Measuring the world’s digital natives
Measuring the world’s digital natives is key to understanding the role young people play in driving the information society. The report presents for the first time global figures quantifying this group of young people born during the digital age and growing up using ICTs. Data on the number and percentage of digital natives are provided for 180 countries.
Who are the digital natives?

Young and connected: 15-24 year olds with 5 or more years of online experience.

Out of a world population of 7 billion, 363 million are digital natives.

30% of the world’s youth have been online for at least five years, which corresponds to only 5.2% of the world population.
Top 10 countries with the largest number/percentage of digital natives

**LARGEST NUMBER OF DIGITAL NATIVES (DN)**
1. China (75 million)
2. USA (41 million)
3. India (23 million)
4. Brazil (20 million)
5. Japan (12 million)
6. Mexico (9.1 million)
7. Russia (9.0 million)
8. Germany (8.3 million)
9. Vietnam (7.5 million)
10. UK (7.0 million)

**DN AS A % OF TOTAL POPULATION**
1. Iceland (13.9%)
2. New Zealand (13.6%)
3. Korea Rep. (13.5%)
4. Malaysia (13.4%)
5. Lithuania (13.2%)
6. USA (13.1%)
7. Barbados (13.1%)
8. Slovakia (12.7%)
9. Latvia (12.3%)
10. Denmark (12.3%)

**DN AS A % OF YOUTH POPULATION**
1. Korea Rep. (99.5%)
2. Japan (99.5%)
3. Netherlands (98.4%)
4. Finland (98.2%)
5. Latvia (97.3%)
6. Denmark (96.9%)
7. Estonia (96.0%)
8. Iceland (95.9%)
9. USA (95.8%)
10. New Zealand (94.9%)
Youth are more connected, especially in developing countries.

- **Europe**: 1.3
- **CIS**: 1.8
- **Arab States**: 1.8
- **Asia & Pacific**: 1.9
- **Africa**: 2.3
- **Developing**: 2.0
- **Developed**: 1.3
- **World**: 1.8

**Ratio of youth (15-24) internet usage to overall internet usage**
Today, globally, 56% of young internet users are digital natives.

In developing countries, less than one in two young internet users are digital natives.

Compared to 86% in developed countries.

Over the last five years the percentage of internet users has doubled.

Over the next five years the number of digital natives will more than double.

The ‘youth bulge’ (large number of young people) in developing countries will be a key driver of digital nativism.
MEASURING THE COST AND AFFORDABILITY OF BROADBAND

MEASURING THE WORLD’S DIGITAL NATIVES

DIGITAL TV BROADCASTING TRENDS

ITU: The source for global ICT statistics