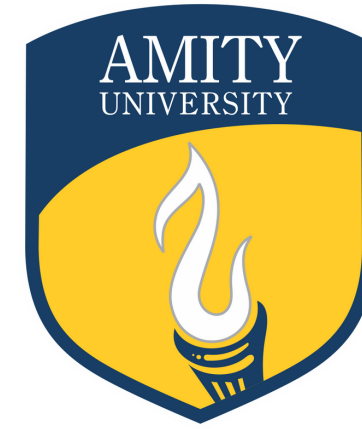


CENTRE FOR MEDIA STUDIES - ASCO ( A CENTRE OF EXCELLENCE INITIATIVE)



**AMITY**  
**UNIVERSITY**  
—LUCKNOW CAMPUS—

# THE REPERTOIRE

A Quarterly Data Based Info Graphical Analysis of Identified Issue In The Field  
of Mass Communication

# REPORT OUTLINE



## POINTS FOR DISCUSSION

About the Report

Introduction

Facts and Figures

# ABOUT THE REPERTOIRE

## BASIC INFORMATION

The Repertoire is a quarterly data based graphical analysis of identified issue in the field of Mass Communication which will allow the reader to understand, analyse and interpret latest fact/development from different authenticated source compiled together.

“

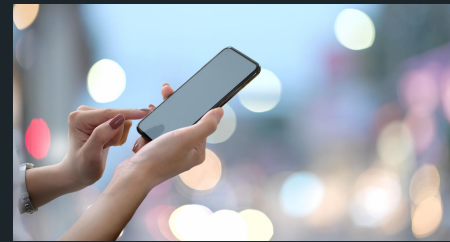
## INTRODUCTION

The past one year has recorded remarkable growth in the arena of digital. Fifty seven percent population in the world is presently connected to the internet. With the new tendencies representing that the next billion users being online at present. The people are spending considerable amount of time using internet. Around six and hours is spent by an average user online, which leads to 1.2 billion year of internet used by the combined population in 2019. The greatest share of online is the use of social media and the users spends more time on social media when compared to last year. To understand and make you realise over the changing scenario in the social platform, we have compiled informational from various authenticated sources. Mobile users have increased by mere 100 million last year, however the slow growth is certain as already two-thirds of the population in the world are using mobile phones. It can be noted that mobile phones have helped to fuel the development of e-commerce in the past one year with mobile wallets and m-commerce being increasingly significant in the lives of the people all over the world.

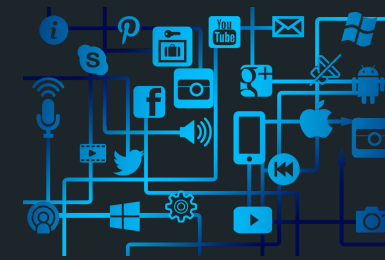
# WORLD'S VIEW



Total population  
(7.75B)



Mobile phone user  
(5.19B) 67%



Internet user  
(4.54B) 59%

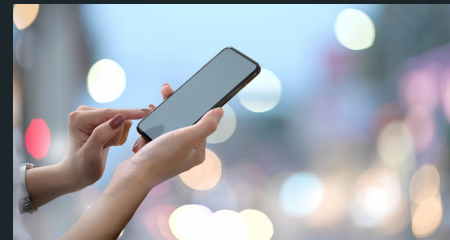


Active Social Media  
user (3.80B) 89%

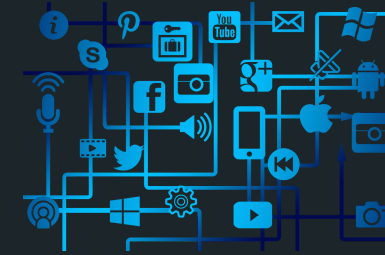
# INDIA'S VIEW



Total population  
(7.75B)



Mobile phone user  
67%(1.06B)



Internet user 59%  
(675M)

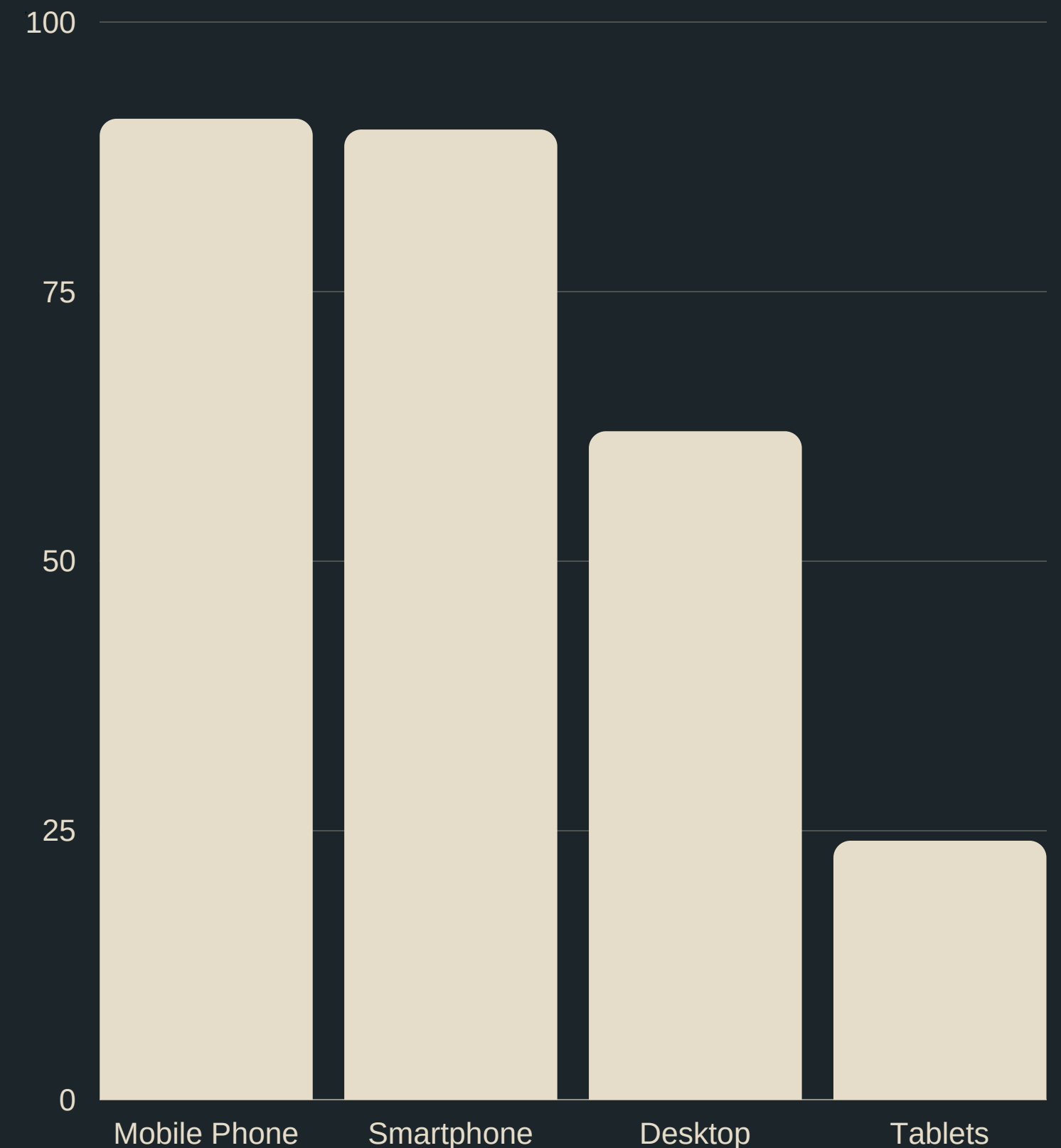


Active Social Media  
user 29%(400M)

# DEVICE OWNERSHIP

## PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN ANY KIND OF DEVICE

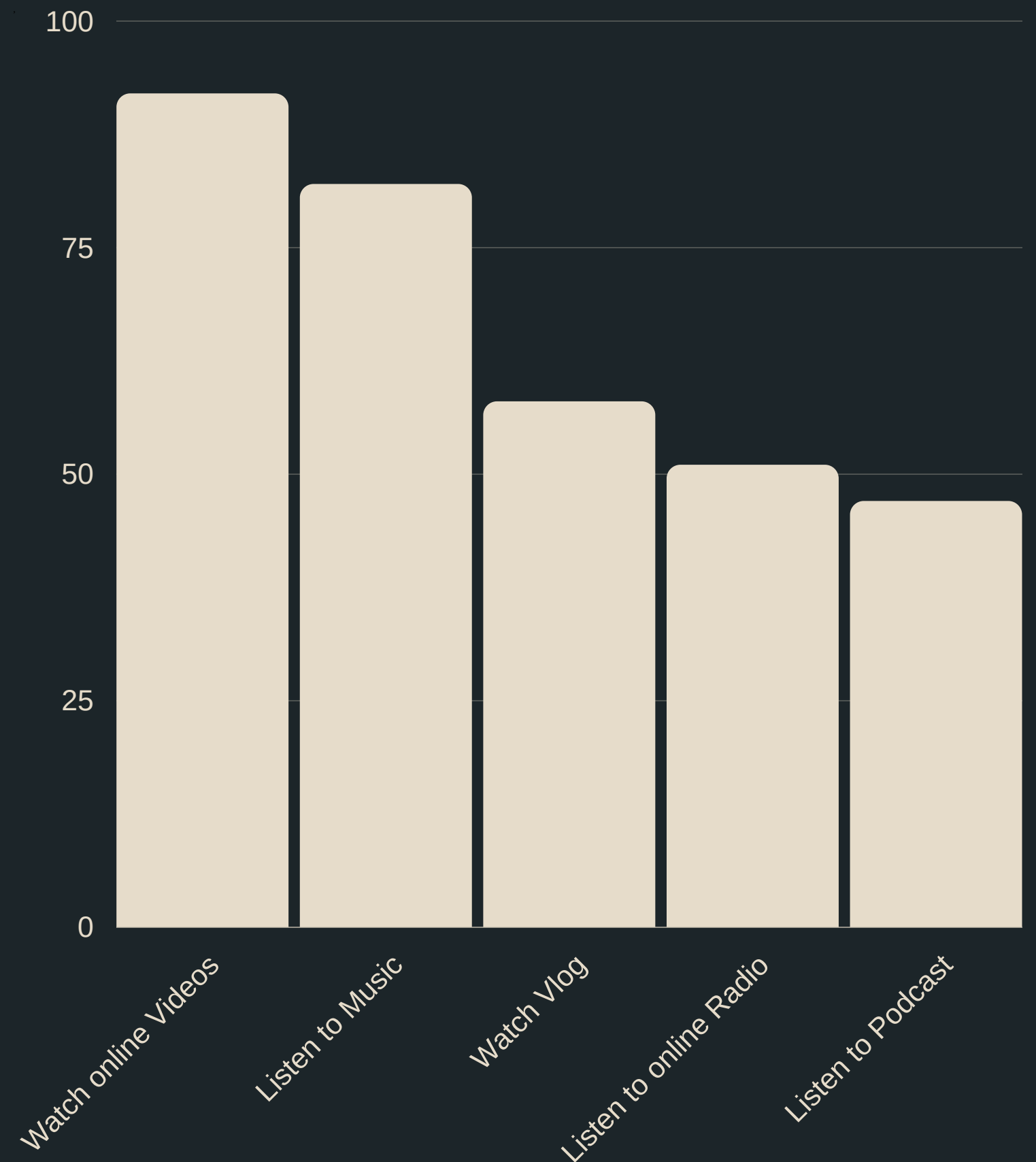
91% of the users are on mobile phone while 90% of them are on smartphones alone. 62% of the users access via their desktop or laptop while 24% use their tablets.



# ONLINE ACTIVITIES

## PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN ANY KIND OF DEVICE

92%- use internet to watch online videos. 82% of them use internet to stream music while 58% access vlogs online. 47% users use it to listen to online podcasts.

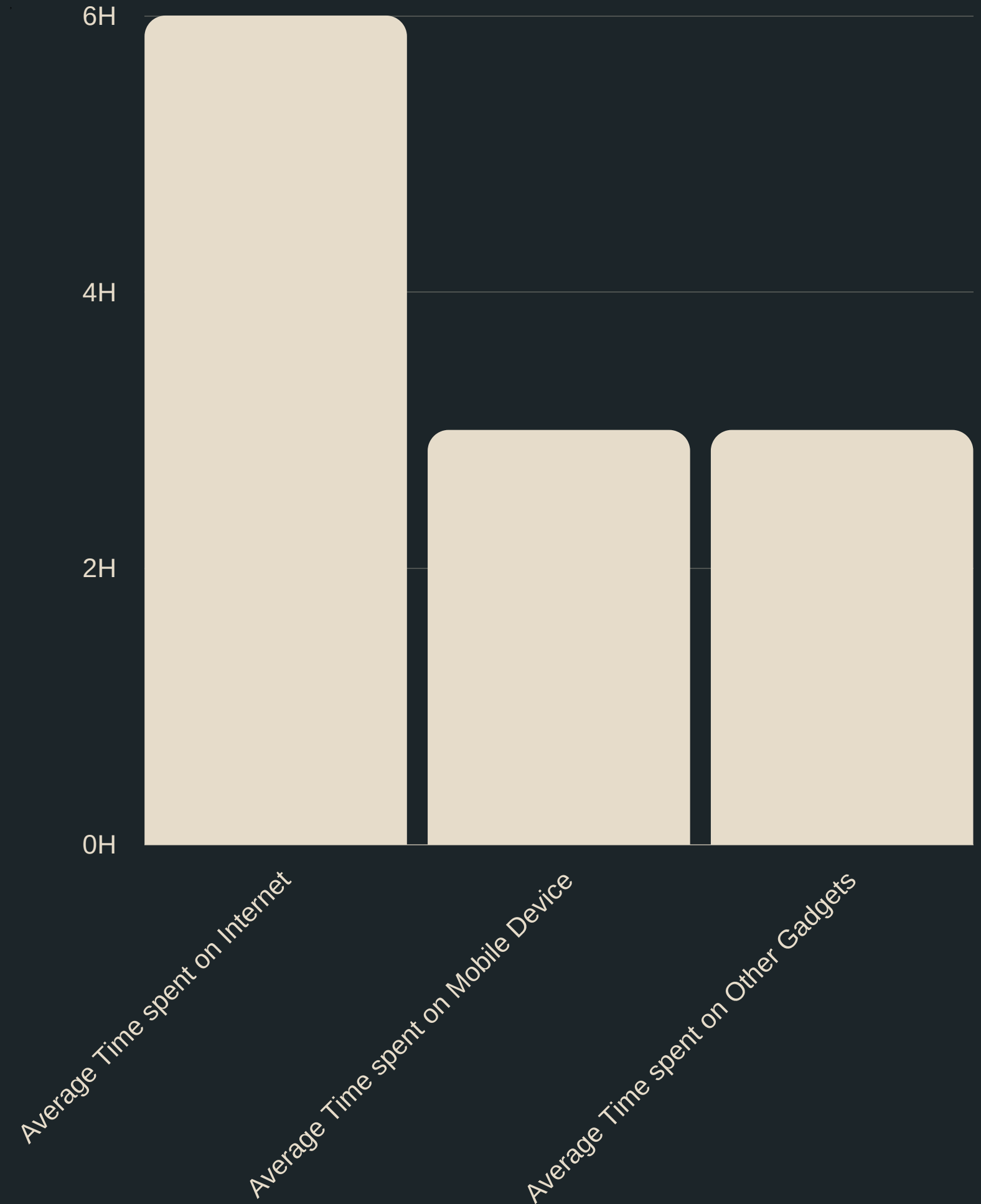




# TIME SPENT ON INTERNET

## AVERAGE TIME SPENT

6H 30M is the average time users spent on internet. On an average 3H 23M a user spent on Mobile Device and 3h 07M on other gadget



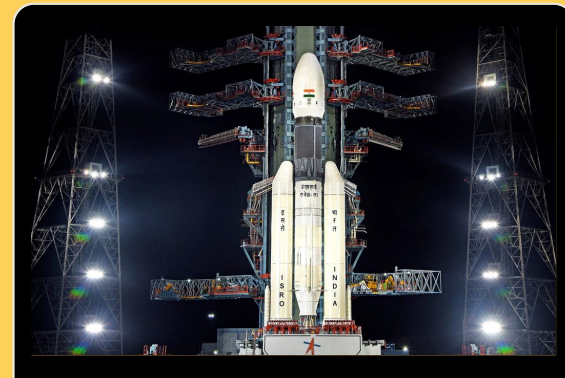
# TOP 5 GOOGLE SEARCH OVERALL



**Cricket World Cup**



**Lok Sabha Election**



**Chandrayaan-2**



**Kabir Singh**

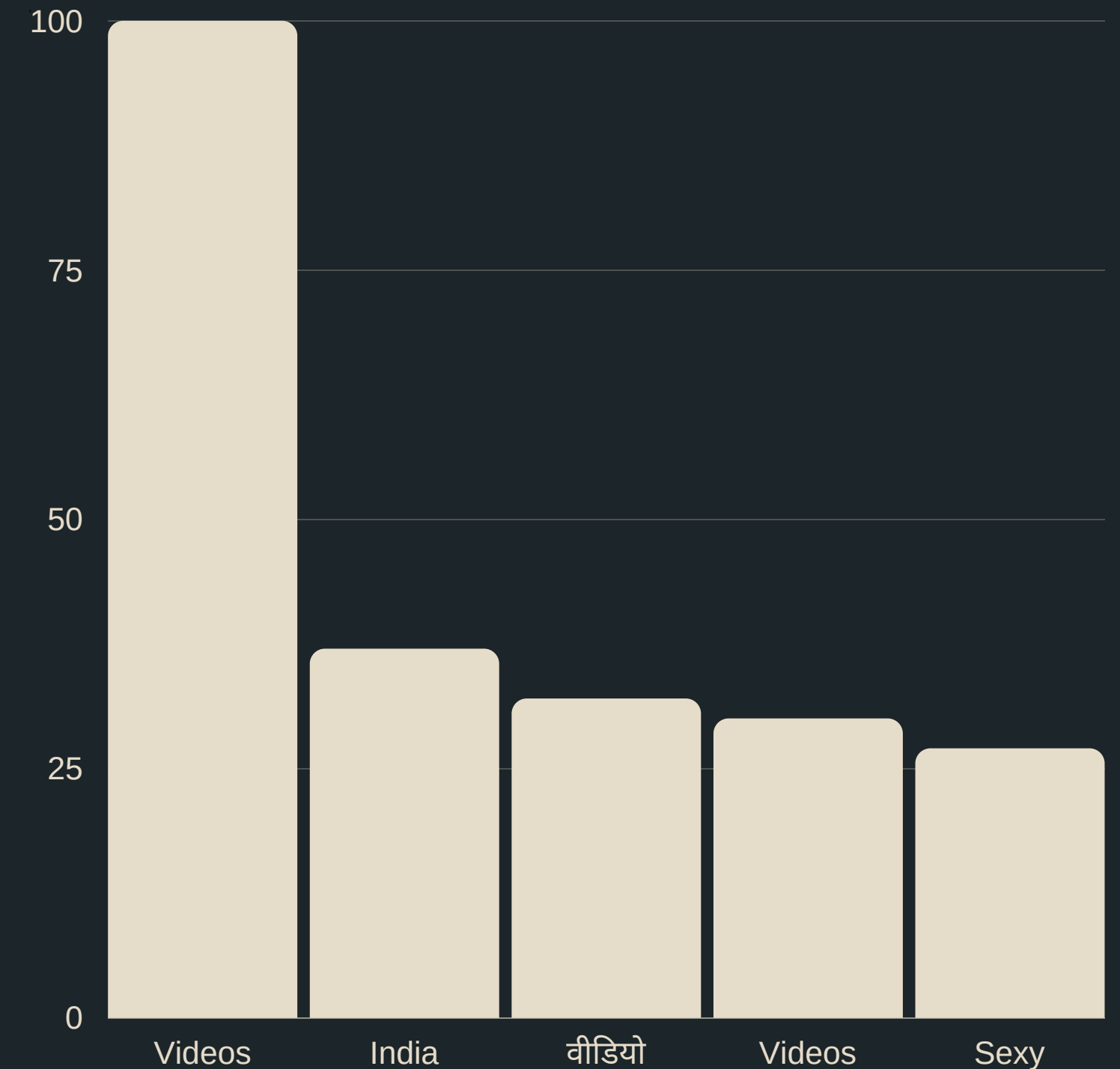


**Avengers:Endgame**

# MOST SEARCHED QUERIES ON GOOGLE IN INDIA

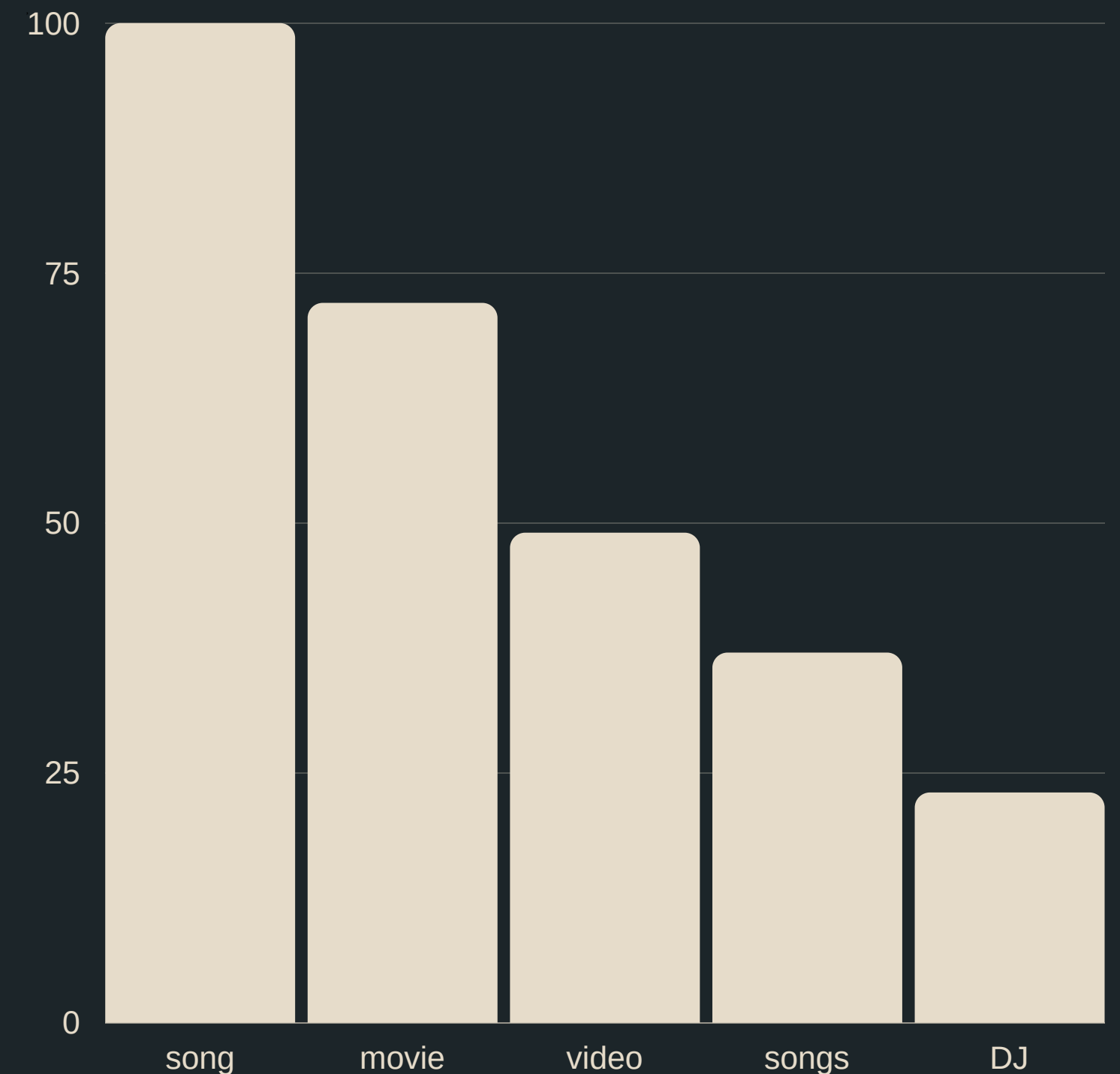
## TOP 5 MOST SEARCHED QUERIES ON GOOGLE IN INDIA 2019 (INDEX OUT OF 100)

Google is a search engine used world wide to find information online. 100% of the Internet users use Google primarily to search for 'Videos'. The second highest search query 37% was 'India' followed by 32% for वीडियो, videos and sexy. According to the source, the search index shows the relative volumes for each query compared to search volumes for the top query (an index of 50 meant that the query received 50 percent of the search volume of the top query)



# YOUTUBE SEARCH QUERIES

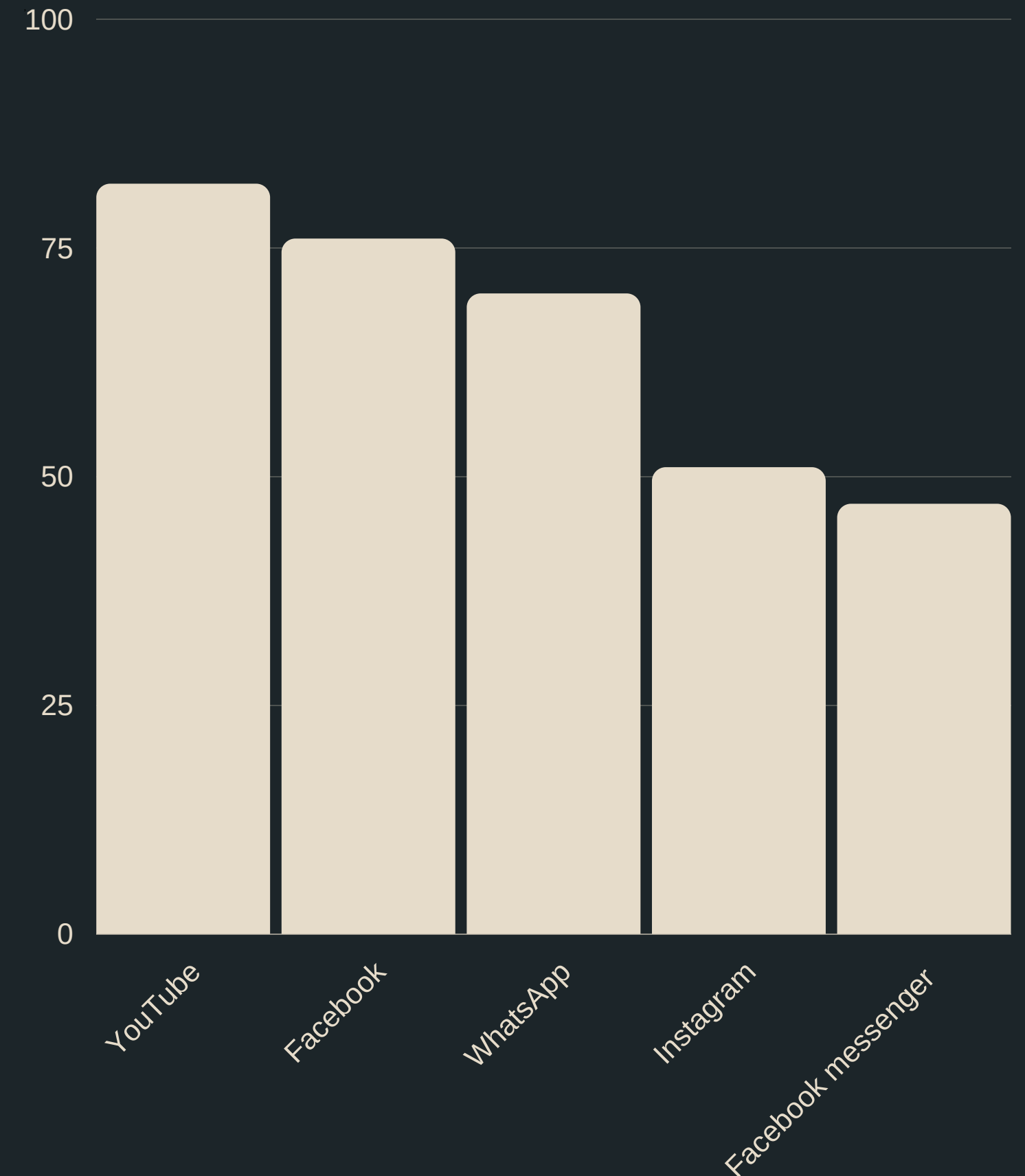
YouTube is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. The most used search queries in YouTube have been - Song, Movie, Video and Songs and DJ



# MOST USED SOCIAL MEDIA PLATFORMS

## TOP 5 MOST USED SOCIAL MEDIA PLATFORMS

Social media are interactive computer-mediated technologies that facilitate the creation or sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. In India, Youtube holds the position of the most used platform with 82% of the users. WhatsApp has an audience of 70% with Facebook messenger having 47% of the users.



# TOP 5 MOST VISITED WEBSITE

GOOGLE.COM



YOUTUBE.COM



GOOGLE.CO.IN



FACEBOOK.COM



AMAZON.IN



# TOP 5 MOBILE APP DOWNLOAD

TIK TOK



FACEBOOK



LIKEE



WHATSAPP



FB MESSENGER



# TOP 5 MOST USED APPS

WHATSAPP



FACEBOOK



TRUECALLER



FB MESSENGER



SHAREIT





# TOP 5 VIDEO STREAMING APP

MX PLAYER



HOTSTAR



NETFLIX



AMAZON PRIME



JIO TV



# TOP 5 SOCIAL APPS

TIK TOK



HELO



HAGO



VMATE



WHATSAPP



# TOP 5 RETAIL APP

AMAZON



FLIPKART



PAYTM



MYNTRA



CLUB FACTORY



# TOP 5 FINANCE APP

G PAY



CASH BEAN



KREDIT BEE



PHONEPE



YONO SBI



# Team

PROF(DR) SANJAY M  
JOHRI

Professor and Director

DR KASHIF HASAN

Assistant Professor

MS SANGEETA  
PANDEY

Consultant(Print)

MR SOUMEN  
BHATTACHARYA

Manager(Social Media)

AAKARSH BAJPAI

Student BA (J&MC)

ADEEBA LARI

Student BA (J&MC)

# Sources

<https://www.hootsuite.com>

<https://www.appannie.com>

<https://trends.google.com>

<https://www.alexacom>

<https://www.statista.com>

# REACH OUT



## WEBSITE

[www.amity.edu/lucknow](http://www.amity.edu/lucknow)



## E-MAIL

[smjohri@lko.amity.edu](mailto:smjohri@lko.amity.edu)



## PHONE NUMBER

+91 9793170996