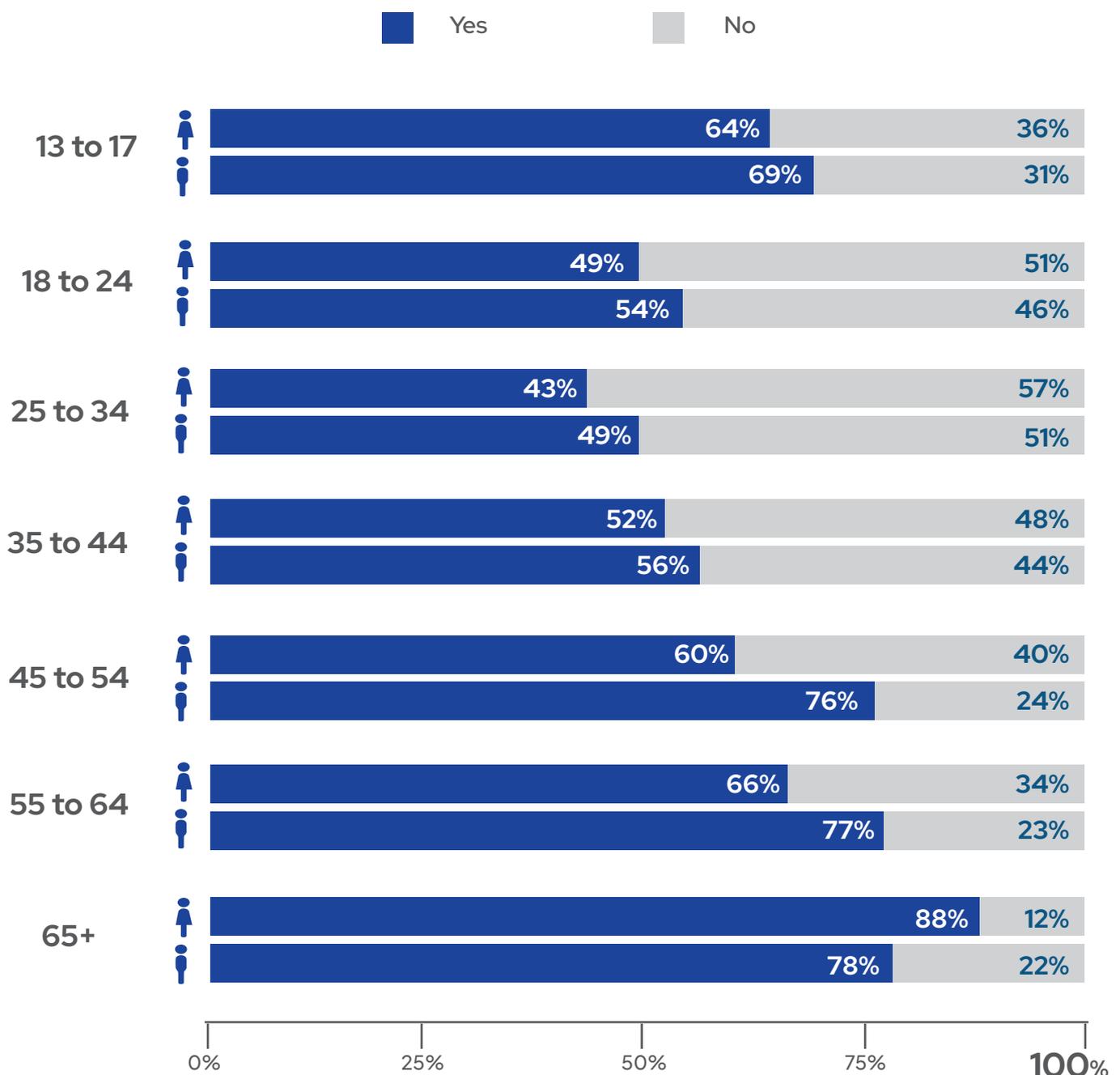
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The Impact of Social Media Friends' Reviews on Online Purchasing Behaviour

46% of Internet users in Sri Lanka have stated that they have purchased a product or a service after seeing a review or a recommendation by a friend on social media.

Survey Question: During the last 12 months, have you purchased a product or a service, after seeing a review or recommendation by a friend on social media?

Age & Gender-Based Analysis

Yes   No

13 to 17
64% | 36%
69% | 31%

18 to 24
49% | 51%
54% | 46%

25 to 34
43% | 57%
49% | 51%

35 to 44
52% | 48%
56% | 44%

45 to 54
60% | 40%
76% | 24%

55 to 64
66% | 34%
77% | 23%

65+
88% | 12%
78% | 22%

0%   25%   50%   75%   100%

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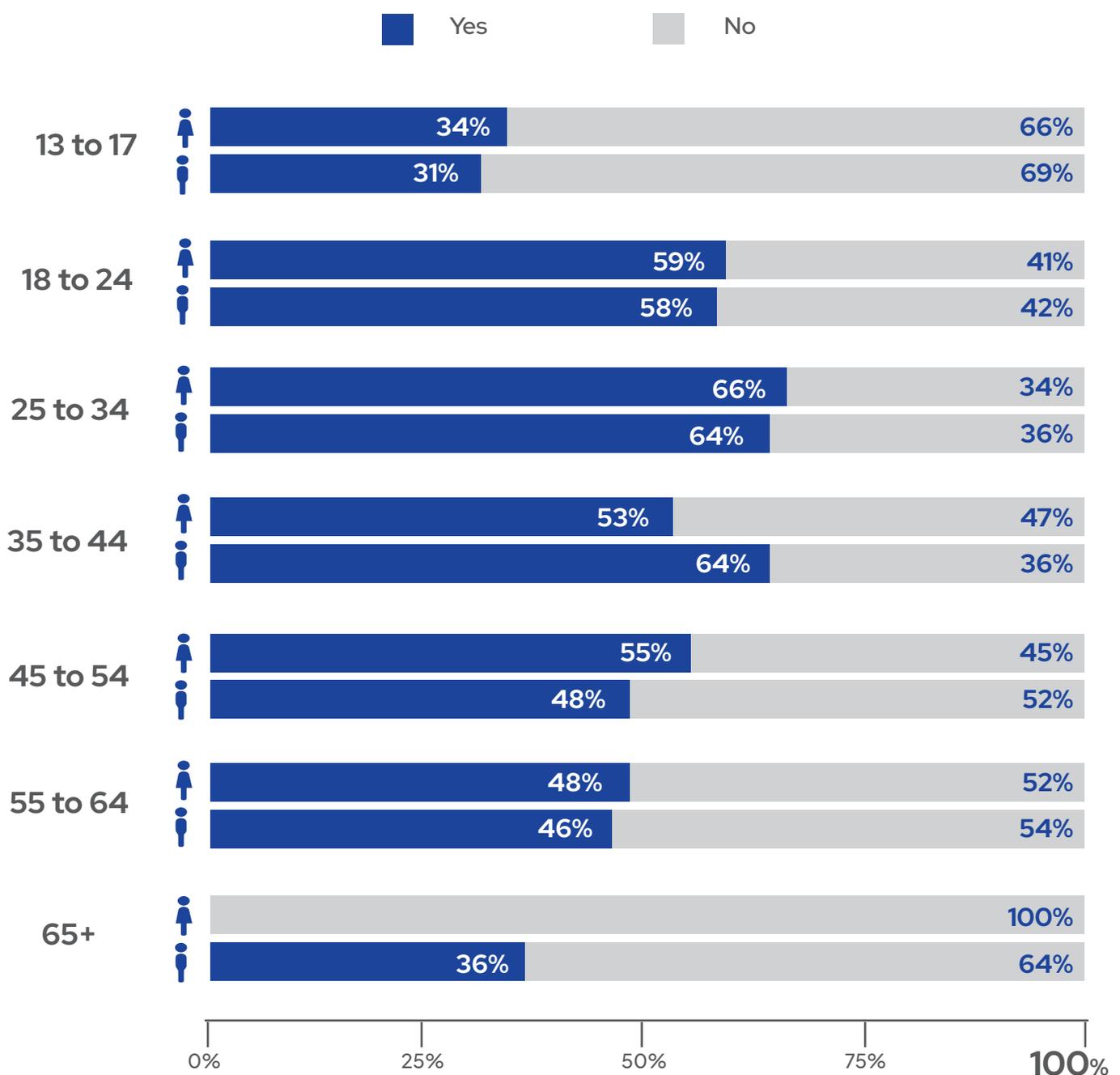
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The Impact Of Online Advertising On Online Purchase Behaviour

58% of Internet users in Sri Lanka have stated that they have purchased a product or a service after seeing an advertisement on the internet.

Survey Question: During the last 12 months, have you purchased a product or a service, after seeing an advertisement on the Internet?

Age & Gender-Based Analysis

Legend: Yes (blue), No (grey)

Age Group	Gender	Yes	No
13 to 17	Female	34%	66%
13 to 17	Male	31%	69%
18 to 24	Female	59%	41%
18 to 24	Male	58%	42%
25 to 34	Female	66%	34%
25 to 34	Male	64%	36%
35 to 44	Female	53%	47%
35 to 44	Male	64%	36%
45 to 54	Female	55%	45%
45 to 54	Male	48%	52%
55 to 64	Female	48%	52%
55 to 64	Male	46%	54%
65+	Female		100%
65+	Male	36%	64%

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The Most Popular Methods Of Inquiring About Products/ Services

38% of Internet users have stated that WhatsApp is their most preferred method of interacting with businesses and 35% have stated that they prefer using Facebook Messenger to interact with businesses. Further 15% of Internet users have stated that they prefer calling the company to inquire about more details.
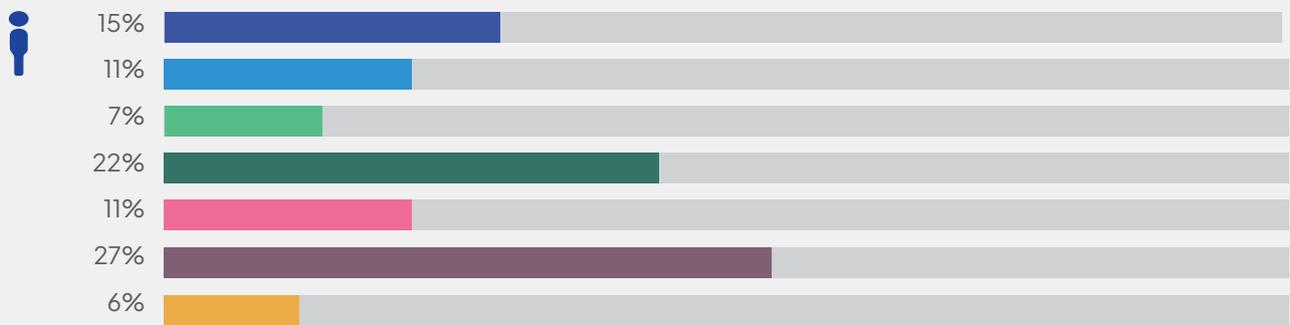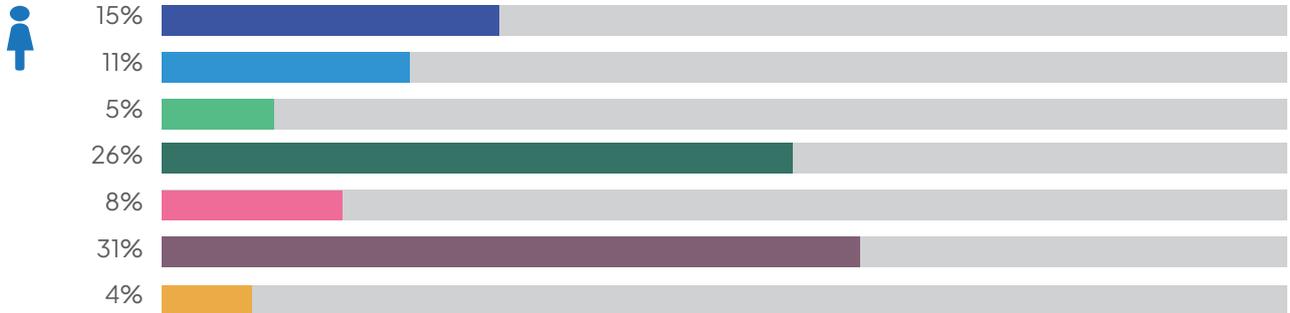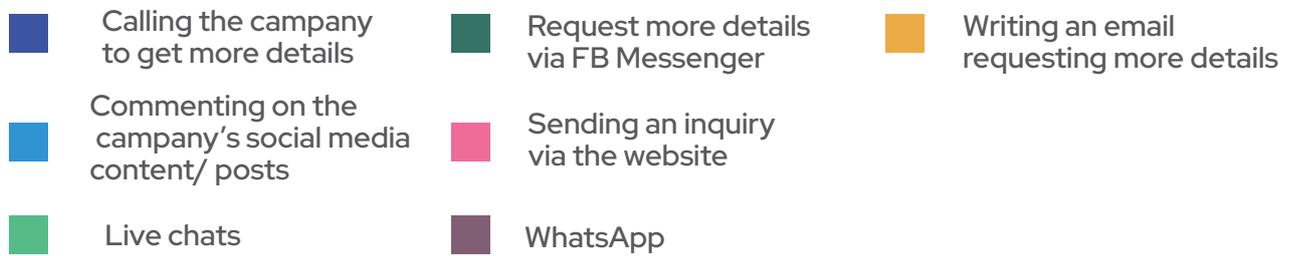
Gender-Based Analysis

- Calling the campany to get more details
- Commenting on the campany's social media content/ posts
- Live chats
- Request more details via FB Messenger
- Sending an inquiry via the website
- WhatsApp
- Writing an email requesting more details
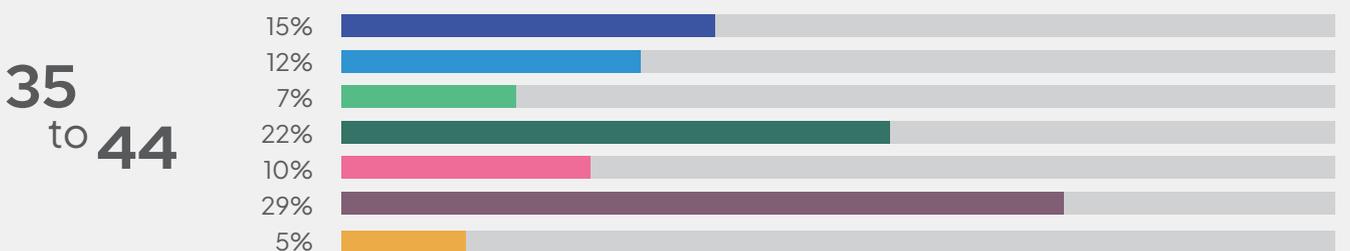

Women:
- 15%
- 11%
- 5%
- 26%
- 8%
- 31%
- 4%

Men:
- 15%
- 11%
- 7%
- 22%
- 11%
- 27%
- 6%

0%   10%   20%   30%   40%   50%

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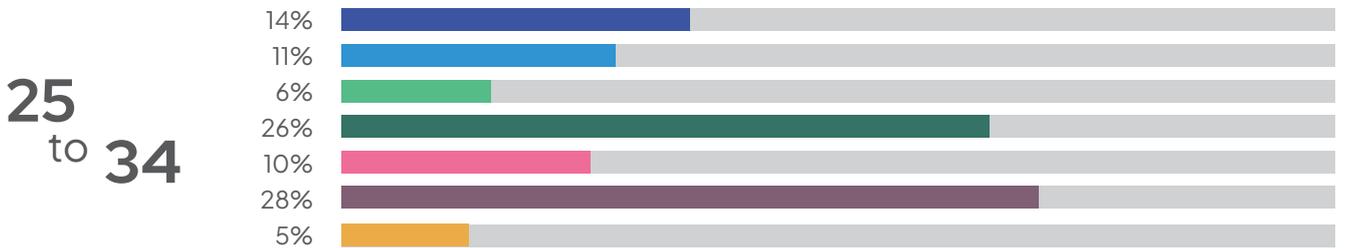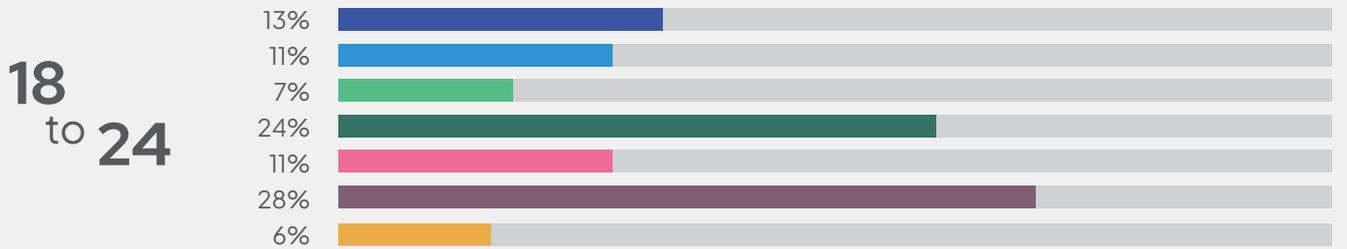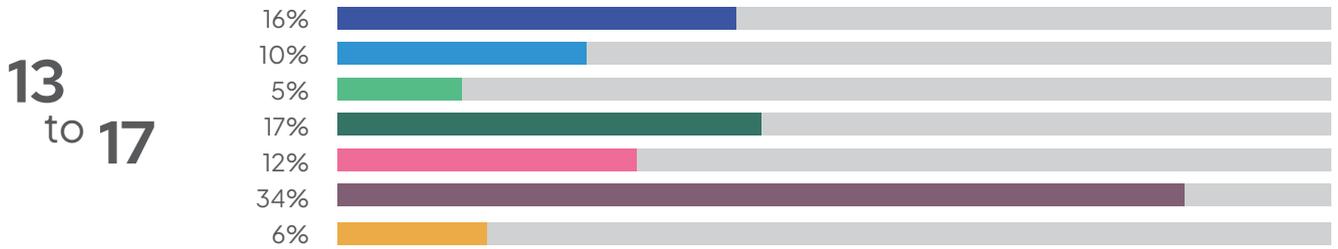
The Most Popular Methods Of Inquiring About Products/ Services Cont'd.

Age-Based Analysis

Legend:
- Calling the campany to get more details
- Commenting on the campany's social media content/ posts
- Live chats
- Request more details via FB Messenger
- Sending an inquiry via the website
- WhatsApp
- Writting an email requesting more details

13 to 17
- 16% — Calling the campany to get more details
- 10% — Commenting on the campany's social media content/ posts
- 5% — Live chats
- 17% — Request more details via FB Messenger
- 12% — Sending an inquiry via the website
- 34% — WhatsApp
- 6% — Writting an email requesting more details

18 to 24
- 13% — Calling the campany to get more details
- 11% — Commenting on the campany's social media content/ posts
- 7% — Live chats
- 24% — Request more details via FB Messenger
- 11% — Sending an inquiry via the website
- 28% — WhatsApp
- 6% — Writting an email requesting more details

25 to 34
- 14% — Calling the campany to get more details
- 11% — Commenting on the campany's social media content/ posts
- 6% — Live chats
- 26% — Request more details via FB Messenger
- 10% — Sending an inquiry via the website
- 28% — WhatsApp
- 5% — Writting an email requesting more details

35 to 44
- 15% — Calling the campany to get more details
- 12% — Commenting on the campany's social media content/ posts
- 7% — Live chats
- 22% — Request more details via FB Messenger
- 10% — Sending an inquiry via the website
- 29% — WhatsApp
- 5% — Writting an email requesting more details

0%   10%   20%   30%   40%

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The Most Popular Methods Of Inquiring About Products/ Services Cont'd.

Age-Based Analysis Cont'd.

Legend:
- Calling the campany to get more details
- Commenting on the campany's social media content/ posts
- Live chats
- Request more details via FB Messenger
- Sending an inquiry via the website
- WhatsApp
- Writting an email requesting more details

45 to 54
- 22% — Calling the campany to get more details
- 13% — Commenting on the campany's social media content/ posts
- 4% — Live chats
- 20% — Request more details via FB Messenger
- 10% — Sending an inquiry via the website
- 25% — WhatsApp
- 6% — Writting an email requesting more details

54 to 64
- 25% — Calling the campany to get more details
- 12% — Commenting on the campany's social media content/ posts
- 5% — Live chats
- 17% — Request more details via FB Messenger
- 13% — Sending an inquiry via the website
- 20% — WhatsApp
- 8% — Writting an email requesting more details

65 +
- 36% — Calling the campany to get more details
- 8% — Commenting on the campany's social media content/ posts
- 5% — Live chats
- 12% — Request more details via FB Messenger
- 9% — Sending an inquiry via the website
- 18% — WhatsApp
- 12% — Writting an email requesting more details

Axis: 0%   10%   20%   30%   40%

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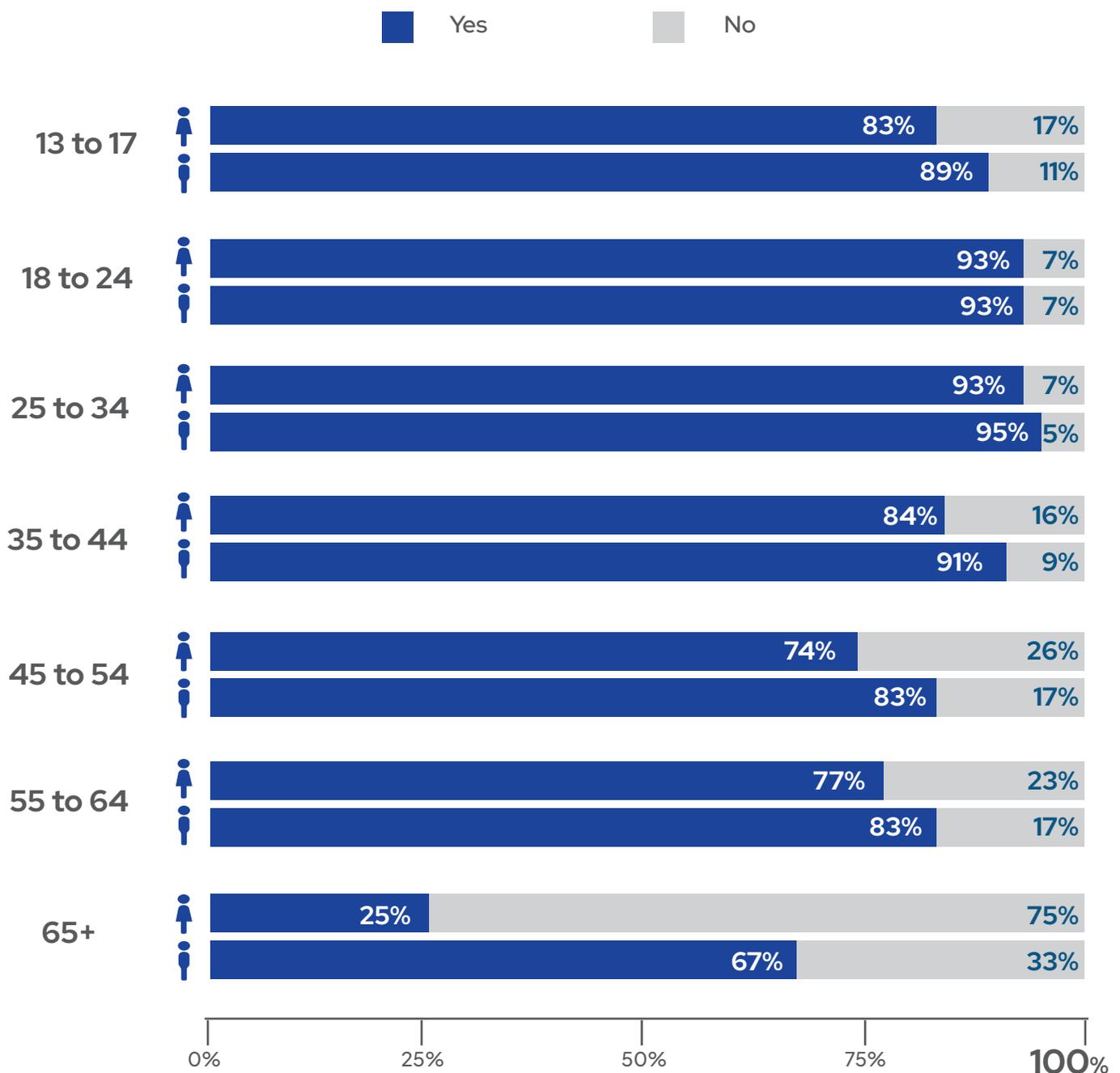
The Impact Of Online Reviews On Purchase Decisions

90% of internet users stated that they check online reviews before purchasing a product or a service.
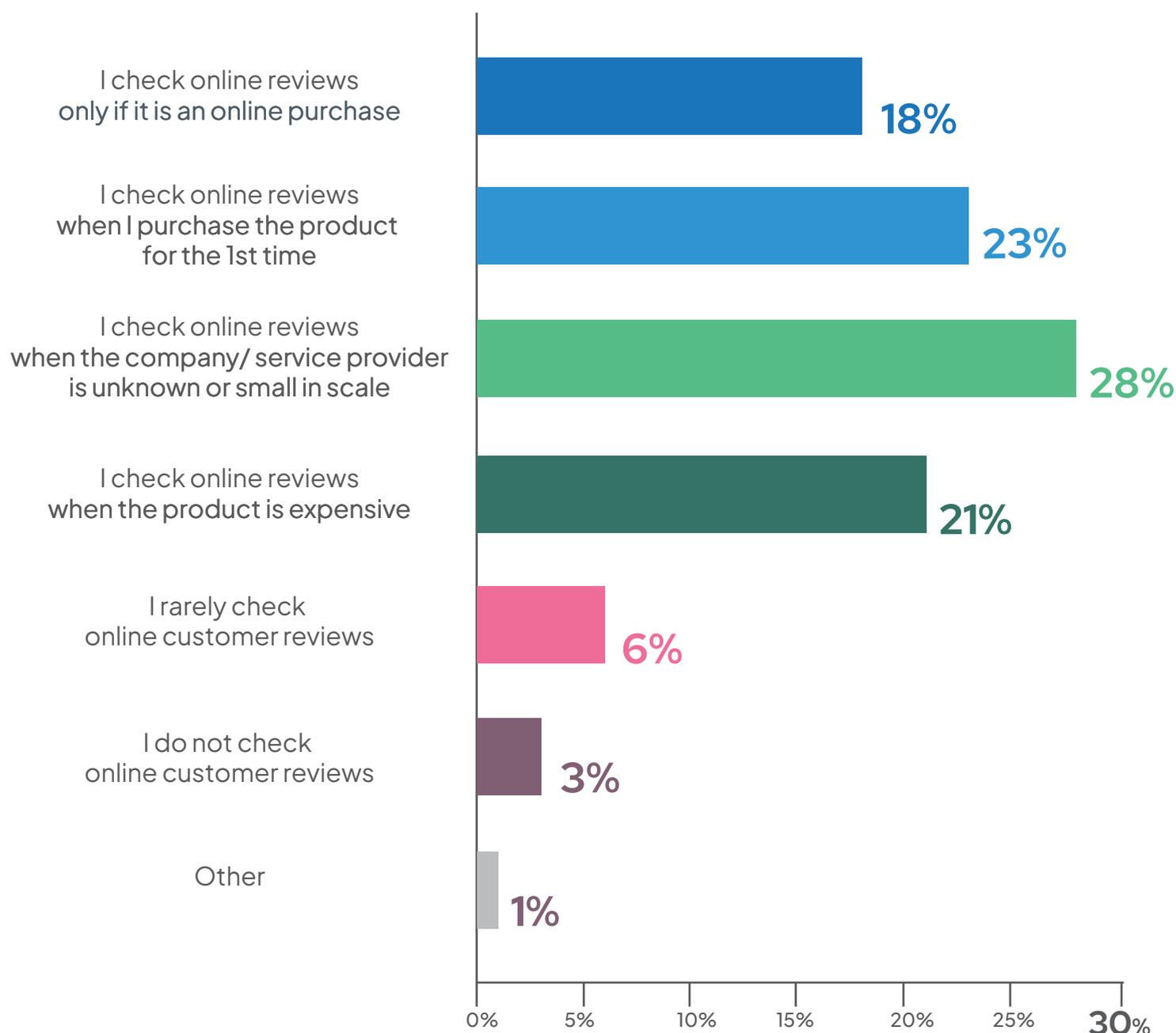*Survey Question: Do you check online reviews before you make a purchasing decision?*

Age & Gender-Based Analysis

Legend: Yes (blue), No (grey)

Age	Gender	Yes	No
13 to 17	Female	83%	17%
13 to 17	Male	89%	11%
18 to 24	Female	93%	7%
18 to 24	Male	93%	7%
25 to 34	Female	93%	7%
25 to 34	Male	95%	5%
35 to 44	Female	84%	16%
35 to 44	Male	91%	9%
45 to 54	Female	74%	26%
45 to 54	Male	83%	17%
55 to 64	Female	77%	23%
55 to 64	Male	83%	17%
65+	Female	25%	75%
65+	Male	67%	33%

0%   25%   50%   75%   100%

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The Most Common Situations For Customers To Check Online Reviews Before The Purchase Decision

28% of the internet users have mentioned that they check online reviews when the company/ service provider is unknown or small in scale and, 21% of the users have stated that they check online reviews when the product is expensive.

Overall Analysis

Situation	Percentage
I check online reviews only if it is an online purchase	18%
I check online reviews when I purchase the product for the 1st time	23%
I check online reviews when the company/ service provider is unknown or small in scale	28%
I check online reviews when the product is expensive	21%
I rarely check online customer reviews	6%
I do not check online customer reviews	3%
Other	1%

0% 5% 10% 15% 20% 25% 30%

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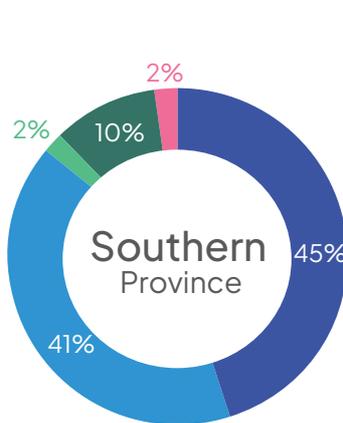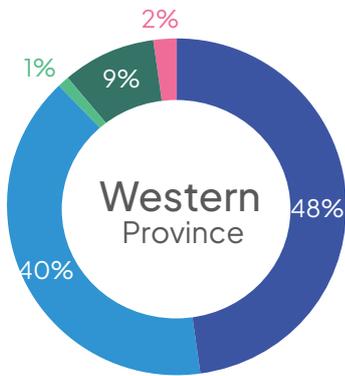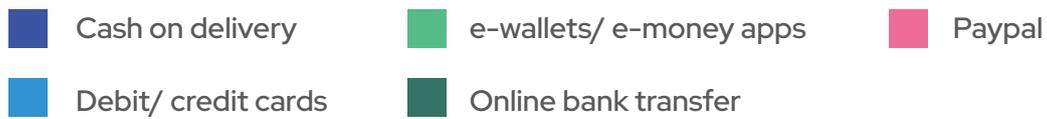
The Most Popular Online Payment Methods

50% of Internet users have mentioned the Cash on Delivery method as their most preferred payment option when purchasing products/services online, 27% have stated that the Credit/Debit Card is their most preferred payment method.

Provincial Analysis

Legend:
- Cash on delivery
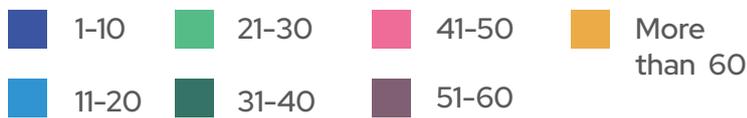- Debit/ credit cards
- e-wallets/ e-money apps
- Online bank transfer
- Paypal

Western Province
- 48% Cash on delivery
- 40% Debit/ credit cards
- 1% e-wallets/ e-money apps
- 9% Online bank transfer
- 2% Paypal

Southern Province
- 45% Cash on delivery
- 41% Debit/ credit cards
- 2% e-wallets/ e-money apps
- 10% Online bank transfer
- 2% Paypal

North Western Province
- 54% Cash on delivery
- 32% Debit/ credit cards
- 13% Online bank transfer
- 1% Paypal

North Central Province
- 53% Cash on delivery
- 31% Debit/ credit cards
- 12% Online bank transfer
- 4% Paypal

Central Province
- 48% Cash on delivery
- 37% Debit/ credit cards
- 2% e-wallets/ e-money apps
- 13% Online bank transfer

Eastern Province
- 55% Cash on delivery
- 28% Debit/ credit cards
- 1% e-wallets/ e-money apps
- 14% Online bank transfer
- 2% Paypal

Sabaragamuwa Province
- 47% Cash on delivery
- 37% Debit/ credit cards
- 2% e-wallets/ e-money apps
- 13% Online bank transfer
- 1% Paypal

Northern Province
- 63% Cash on delivery
- 29% Debit/ credit cards
- 1% e-wallets/ e-money apps
- 5% Online bank transfer
- 2% Paypal

Uva Province
- 54% Cash on delivery
- 31% Debit/ credit cards
- 1% e-wallets/ e-money apps
- 12% Online bank transfer
- 2% Paypal

WEB & MOBILE APP USAGE BEHAVIOUR

A Collaborative
Project Between

APIDM
Asia Pacific Institute
of Digital Marketing

Marketing Management
University of Kelaniya, Sri Lanka

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App Installation Vs. Actual App Usage
(Note: Social Media Applications Are Not Considered)

On average, 47% of internet users have 1 – 10 mobile applications installed in their phones in addition to social media applications, while 26% have 11 – 20 applications installed in their mobile phones. Further, 56% of Internet users have stated that they frequently use only 1 – 5 mobile applications, while 27% have stated that they use 6 – 10 mobile applications frequently.
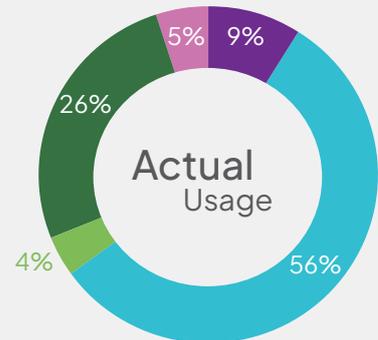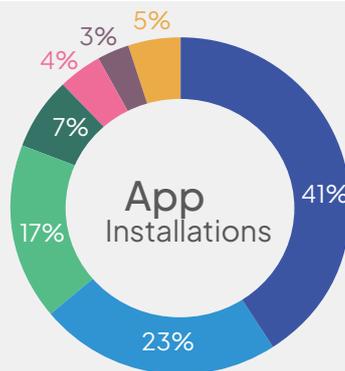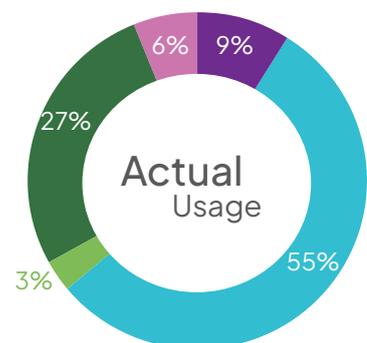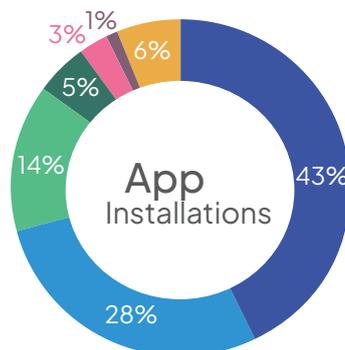
Aged-Based Analysis

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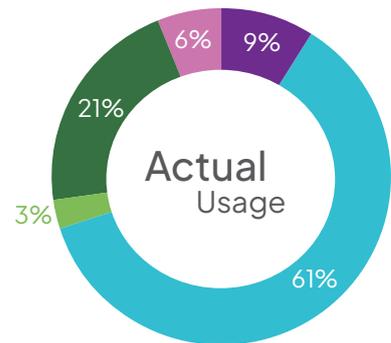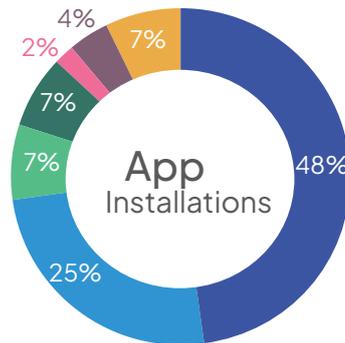
App Installation Vs. Actual App Usage Cont'd.

Aged-Based Analysis Cont'd.

Legend (left charts): 1–10 | 11–20 | 21–30 | 31–40 | 41–50 | 51–60 | More than 60
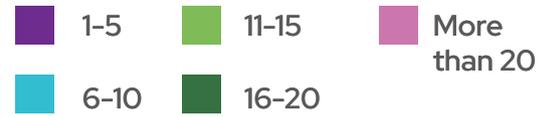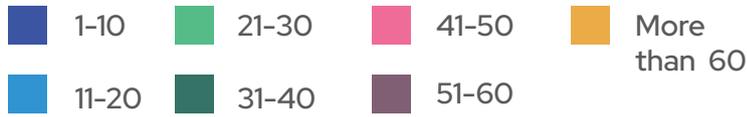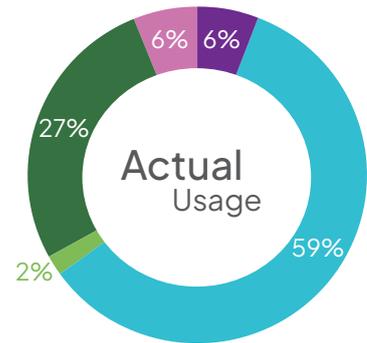
Legend (right charts): 1–5 | 6–10 | 11–15 | 16–20 | More than 20

35 to 44

App Installations: 47%, 26%, 12%, 6%, 3%, 2%, 4%

Actual Usage: 6%, 59%, 2%, 27%, 6%

45 to 54

App Installations: 56%, 23%, 14%, 4%, 2%, 1%

Actual Usage: 4%, 72%, 2%, 21%, 1%

55 to 64

App Installations: 64%, 18%, 8%, 8%, 1%, 1%

Actual Usage: 2%, 71%, 1%, 23%, 3%

65 +

App Installations: 55%, 23%, 16%, 2%, 2%, 2%

Actual Usage: 2%, 80%, 2%, 14%, 2%

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The Most Popular Methods Of Searching Information About Products & Services.

68% of Internet users stated that their most preferred method of finding information about a product or a service is searching on search engines, and 37% prefer to search for more information on Facebook.

Age-Based Analysis

■ Facebook   ■ LinkedIn   ■ Search Engines   ■ Other
■ Instagram   ■ Messaging Apps   ■ Word of Mouth

13 to 17
- 29%
- 10%
- 1%
- 10%
- 43%
- 6%
- 1%

18 to 24
- 34%
- 12%
- 1%
- 8%
- 40%
- 5%

25 to 34
- 37%
- 6%
- 1%
- 7%
- 44%
- 4%
- 1%

0%   10%   20%   30%   40%   50%

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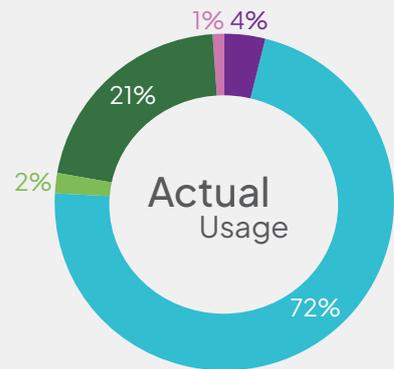
Page 52

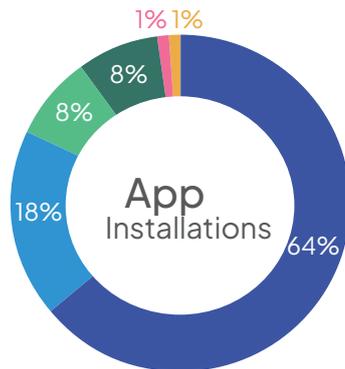# The Most Popular Methods Of Searching Information About Products & Services Cont'd.

Age-Based Analysis Cont'd.

Legend:
- Facebook
- Instagram
- LinkedIn
- Messaging Apps
- Search Engines
- Word of Mouth
- Other

35 to 44
- 37% Facebook
- 3% Instagram
- 1% LinkedIn
- 8% Messaging Apps
- 43% Search Engines
- 7% Word of Mouth
- 1% Other

45 to 54
- 34% Facebook
- 2% Instagram
- 7% Messaging Apps
- 43% Search Engines
- 14% Word of Mouth

55 to 64
- 30% Facebook
- 1% Instagram
- 8% Messaging Apps
- 45% Search Engines
- 15% Word of Mouth
- 1% Other

65 +
- 27% Facebook
- 5% Messaging Apps
- 40% Search Engines
- 25% Word of Mouth
- 3% Other

0%   10%   20%   30%   40%   50%

LIVE STREAMING VIEWER BEHAVIOUR

LIVE

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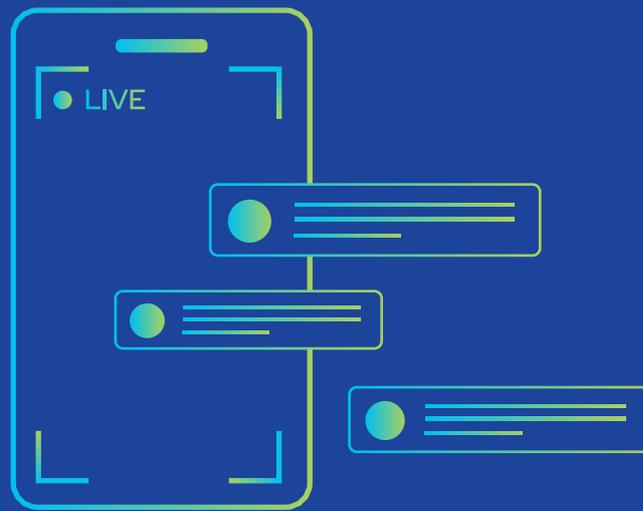
The Tendency Of Watching Live Streaming Videos

While 56% of the Internet users stated that they watch live streaming videos, 44% do not watch live streaming videos.

Survey Question: Do you watch live-streaming videos on social media?

.

YES
I watch live streaming videos

NO
I do not watch live streaming videos

44%

56%

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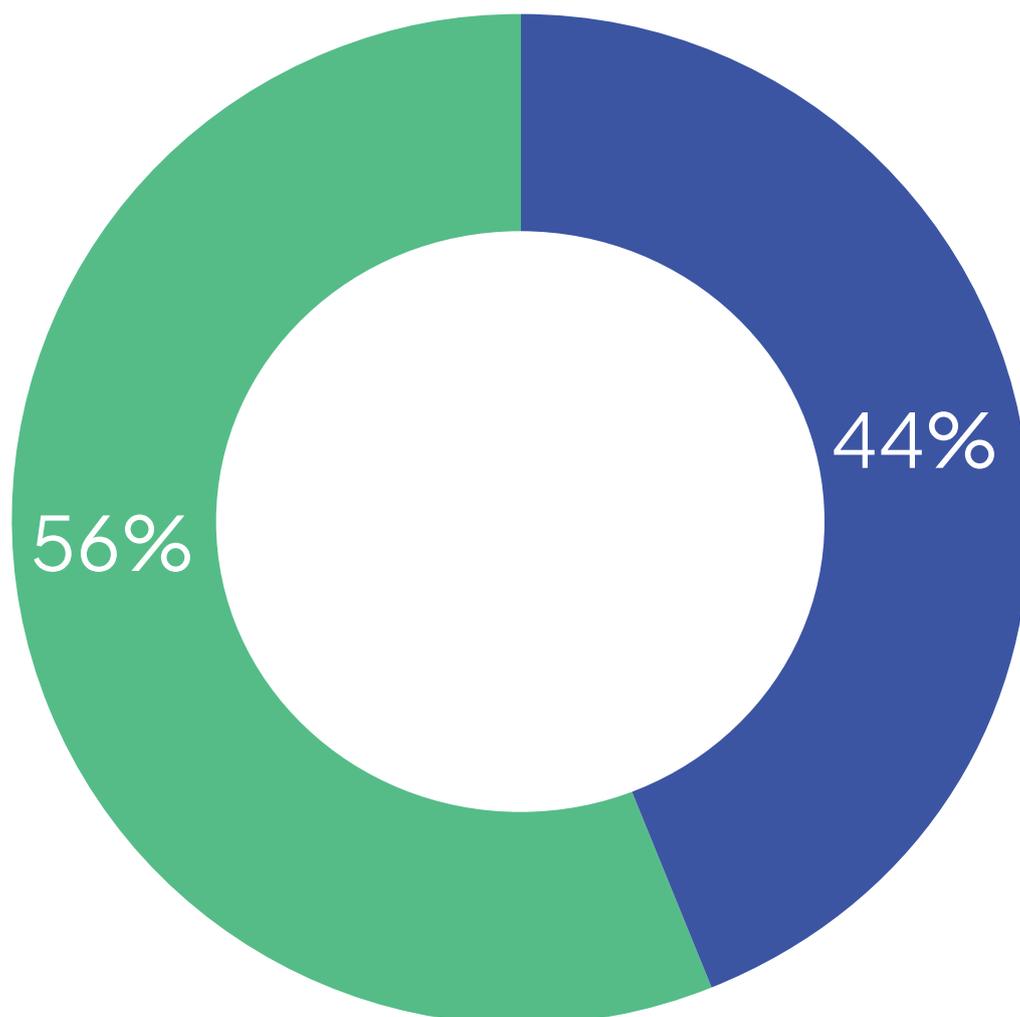
The Tendency Of Watching Live Streaming Videos Cont'd.

While 56% of the Internet users stated that they watch live streaming videos, 44% do not watch live streaming videos.

Gender-Based Analysis

Legend:
- Gaming
- Sports
- Entertainment
- Conferences
- Education
- News updates
- Video content from brands
- Celebrity content

Below 15 min

Female:
- Gaming: 21%
- Sports: 15%
- Entertainment: 7%
- Conferences: 14%
- Education: 6%
- News updates: 10%
- Video content from brands: 14%
- Celebrity content: 13%

Male:
- Gaming: 17%
- Sports: 9%
- Entertainment: 8%
- Conferences: 13%
- Education: 8%
- News updates: 11%
- Video content from brands: 16%
- Celebrity content: 18%

15 min to 30 min

Female:
- Gaming: 6%
- Sports: 9%
- Entertainment: 16%
- Conferences: 10%
- Education: 14%
- News updates: 19%
- Video content from brands: 13%
- Celebrity content: 13%

Male:
- Gaming: 8%
- Sports: 11%
- Entertainment: 15%
- Conferences: 12%
- Education: 13%
- News updates: 19%
- Video content from brands: 13%
- Celebrity content: 9%

30 min to 1 hour

Female:
- Gaming: 2%
- Sports: 8%
- Entertainment: 21%
- Conferences: 13%
- Education: 19%
- News updates: 14%
- Video content from brands: 10%
- Celebrity content: 13%

Male:
- Gaming: 8%
- Sports: 14%
- Entertainment: 19%
- Conferences: 14%
- Education: 19%
- News updates: 13%
- Video content from brands: 7%
- Celebrity content: 6%

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The Tendency Of Watching Live Streaming Videos Cont'd.

Gender-Based Analysis

- **Gaming**
- **Sports**
- **Entertainment**
- **Conferences**
- **Education**
- **News updates**
- **Video content from brands**
- **Celebrity content**

1 hour to 2 hours

Female
- 3%
- 11%
- 18%
- 13%
- 22%
- 13%
- 10%
- 10%

Male
- 11%
- 18%
- 18%
- 13%
- 21%
- 10%
- 5%
- 4%

More than 2 hours

Female
- 3%
- 18%
- 19%
- 12%
- 32%
- 5%
- 5%
- 6%

Male
- 8%
- 32%
- 16%
- 7%
- 20%
- 6%
- 6%
- 5%

0% 10% 20% 30% **40**%

0% 10% 20% 30% **40**%

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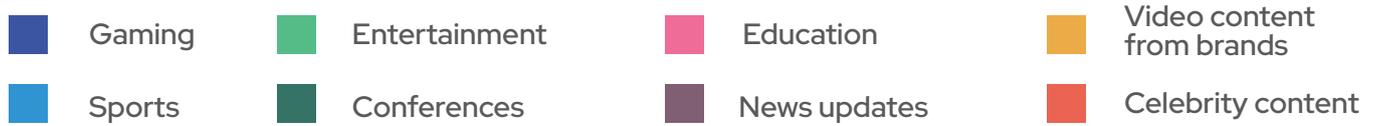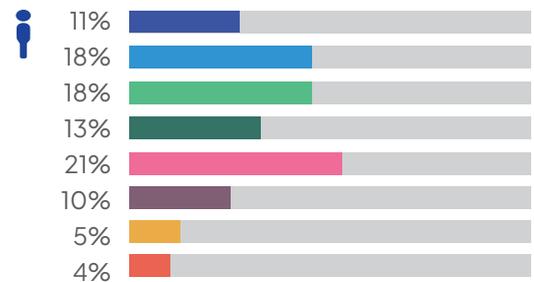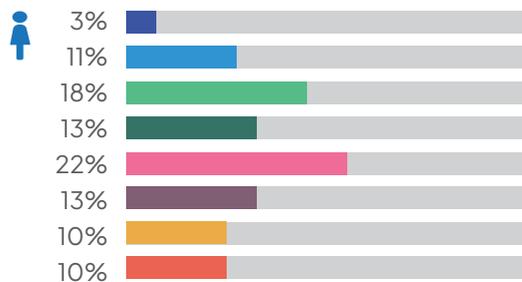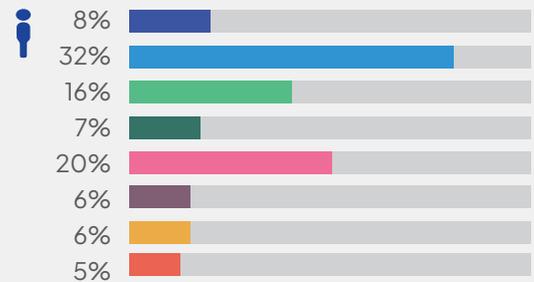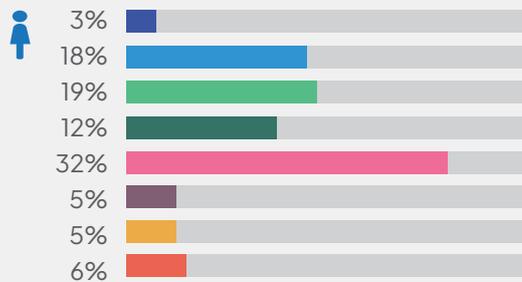
The Most Popular Live Streaming Video Platforms

47% of internet users have mentioned that they watch Facebook live-streaming videos, while 27% have mentioned that that watch YouTube live-streaming videos.

Age-Based Analysis

- Facebook Live
- Youtube Live
- Instagram Live
- LinkedIn Live
- TikTok Live
- Twitter Live

13 to 17
- 38%
- 46%
- 6%
- 9%
- 1%

18 to 24
- 41%
- 38%
- 11%
- 1%
- 8%
- 1%

25 to 34
- 45%
- 38%
- 8%
- 1%
- 7%
- 1%

35 to 44
- 49%
- 40%
- 6%
- 1%
- 3%
- 1%

0% 10% 20% 30% 40% 50%

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The Most Popular Live Streaming Video Platforms Cont'd.

Age-Based Analysis Cont'd.

Legend:
- Facebook Live
- Youtube Live
- Instagram Live
- LinkedIn Live
- TikTok Live
- Twitter Live

45 to 54
- 48%
- 46%
- 3%
- 1%
- 1%
- 1%

55 to 64
- 50%
- 44%
- 2%
- 1%
- 2%
- 1%

65 +
- 43%
- 50%
- 3%
- 1%
- 3%

Axis: 0% 10% 20% 30% 40% 50%

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The Average Time Spent On Social Media Platforms On Watching Live Streaming Videos

Age-Based Analysis

Legend:
- Gaming
- Sports
- Entertainment
- Conferences
- Education
- News updates
- Video content from brands
- Celebrity content

Below 15 min

Age	Gaming	Sports	Entertainment	Conferences	Education	News updates	Video content from brands	Celebrity content
13 to 17	9%	6%	35%	11%	5%	11%	12%	11%
18 to 24	18%	12%	7%	14%	7%	12%	16%	14%
25 to 34	21%	11%	4%	13%	8%	10%	16%	17%
35 to 44	22%	12%	2%	13%	7%	10%	16%	18%
45 to 54	20%	13%	5%	11%	8%	9%	16%	18%
55 to 64	22%	11%	4%	13%	8%	6%	16%	20%
65+	13%	15%	11%	13%	9%	8%	16%	16%

15 min to 30 min

Age	Gaming	Sports	Entertainment	Conferences	Education	News updates	Video content from brands	Celebrity content
13 to 17	6%	7%	54%		4%	7%	8%	7%	7%
18 to 24	6%	10%	16%	11%	13%	18%	13%	13%
25 to 34	8%	10%	8%	12%	14%	20%	15%	13%
35 to 44	6%	14%	5%	12%	14%	23%	13%	13%
45 to 54	6%	10%	12%	13%	15%	16%	15%	13%
55 to 64	7%	14%	5%	16%	16%	25%	12%	5%
65+	5%	58%			5%	16%	16%	

30 min to 1 hour

Age	Gaming	Sports	Entertainment	Conferences	Education	News updates	Video content from brands	Celebrity content
13 to 17	5%	6%	70%		5%	5%	3%	2%	4%
18 to 24	9%	10%	20%	10%	18%	13%	9%	11%
25 to 34	4%	13%	12%	16%	19%	15%	11%	10%
35 to 44	6%	13%	5%	18%	26%	16%	11%	3%
45 to 54	14%		6%	20%	22%	20%	12%	6%
55 to 64	16%		3%	13%	24%	27%	10%	7%
65+			94%					6%

0%   20%   40%   60%   80%   100%

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The Average Time Spent On Social Media Platforms On Watching Live Streaming Videos Cont'd.
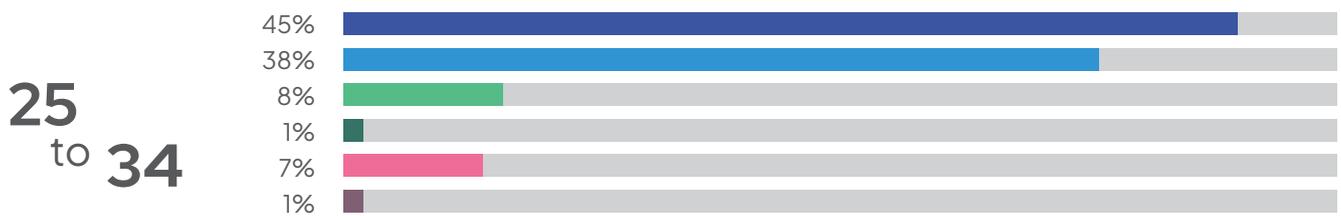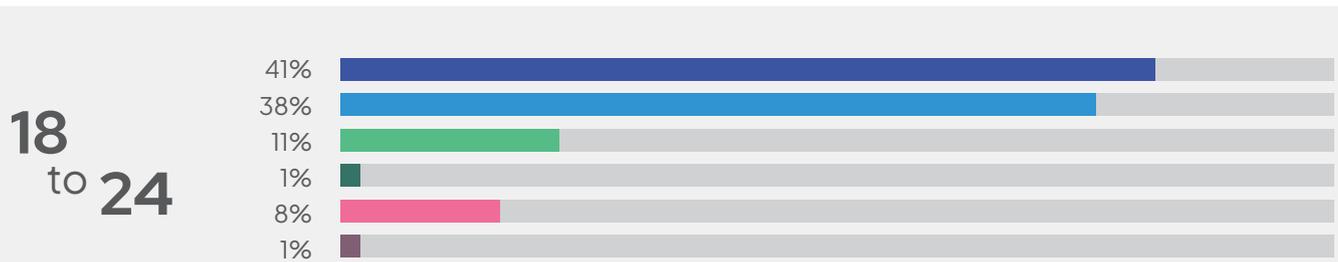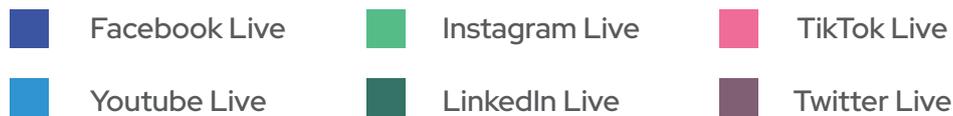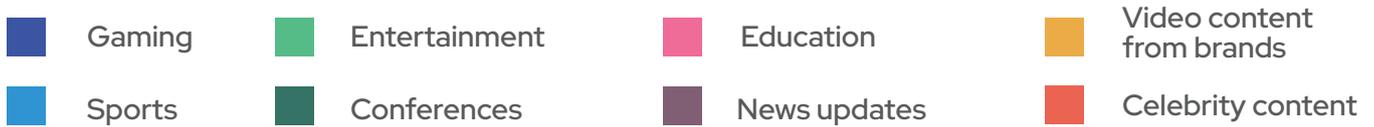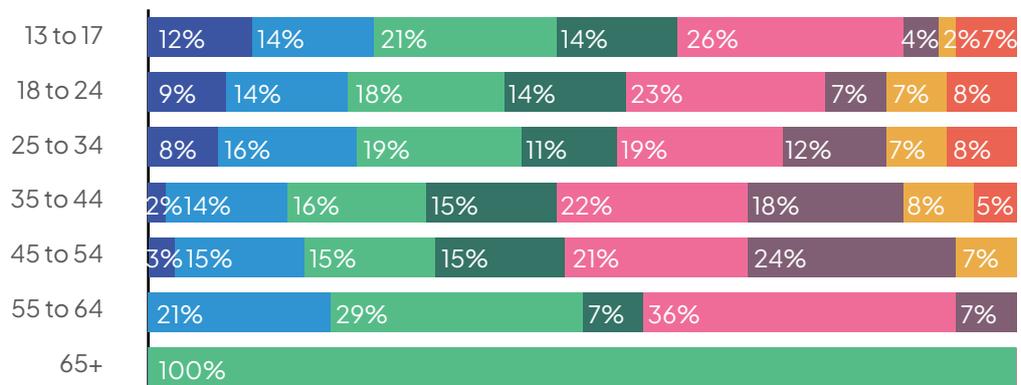
Age-Based Analysis Cont'd.

Legend:
- Gaming
- Sports
- Entertainment
- Conferences
- Education
- News updates
- Video content from brands
- Celebrity content

1 hour to 2 hours

Age	Gaming	Sports	Entertainment	Conferences	Education	News updates	Video content from brands	Celebrity content
13 to 17	12%	14%	21%	14%	26%	4%	2%	7%
18 to 24	9%	14%	18%	14%	23%	7%	7%	8%
25 to 34	8%	16%	19%	11%	19%	12%	7%	8%
35 to 44	2%	14%	16%	15%	22%	18%	8%	5%
45 to 54	3%	15%	15%	15%	21%	24%	7%	
55 to 64		21%	29%	7%	36%		7%	
65+			100%					

More than 2 hours

Age	Gaming	Sports	Entertainment	Conferences	Education	News updates	Video content from brands	Celebrity content
13 to 17	10%	19%	40%	4%	19%	1%	4%	3%
18 to 24	8%	27%	19%	8%	24%	3%	5%	6%
25 to 34	5%	33%	12%	9%	22%	7%	7%	5%
35 to 44	4%	26%	7%	9%	30%	8%	7%	5%
45 to 54	5%	25%	5%	15%	30%	15%		5%
55 to 64		33%		17%	17%	33%		
65+	0%							

MOST VISIBLE BRANDS
ONLINE

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Most Visible Brands Online

E-commerce Marketplace Platforms

1 Daraz

2 AliExpress

3 Alibaba

4 Uber

5 eBay

6 ikman.lk

7 Amazon

8 Uber Eats

9 Pickme

10 Spotify

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Most Visible Brands Online

Clothing

1 Moose Clothing

2 Odel

3 GFlock

4 Zig Zag

5 Kelly Felder

6 Nolimit

7 Emerald

8 Chenara Dodge

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Most Visible Brands Online

Food and Beverage

1 Pizza Hut

2 Coca Cola

3 KFC

4 Munchee

5 Maliban

6 Domino's Pizza

7 Maggi

8 McDonald

9 Prima

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Most Visible Brands Online

Electronics And Consumer Durables

1

Apple

2

Samsung

3

Singer

4

Abans

5

Dell

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Most Visible Brands Online

Service Brands

1 Dialog

2 SLT Mobitel

3 Airtel

4 Hutch

5 Softlogic

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Most Visible Brands Online

Personal Care, Beauty And Cosmetics

1 Spa Ceylon

2 Janet

3 Lux

4 Dove

5 Signal

6 Sunsilk

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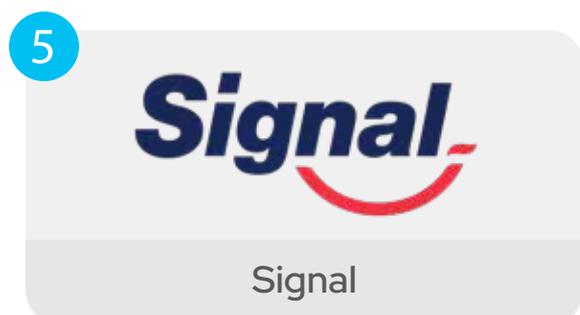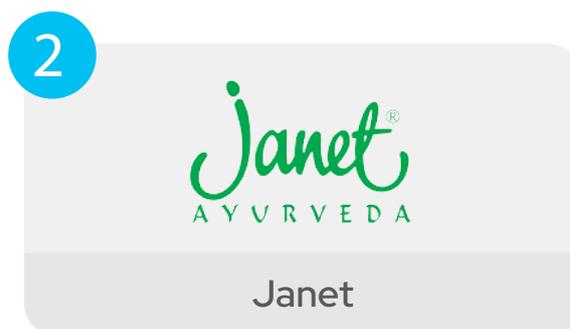
Most Visible Brands Online

Uncategorized

1 Keells

2 Cinnamon Hotels

3 Toyota

4 Cargills

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MOST POPULAR
MOBILE APPS
IN SRI LANKA

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Most Popular Mobile Apps in Sri Lanka (*Social media apps are excluded*)
Local

1 Helakuru

2 Daraz

3 My Dialog

4 PickMe

5 Peoples Wave

6 CEB Care

7 Combank

8 Ikman.lk

9 SLT Mobitel

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Most Popular Mobile Apps in Sri Lanka (*Social media apps are excluded*)
Global
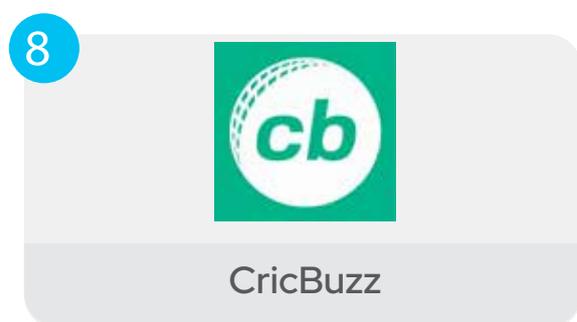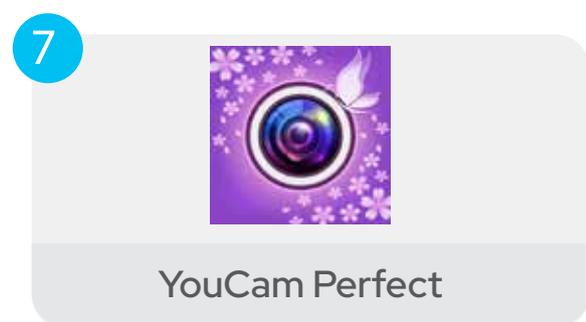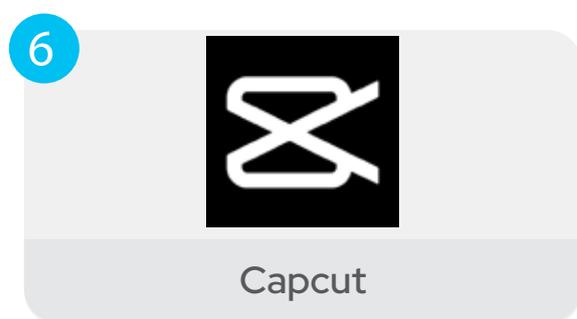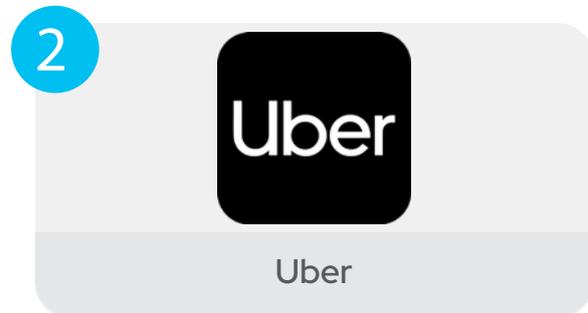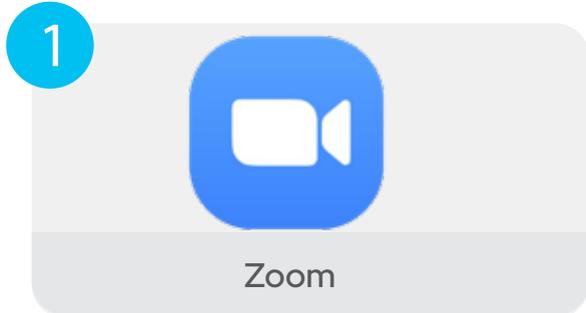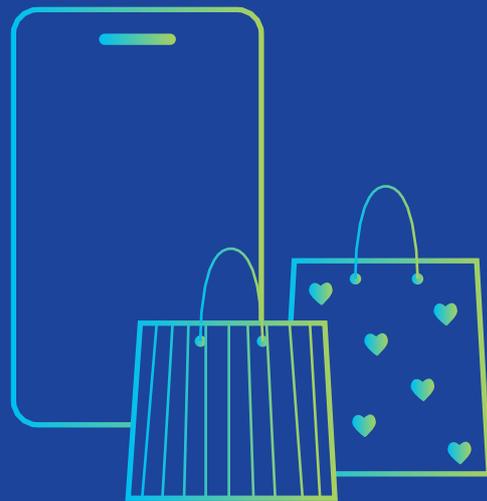
1 Zoom

2 Uber

3 AliExpress

4 Binance

5 Microsoft Office

6 Capcut

7 YouCam Perfect

8 CricBuzz

MOST
POPULAR ONLINE
SHOPPING SITES
IN SRI LANKA

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Most Popular Online Shopping Sites In Sri Lanka
Local

1 Daraz

2 Ikman.lk

3 Kapruka

4 GFlock

5 Keells

6 Zig Zag

7 Kelly Felder

8 Chenara Dodge

9 Nils

10 Nolimit

11 Grantha.lk

12 Buyabans.com

13 Odel.lk

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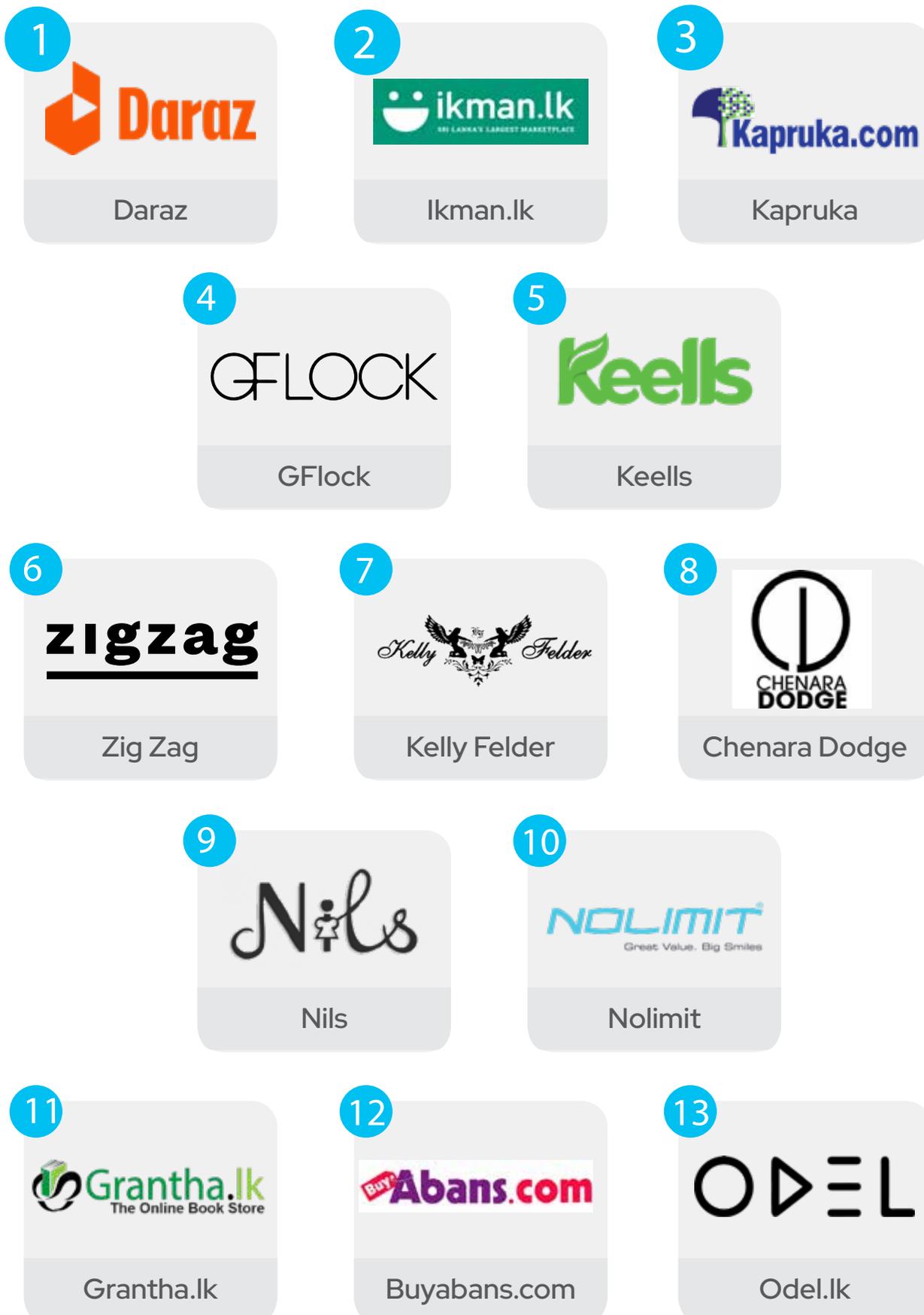
Most Popular Online Shopping Sites In Sri Lanka
Global

1 AliExpress

2 eBay

3 Alibaba.com

4 Amazon

MOST POPULAR WEBSITES

WEBSITES
IN SRI LANKA

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Most Popular Websites In Sri Lanka

Local

1 Ikman.lk

2 Daraz

3 adaderana.lk

4 Gossip Lanka

5 baiscopelk.com

6 Hiru News

7 Elakiri.com

8 Riyasewana

9 Top Jobs

10 DP Education

11 CEB.LK

MOST POPULAR LOCAL YOUTUBE CONTENT CREATOR
IN SRI LANKA

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Most Popular YouTube Content Creator in Sri Lanka

1 Vini Production

2 Wasthi Production

3 Chanux Bro

4 Ratta

5 Block & Dino

6 Apé Amma

7 Janai Priyai

8 Travel With Wife

9 Lochi

10 Lakai Sikai

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Navigating the Digital Wave: How Sri Lankan Businesses are Embracing Transformation in 2023

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How do you foresee that corporate brands in Sri Lanka will embrace digital technologies to cater to evolving consumer needs in 2023?

Corporate brands embracing digital technologies in 2023 will depend on various factors. Mainly adoption of technology, consumer behavior change after the economic downturn and the business strategies of the companies. However, it is likely that digital technologies will continue to play a significant role in how corporate brands in Sri Lanka cater to evolving consumer needs.

In recent years, there has been a trend towards overall digital transformation in businesses, and this is likely to continue in the coming years. This could involve the use of technologies such as artificial intelligence, machine learning, and automation to improve efficiency and effectiveness in operations.

Overall, it is important for corporate brands in Sri Lanka to stay abreast of developments in digital technologies and to consider how they can be leveraged to enhance the customer experience and drive business growth.

What new trends or shifts would you predict in terms of the advertising landscape in Sri Lanka in 2023?

One of the main trends we can anticipate for 2023 is brands giving focus to Performance Marketing. It is likely that there will be a continued shift towards Performance marketing activities when investing specifically on Social Media platforms as businesses are looking at more bottom line specific activities on Social Media.

Another key trend we would see is Personalization, it is likely that advertisers will focus on creating personalized messages specifically we will see customized creatives being

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developed to reach your target audiences. This could further involve the use of data and technology to gather insights about consumer behavior and preferences and to deliver customized advertising experiences.

Another key trend we would see in Sri Lanka over the next couple of years is Gamification, specifically within the Digital Advertising industry. Gamification will be used to increase brand awareness, to drive engagement and to gather user data. For example, a company might create a game that allows users to interact with a new product in a fun and engaging way, or they might offer rewards or incentives to users who complete certain tasks or challenges. Gamification can be an effective way to grab and hold the attention of consumers, especially if the game is well-designed and offers a compelling experience.

Overall, gamification in social media advertising will be used to create an engaging and interactive experience that encourages users to interact with a brand and its products or services and which will lead towards a business driven action.

After COVID-19, even small startups have realized the importance of online visibility for the growth of their businesses. What is your take on Startup / SME brands investing in advertising on digital platforms in 2023

The COVID-19 pandemic has accelerated the shift towards digital channels and platforms, as many people have turned to the internet as their primary infotainment source and communication. As a result, businesses of all sizes, including small startups, have realized the importance of online visibility and conversions for the growth of their businesses.

Over the past year we have seen specific Sri Lankan SME brands have done some great advertising campaigns where they were able to develop their brand visibility and maintain a strong presence through their social media advertising efforts.

In general Startups will use Digital advertising as the key mode of communication while SME's will be aggressively trying multiple targeting techniques such as Remarketing , Lookalike Audiences , Custom Audiences to get a higher return on their ad spends

As per your point of view, what are the big media consumption trends to watch in 2023, and how it will impact the way brands are connecting with their customers?
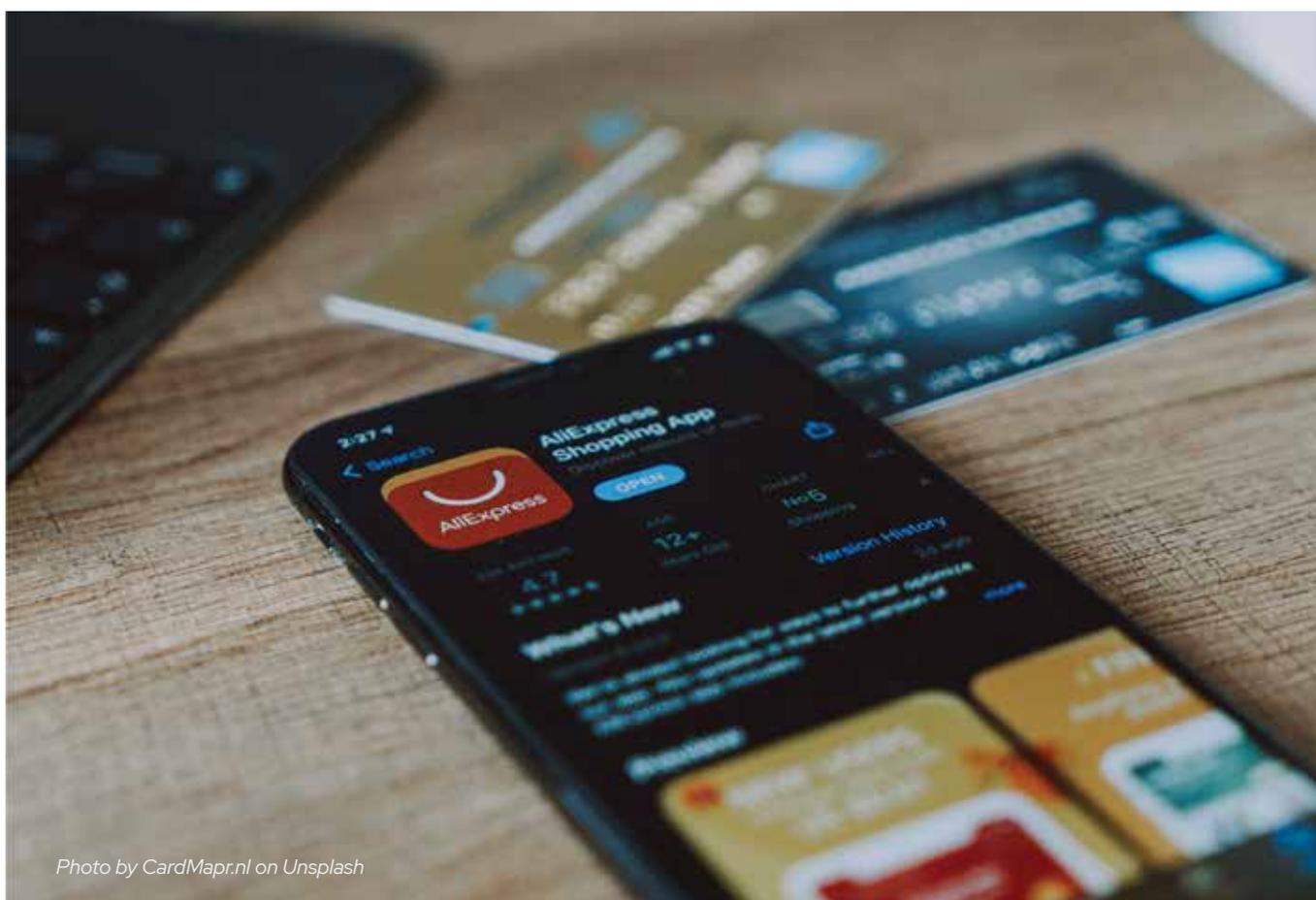
Emergence of The Creator Market - The creator market refers to the market for individuals or organizations that create and share content online, often through platforms such as YouTube, TikTok, Instagram. These creators can include influencer, content creators, artists,

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and other types of creators who use the internet to share their work and connect with their audiences.

In the coming year local brands would proactively associate with the creator market space and the activities will be a key part of their marketing strategy. Over the past few years, we have seen the rise of influencer marketing, with the creator market space we would see much more strategically driven activities will occur to generate bottom of the funnel business results. I believe that it has the potential to be a powerful force in the digital economy, as creators can connect with and influence large and engaged audiences.

Digital First campaign planning – We would see the majority of brands move towards Digital First and Digital Led advertising campaigns as part of their overall marketing strategies. Campaigns will be kicked off in digital and it may or may not be complimented using other traditional media platforms.

Further, mobile content production for advertising will become increasingly important as more and more brands and content creators will use mobile devices to create content. Further there will be an uprising in the mobile creative production which will adapt towards vertical video production to mobile based live content sharing.

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Cookie-less Advertising And Year Of First-party Data Syndrome

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Cookies are a known subject to anyone using the internet nowadays. However, little do internet consumers know the real function of cookies and their types.

They say that the third-party cookies are facing extinction, and they'll be soon out. This is with the novel trend of going cookie-less and according to the sources, 60% of the global web traffic is predicted to go cookie-less by the year 2023. When it comes to Google, it's reported that it will phase out third-party cookies from Chrome in 2024.

But…Sri Lanka? Sri Lanka is a country that has the practice of adopting new technologies with a major delay, and when it comes to cookies too, when the world is making initiatives to go cookie-less, Sri Lanka is still adapting to the use of 3rd Party cookies.

So, what does a cookie mean? And, what are first-party and third-party cookies? Let's find out!

A Cookie

A piece of data from a website that is stored within a web browser that the website can retrieve at a later time - this is the frequently used definition for a cookie. A fine example of a cookie can be explained like this: You visit a website to get a weather prediction, and for this, you input your geographical location. This piece of information will be remembered by the website even when you try to visit it on another day. What really happens here is the cookies offer a zip code facilitating this task.

First-Party Cookies Vs Third-Party Cookies

So, any website will store at least one cookie on your browser. They can be called first-party cookies. This only remembers the basic activity that you do on the website,

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and it will not go into further processes such as tracking your details when you browse through other websites.

However, tracking your details when you browse through other websites happens with third-party cookies and they are very often used by sites all around the world. Because of these cookies, social media agencies, advertisers and website operators get the chance to track your browsing and other online behaviors vigilantly.

Going Cookie-less

When a website is cookie-less, it stores your data using alternative identifiers, such as IP addresses or device IDs, in place of cookies. You will now be tracked online by these substitute techniques. According to Google (2021), it will no longer collect personally identifying information (PII) graphs from alternative identifiers like users' email addresses, setting it apart from other advertising organizations.

Although the loss of third-party cookies could still have a significant impact on advertisers who use analytics data (such as session IDs) to target ads, Google chose not to use PII collection techniques because it has implemented what appears to be a more secure alternative: Federated Learning of Cohorts (FLoC), also known as Privacy Sandbox. FLoC is a "privacy-first" and "interest-based" advertising solution, according to Google (AdTech). Google's Chrome web browser will accomplish this instead of third-party cookies tracking a user's online browsing behavior. Users will be sorted into a cohort or audience based on their habits. Then, rather than focusing on specific individuals, advertisers will be allowed to target their ads to these anonymous cohorts.

Considering all the above-mentioned facts, more focus will surely be paid to the collection of first-party data in 2023. This will also be a solution to many risks and potential issues. This will also be focused upon by the Sri Lankan organizations this year, and it's evident that they will require technical support to get this done. Thus, the demand for these services will go up and it will be a hot topic in 2023.

The important fact is advertisers and publishers are required to follow proper data privacy management, both from a regulatory standpoint, but also from a consumer engagement point of view. It serves no use if brands aren't targeting consumers with pertinent information based on first-party data.

For major websites and networks that support login requests and implementation, or those that offer newsletters and frequently use email for communication, it can be more difficult

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for smaller publishers with devoted readers to scale their first-party data growth. You need a lot of data to get enough insightful information when combined with AI and machine learning for first-party targeting to be efficient and accurate. To continue to be lucrative, one way is to join a consortium or find a first-party data partner.

PII-Based Identifiers, Browser Fingerprinting, Google Privacy Sandbox, and Contextual Advertising are some of the alternative solutions for a cookie-less future. Launching these alternatives will also require high-tech knowledge and skills for which proper training will also have to be facilitated.

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