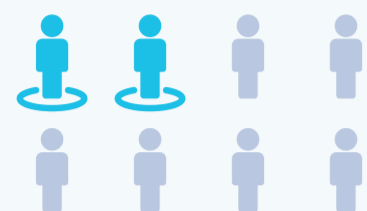


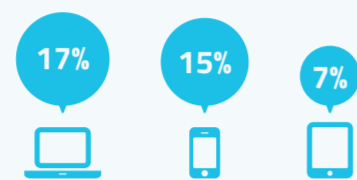
# VPN Usage Around the World

## HOW POPULAR ARE VPNS?

25% of internet users have used a VPN in the past month

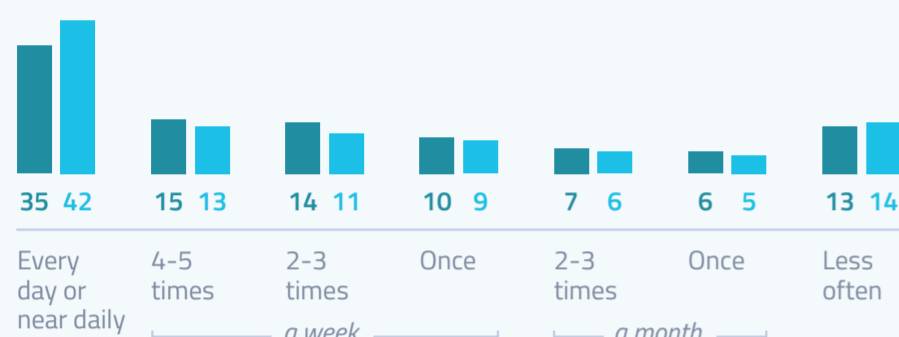


...on the following devices



“VPN usage remains lower in Europe and North America.”

VPN Usage Frequency  
% OF VPN USERS WHO USE VPNS VIA THESE DEVICES...



“VPNs are crucial to those who use them. 3 in 4 use them weekly”

### Regional VPN Usage

Region	All Internet Users	16-34s
ASIA PACIFIC	30%	35%
EUROPE	17%	21%
LATIN AMERICA	23%	25%
MIDDLE EAST & AFRICA	19%	19%
NORTH AMERICA	17%	21%

### Top 10 Markets

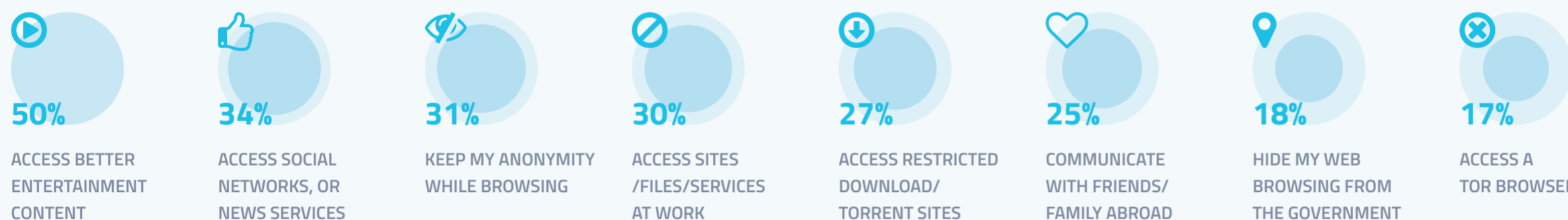
INDONESIA	38%	SAUDI ARABIA	29%
INDIA	38%	BRAZIL	26%
TURKEY	32%	VIETNAM	25%
CHINA	31%	UAE	25%
MALAYSIA	29%	PHILIPPINES	25%

“Emerging markets lead for VPN usage.”

## MOTIVATIONS FOR VPN USAGE

### Top Motivations

% OF VPN USERS WHO SAY THEY USE VPNS FOR THE FOLLOWING REASONS

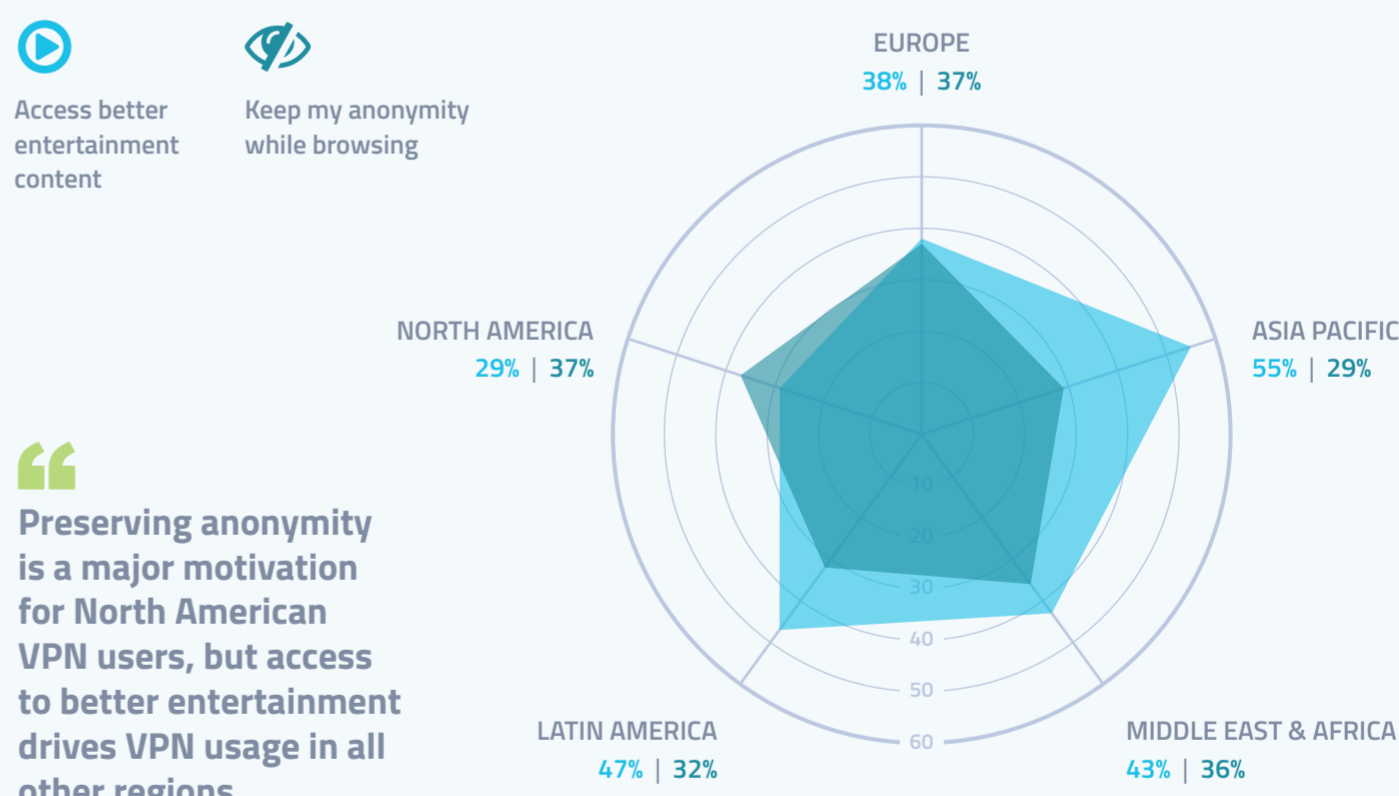


“Accessing restricted entertainment content and websites is key for VPN users.”

### Top Motivations by Country

ARGENTINA	44%	IRELAND	47%	SINGAPORE	49%
AUSTRALIA	41%	ITALY	37%	SOUTH AFRICA	42%
BELGIUM	31%	JAPAN	31%	SOUTH KOREA	36%
BRAZIL	47%	MALAYSIA	55%	SPAIN	35%
CANADA	44%	MEXICO	50%	SWEDEN	36%
CHINA	55%	NETHERLANDS	31%	TAIWAN	44%
EGYPT	49%	NEW ZEALAND	44%	THAILAND	62%
FRANCE	41%	PHILIPPINES	58%	TURKEY	52%
GERMANY	45%	POLAND	39%	UAE	43%
HONG KONG	47%	PORTUGAL	35%	UK	39%
INDIA	57%	RUSSIA	36%	USA	37%
INDONESIA	58%	SAUDI ARABIA	40%	VIETNAM	61%

### Motivations by Region



“Preserving anonymity is a major motivation for North American VPN users, but access to better entertainment drives VPN usage in all other regions.”

“VPN Users are big consumers of online TV. They're 40% more likely to be watching subscription services weekly”

### TV Behaviors

% OF VPN USERS WHO DO THE FOLLOWING VIA ANY DEVICE WEEKLY

Watch TV in any form	91%
Watch TV live as it is broadcast on a TV channel	80%
Watch a TV channel's catch-up/on-demand service	67%
Watch subscription services such as Netflix	62%
Watch shows recorded from TV	54%

“VPN Users aren't pirates. 77% are buying digital content each month.”

### Digital Content Purchases

% OF VPN USERS WHO PAID FOR THE FOLLOWING LAST MONTH

Music download	33%
Music streaming service	27%
Movie or TV streaming service	27%
Mobile app	27%
Movie or TV download	26%

## PROFILING VPN USERS

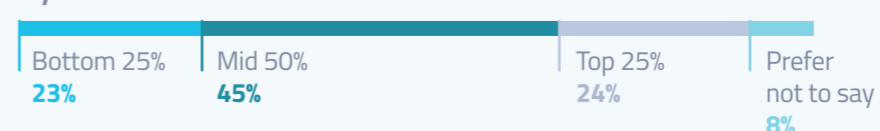
### By Age



### By Gender



### By Income



“VPN users are most likely to be young, male and from the middle-income group.”

Unless otherwise stated all figures are taken from Q2 2017 wave of research among 89,029 internet users aged 16-64 across 40 countries. Among this cohort, 18,354 were VPN Users - those who say they have used a Virtual Private Network (VPN) or Proxy Server in the past month.