

DIGITAL & TRENDS

Social media in Taiwan

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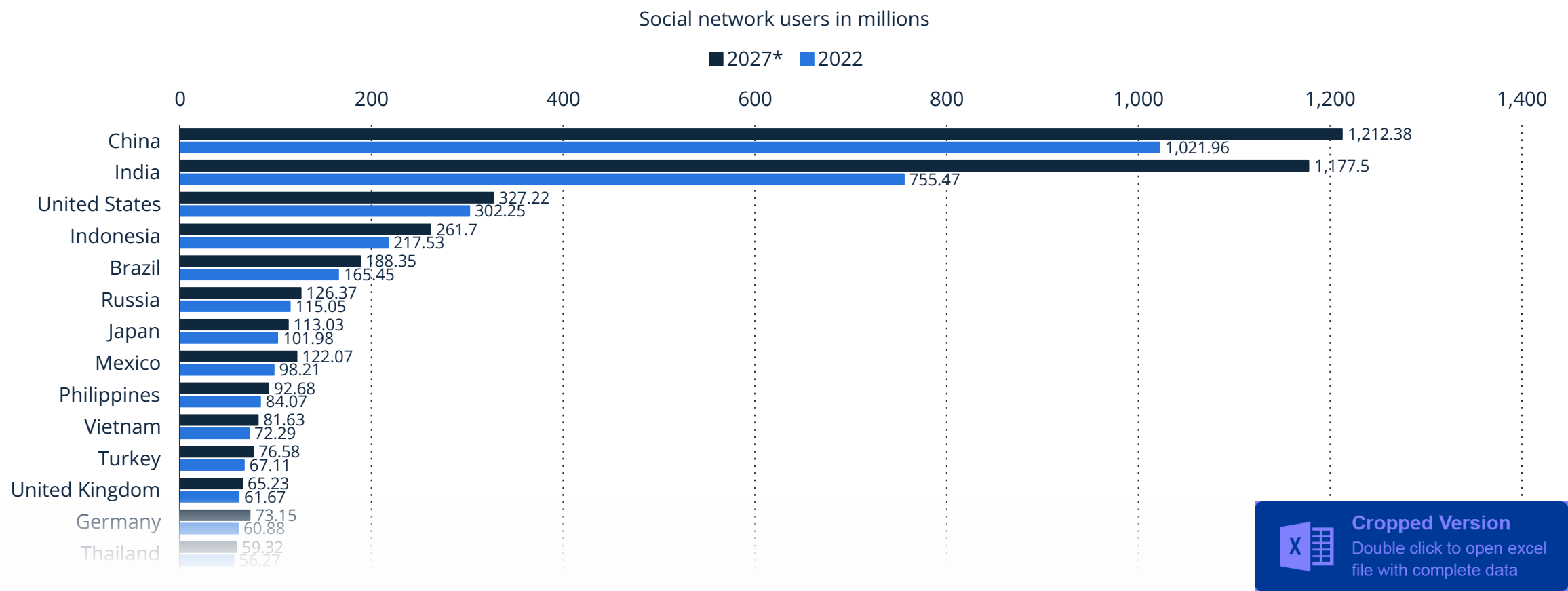
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CHAPTER 01

Overview

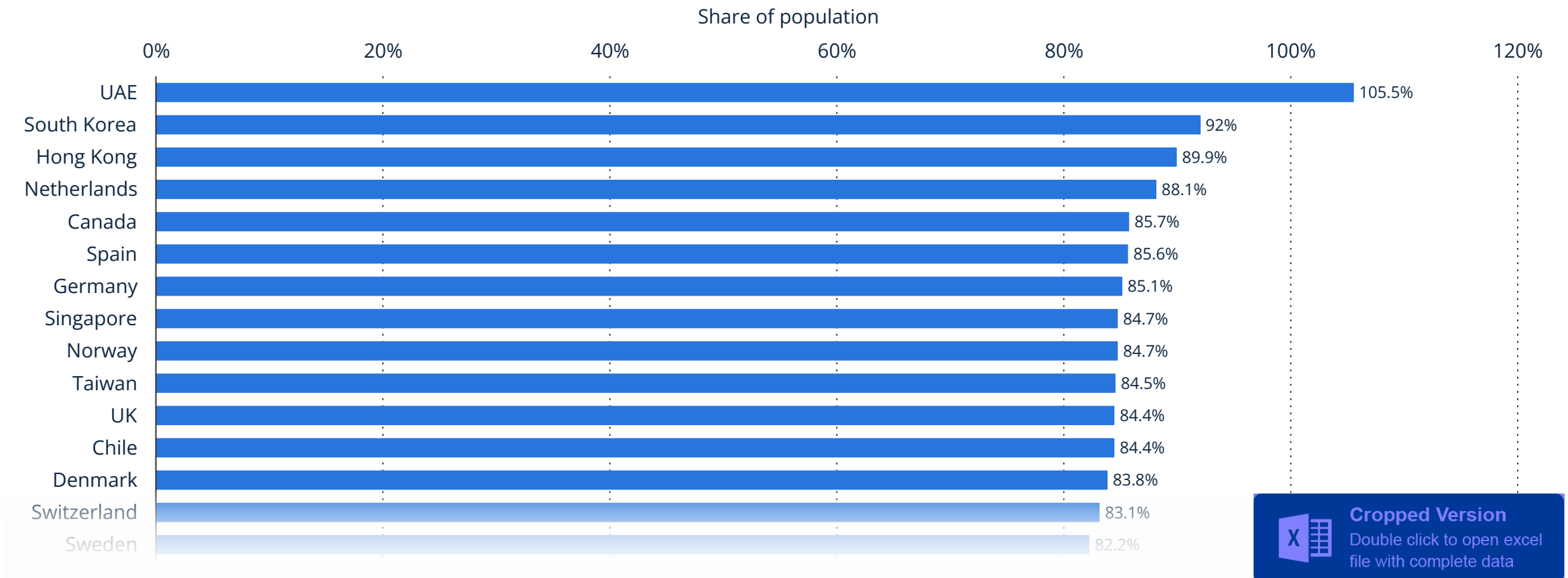
Number of social network users in selected countries in 2022 and 2027 (in millions)

Social network users in selected countries in 2022 and 2027



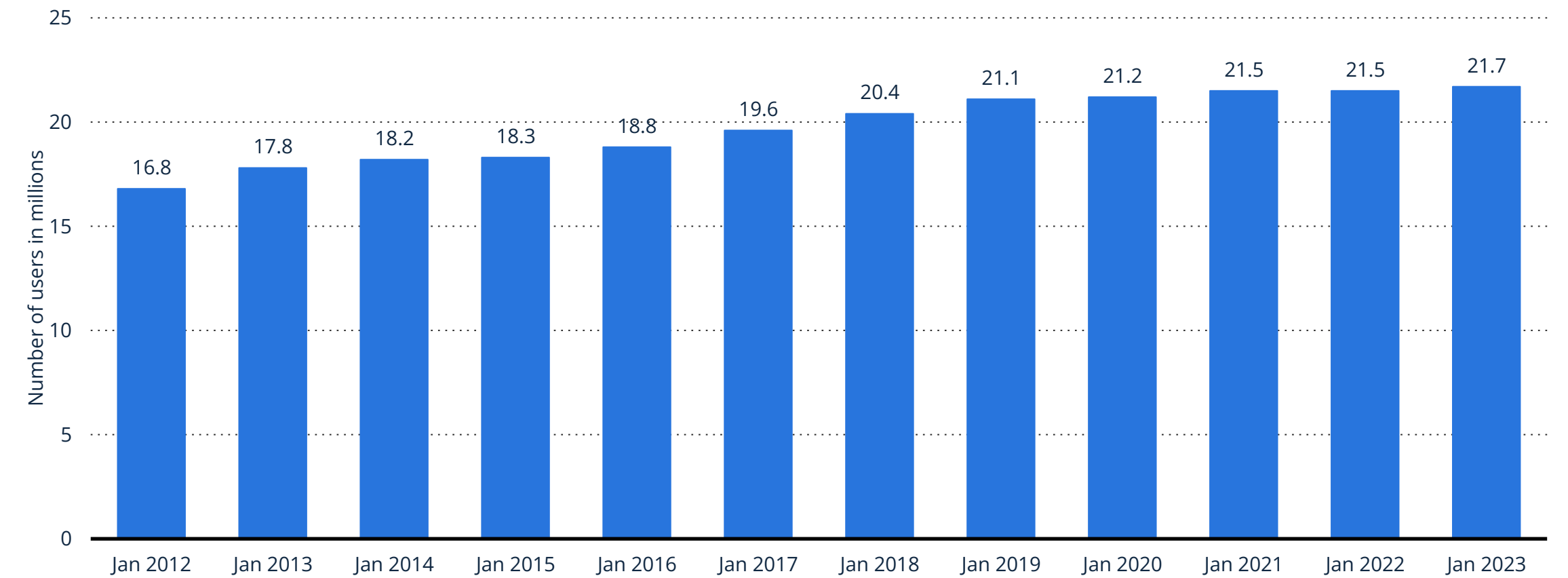
Active social network penetration in selected countries and territories as of January 2023

Social media: active usage penetration in selected countries and territories 2023



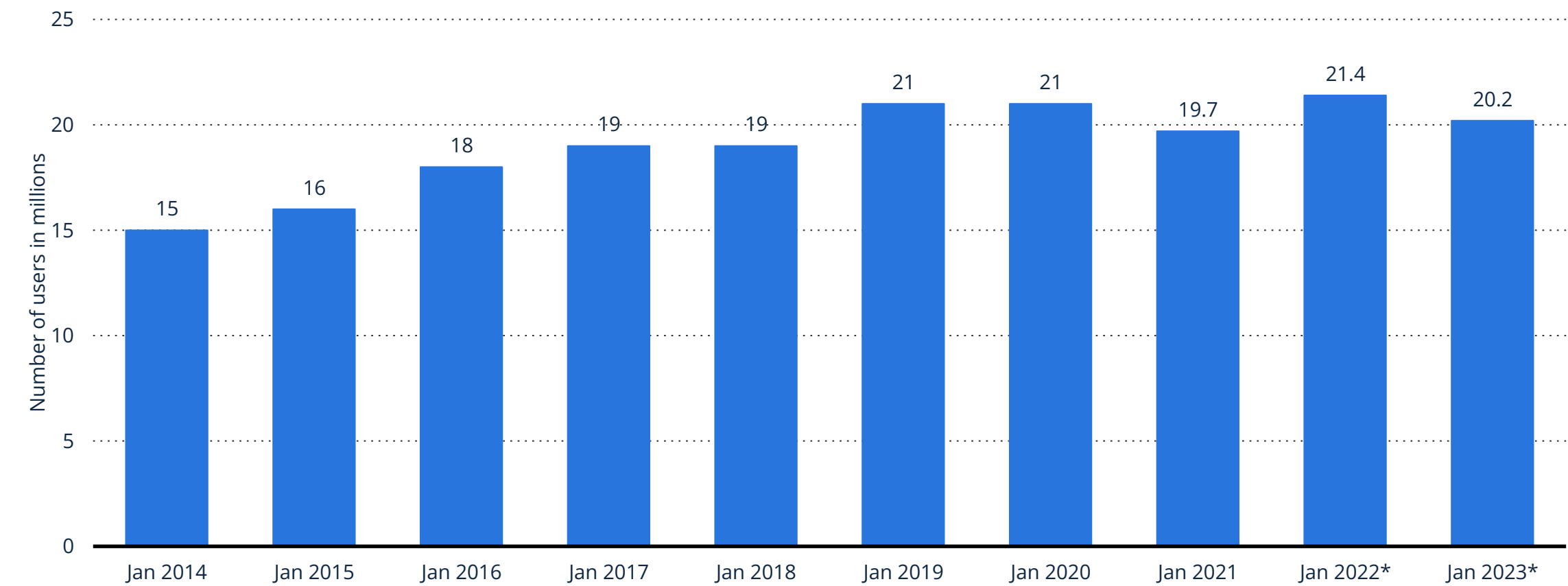
Number of internet users in Taiwan from January 2012 to January 2023 (in millions)

Number of internet users in Taiwan 2012-2023



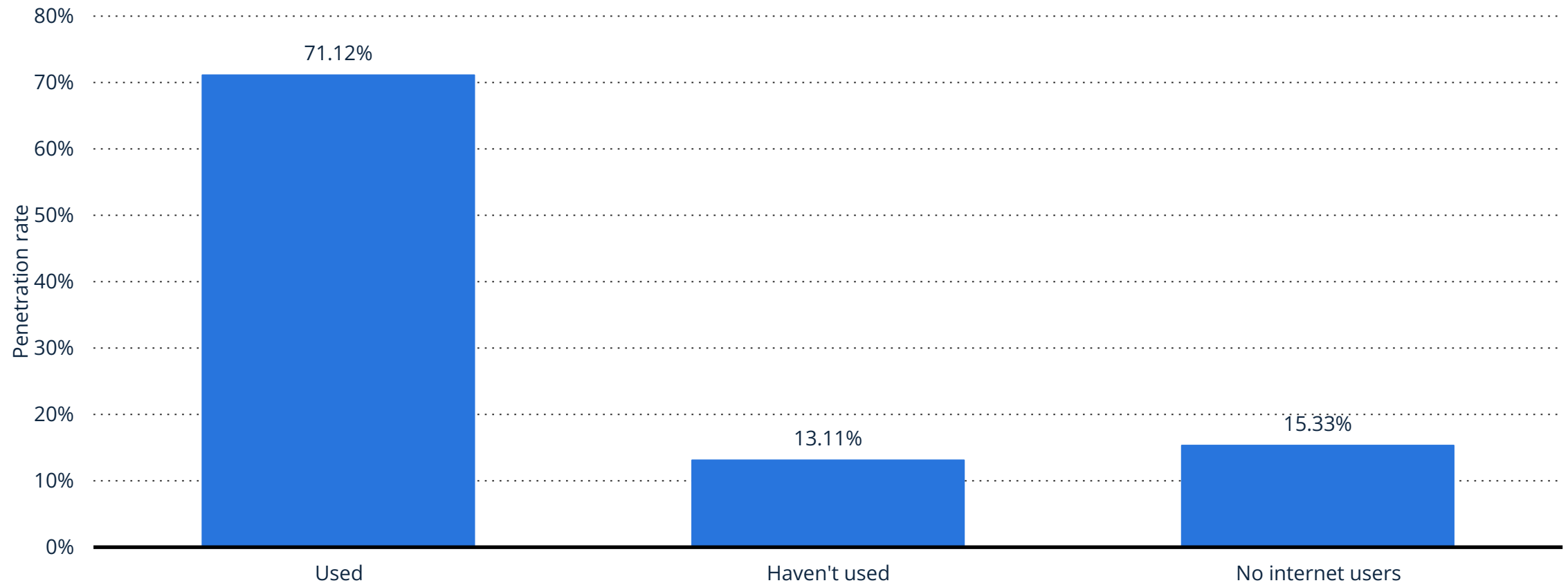
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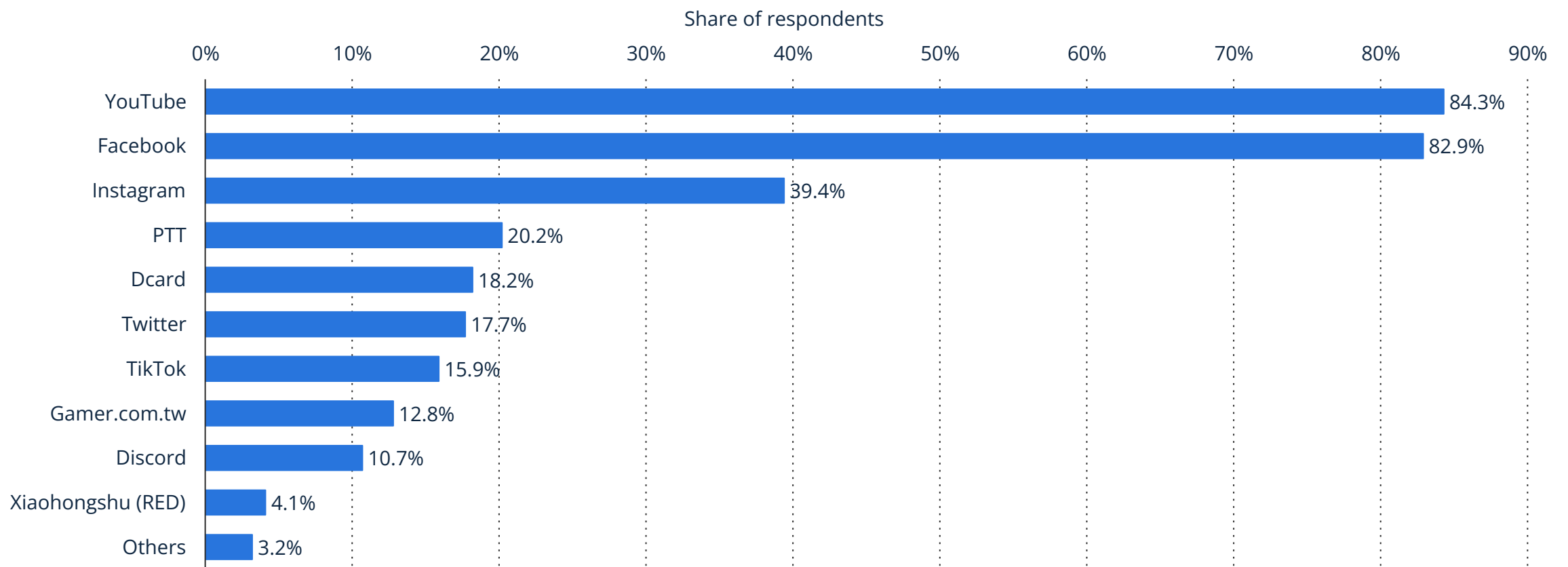
Share of respondents using social media in Taiwan as of May 2023

Social media penetration in Taiwan 2023



Penetration rate of leading social media platforms in Taiwan in 2022

Penetration rate of major social media in Taiwan 2022

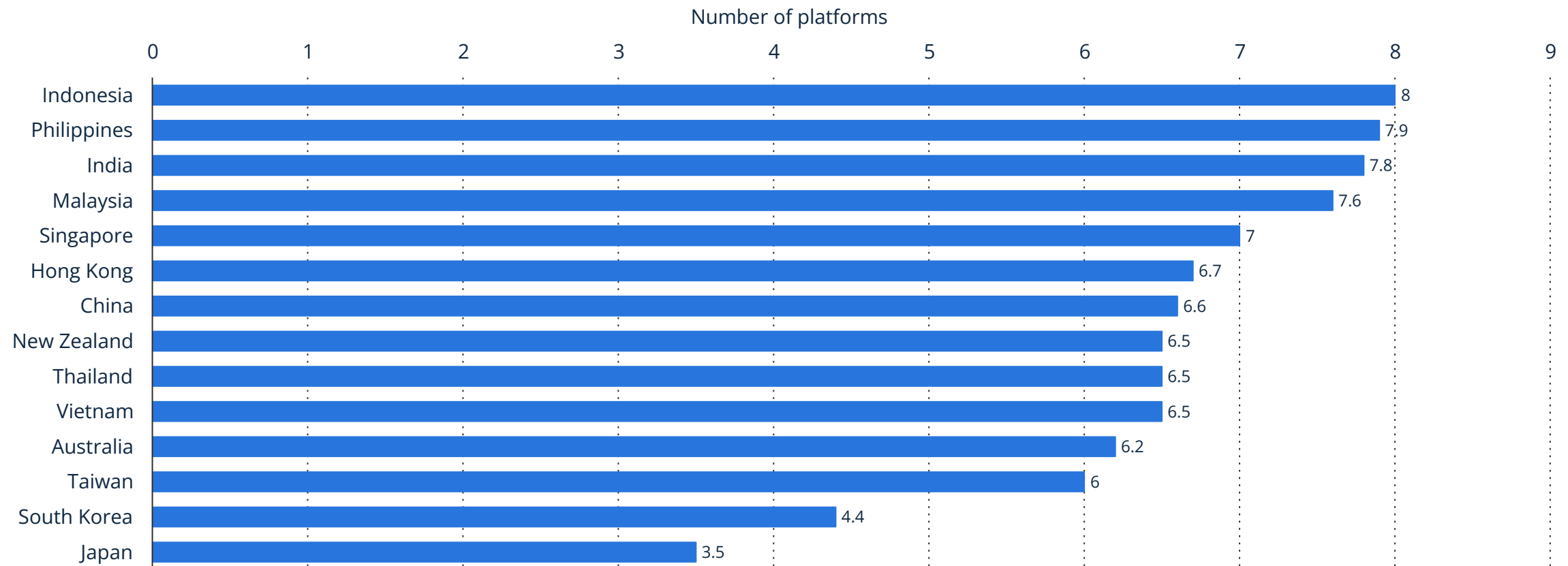


CHAPTER 02

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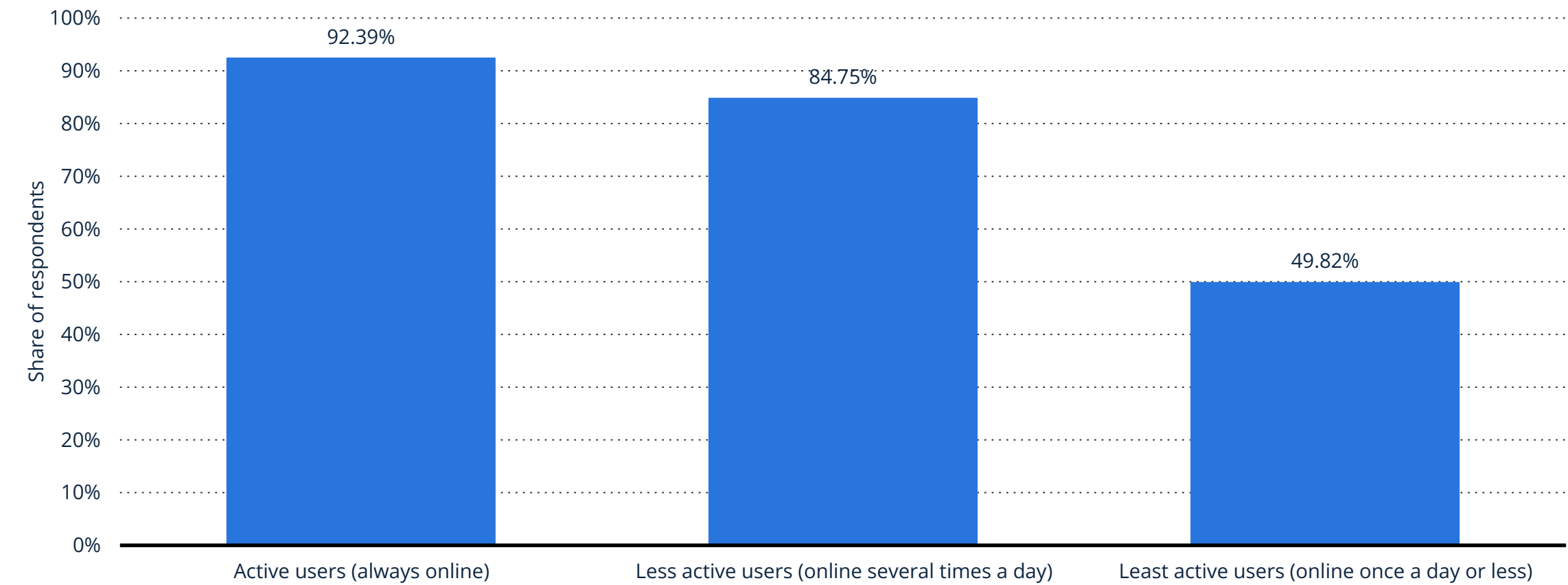
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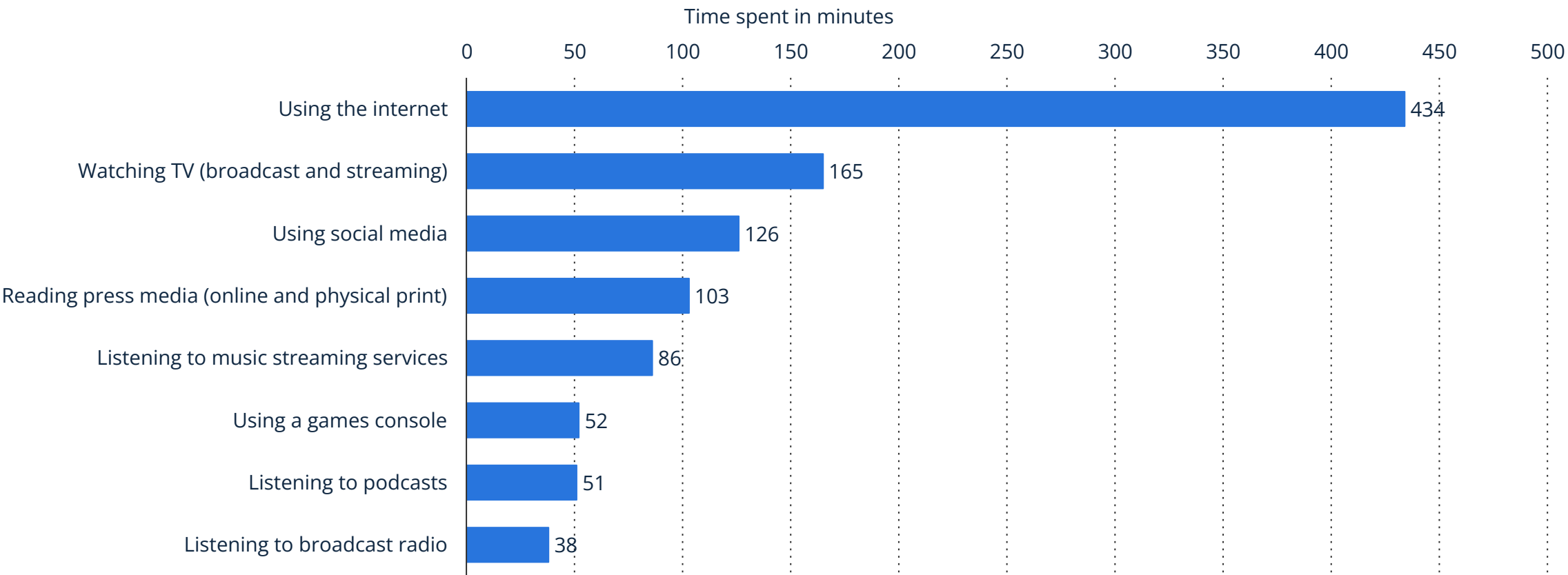
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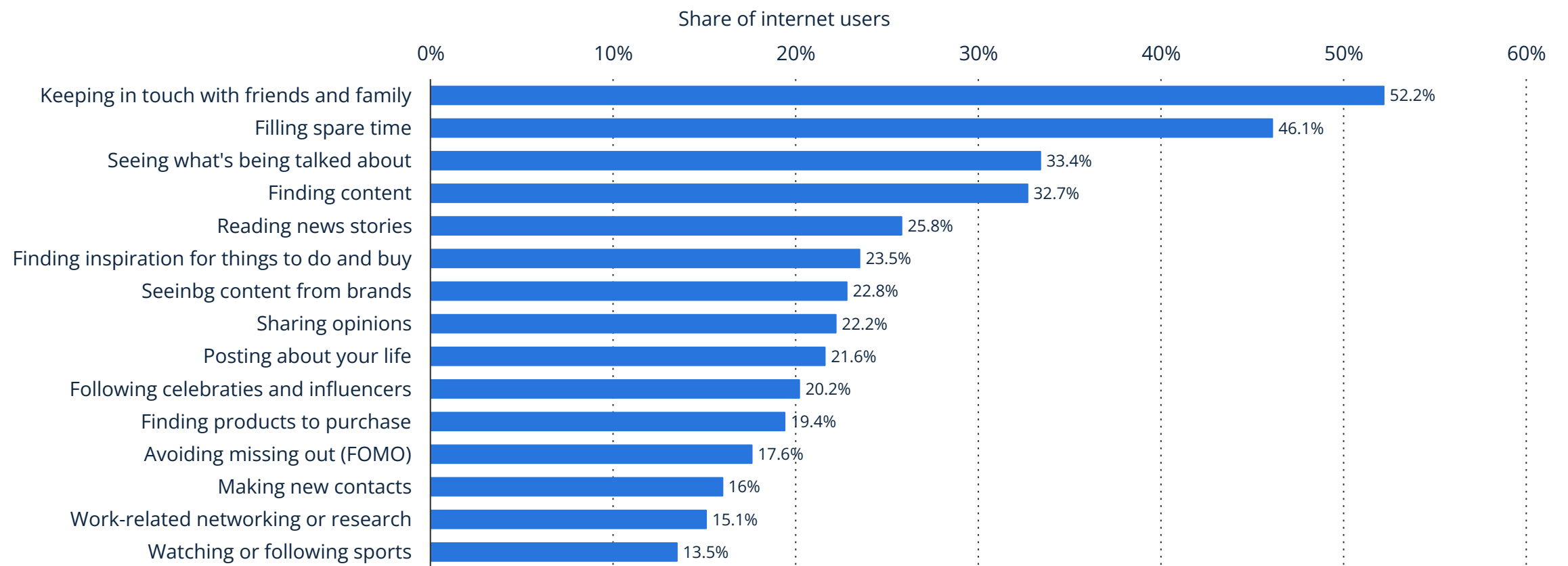
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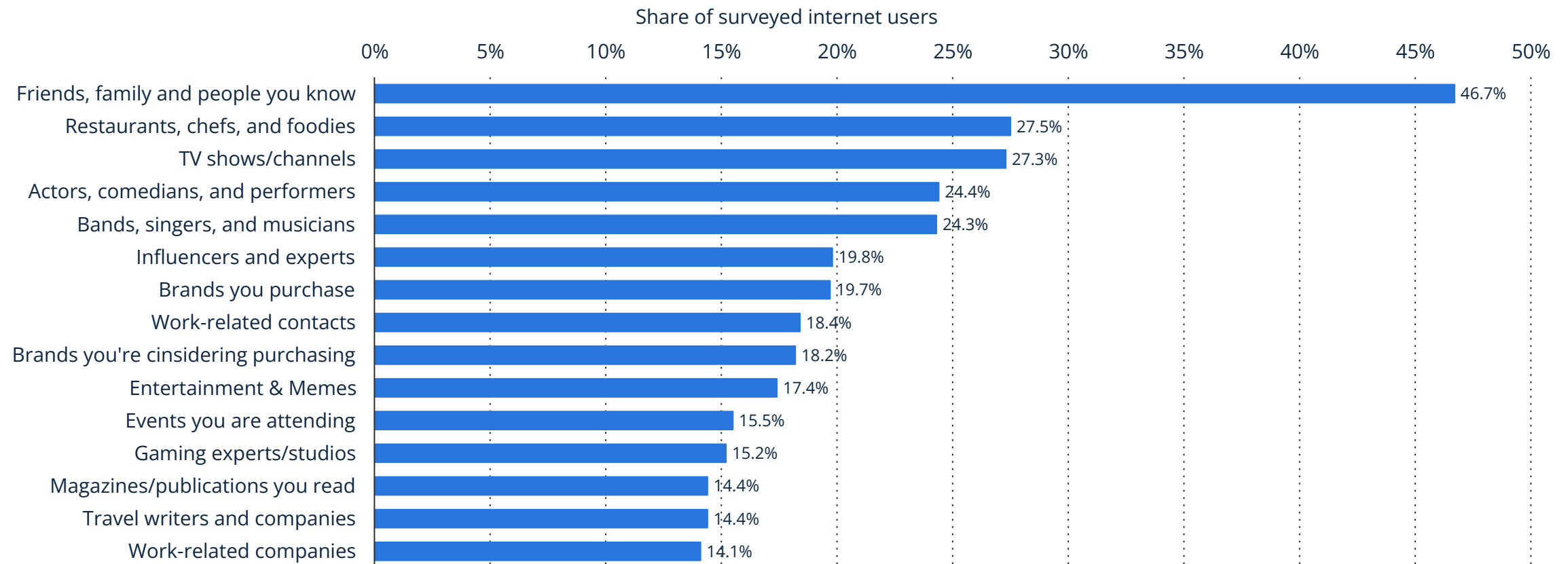
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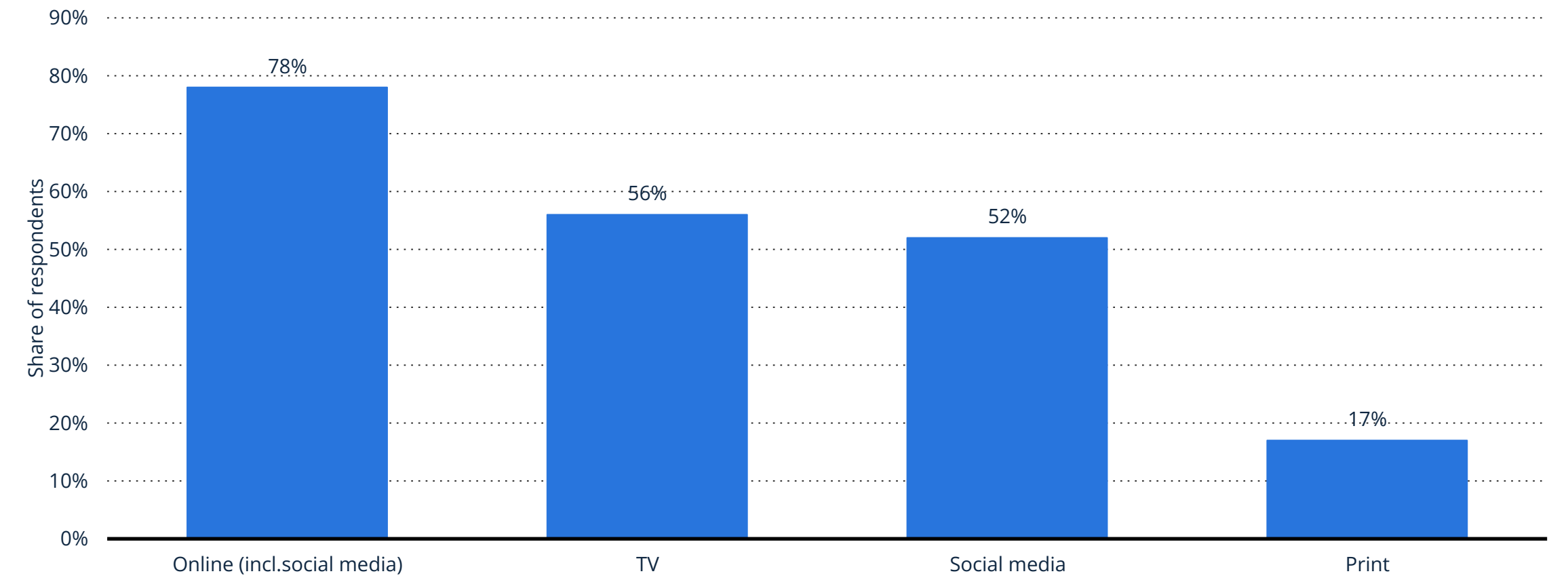
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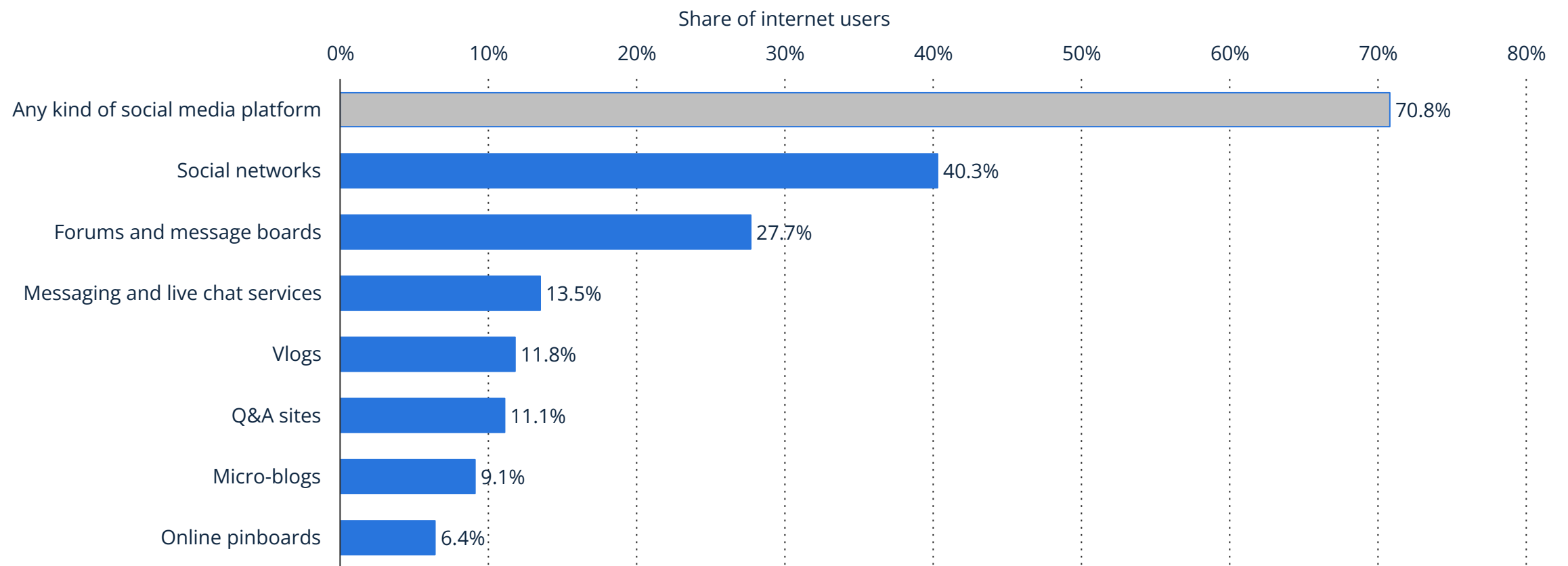
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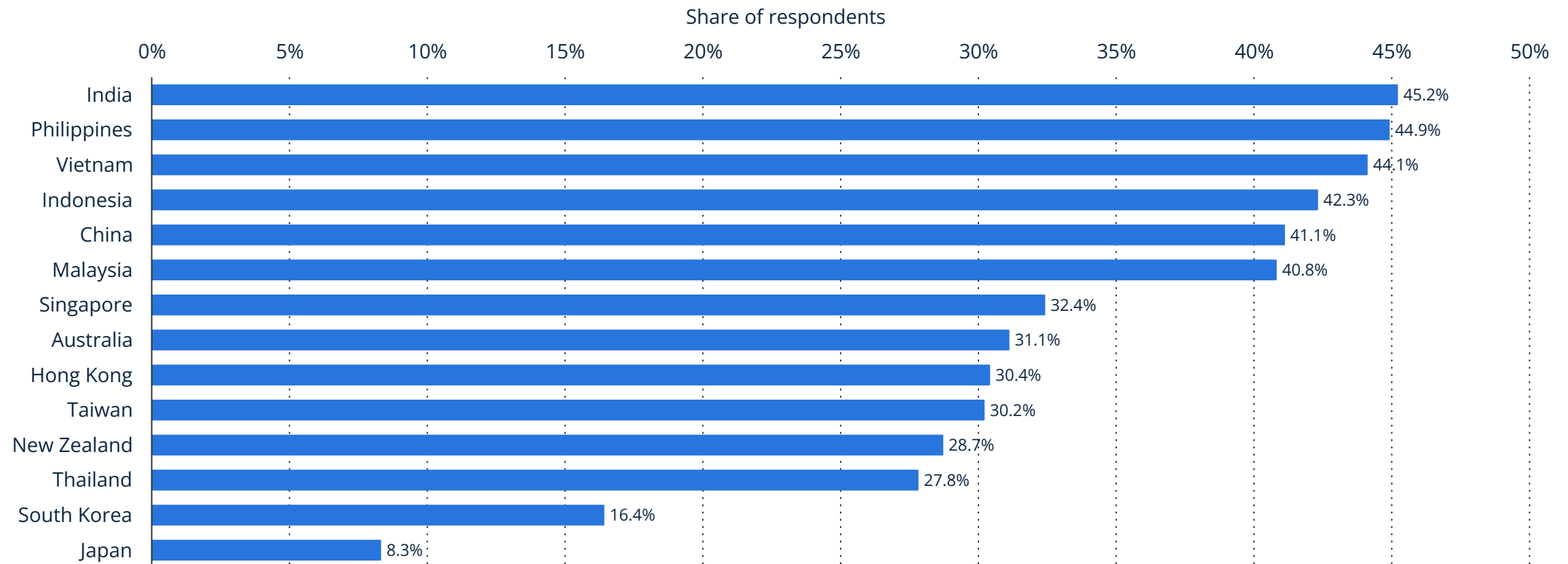
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Share of internet users using social media for work APAC Q1 2023, by country



CHAPTER 03

YouTube

Key usage figures of YouTube in Taiwan as of June 2022

Key usage figures of YouTube in Taiwan 2022

	Key figures
Number of adult users* (in millions)	18
Average daily time spent per user (in minutes)	85
Peak usage time	8 to 11 p.m.

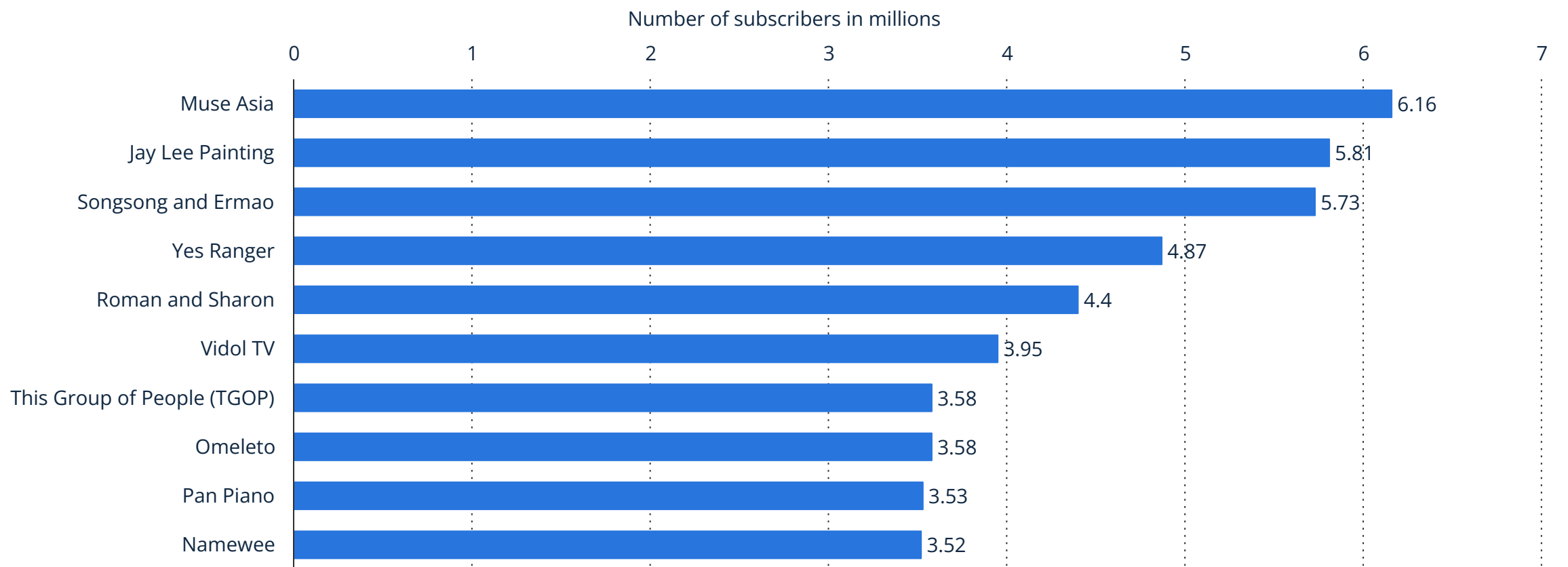
YouTube advertising penetration in Taiwan in 2022, by demographic group

YouTube ad reach in Taiwan 2022, by audience group

	Ad audience share
Total population	84.5%
Internet users	93.2%
Population aged 18 and above	87.5%
Female*	50.7%
Male*	49.3%

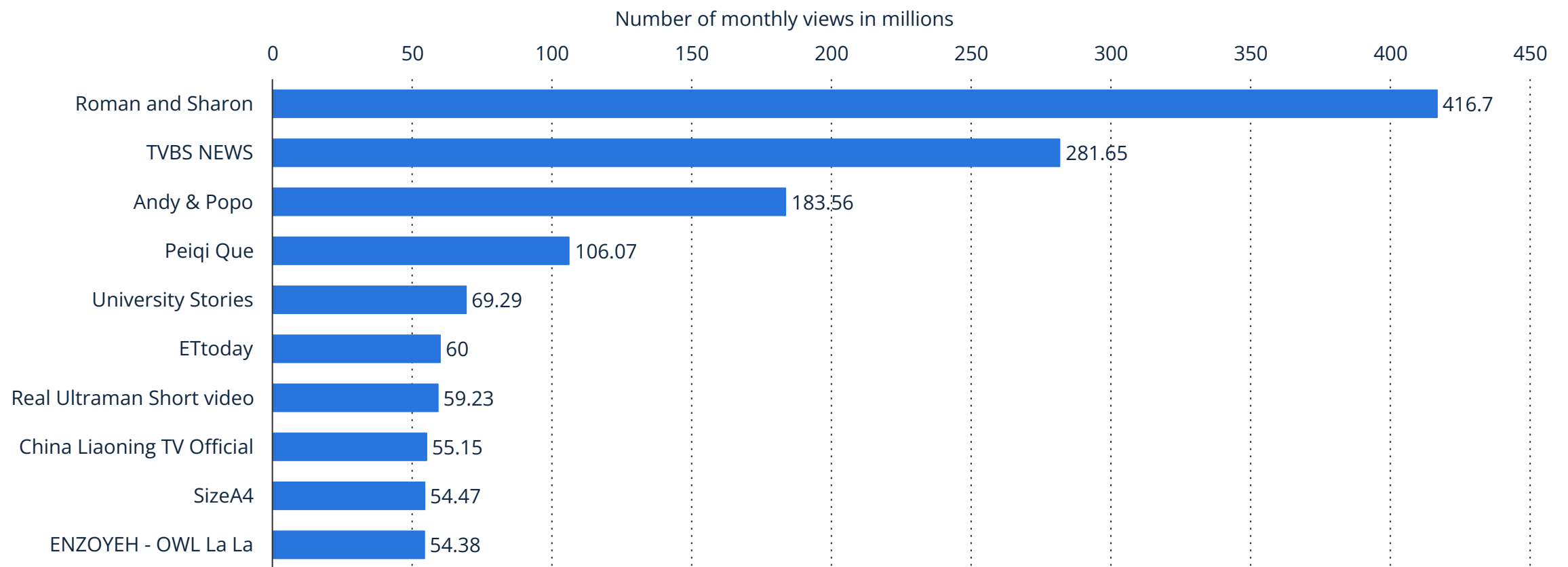
Number of subscribers of the leading YouTubers in Taiwan as of October 13, 2023 (in millions)

Most subscribed YouTubers in Taiwan 2023



Number of monthly views of the leading YouTubers in Taiwan as of October 13, 2023 (in millions)

Most viewed YouTubers in Taiwan 2023



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