



## The Elections and the Filipino

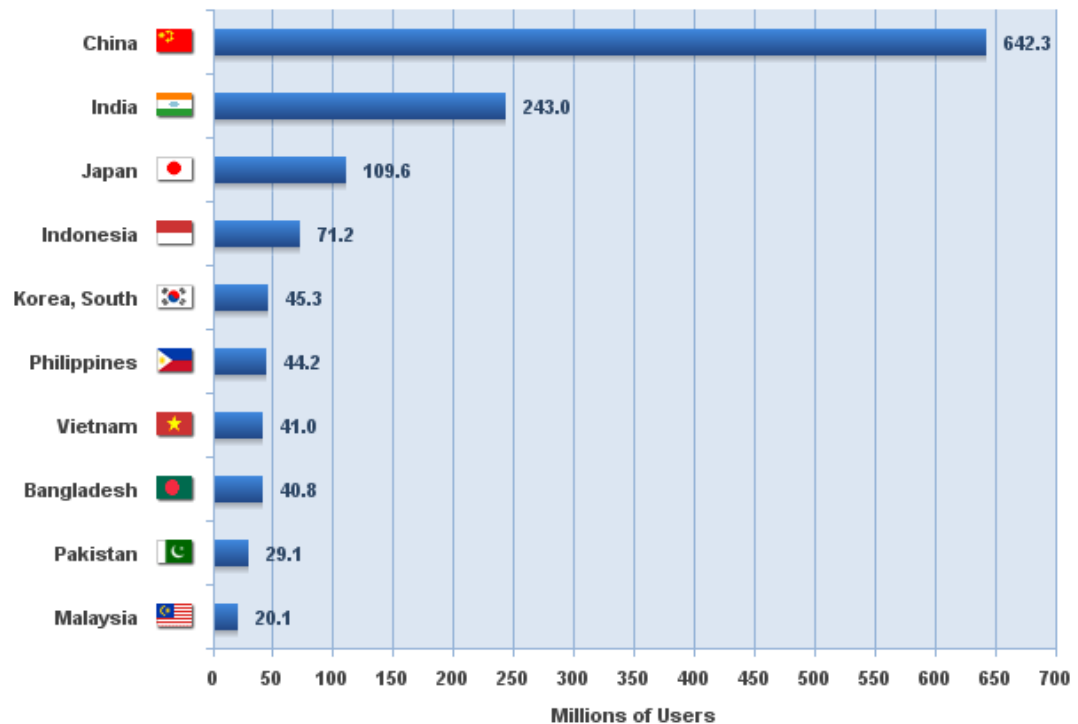
# Understanding the Political Landscape for 2016

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# New media in the Philippines

- Among the Southeast Asian countries, **the Philippines is 2<sup>nd</sup> only to Indonesia** in Internet use and presence
- As of June 2014, the Philippines is **the 6<sup>th</sup> country in Asia with the most Internet users**

Asia Top Internet Countries  
June 30, 2014

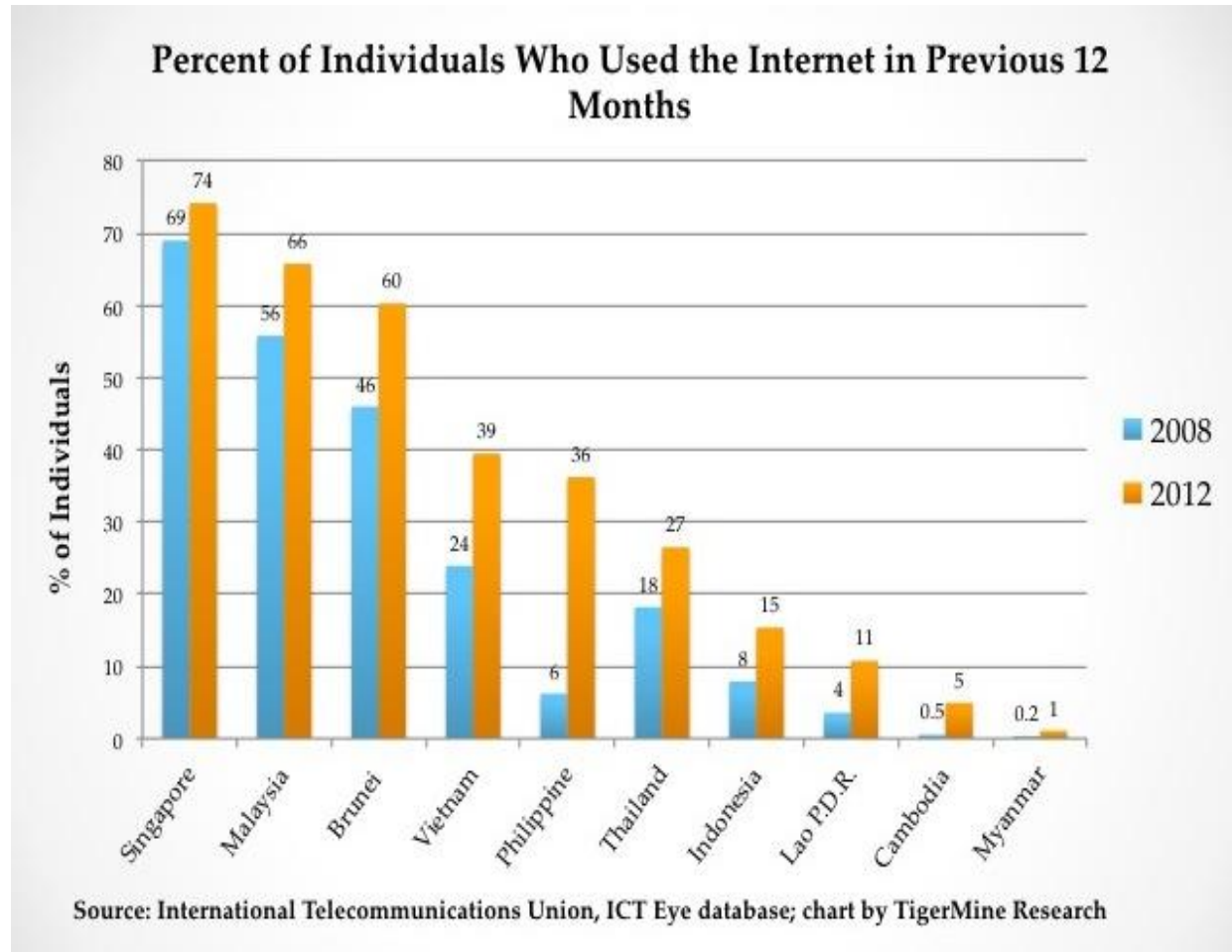


Source: Internet World Stats - [www.internetworldstats.com/stats3.htm](http://www.internetworldstats.com/stats3.htm)  
3,035,749,340 Internet users in the World estimated for June 30, 2014  
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Source: <http://www.internetworldstats.com/stats3.htm>

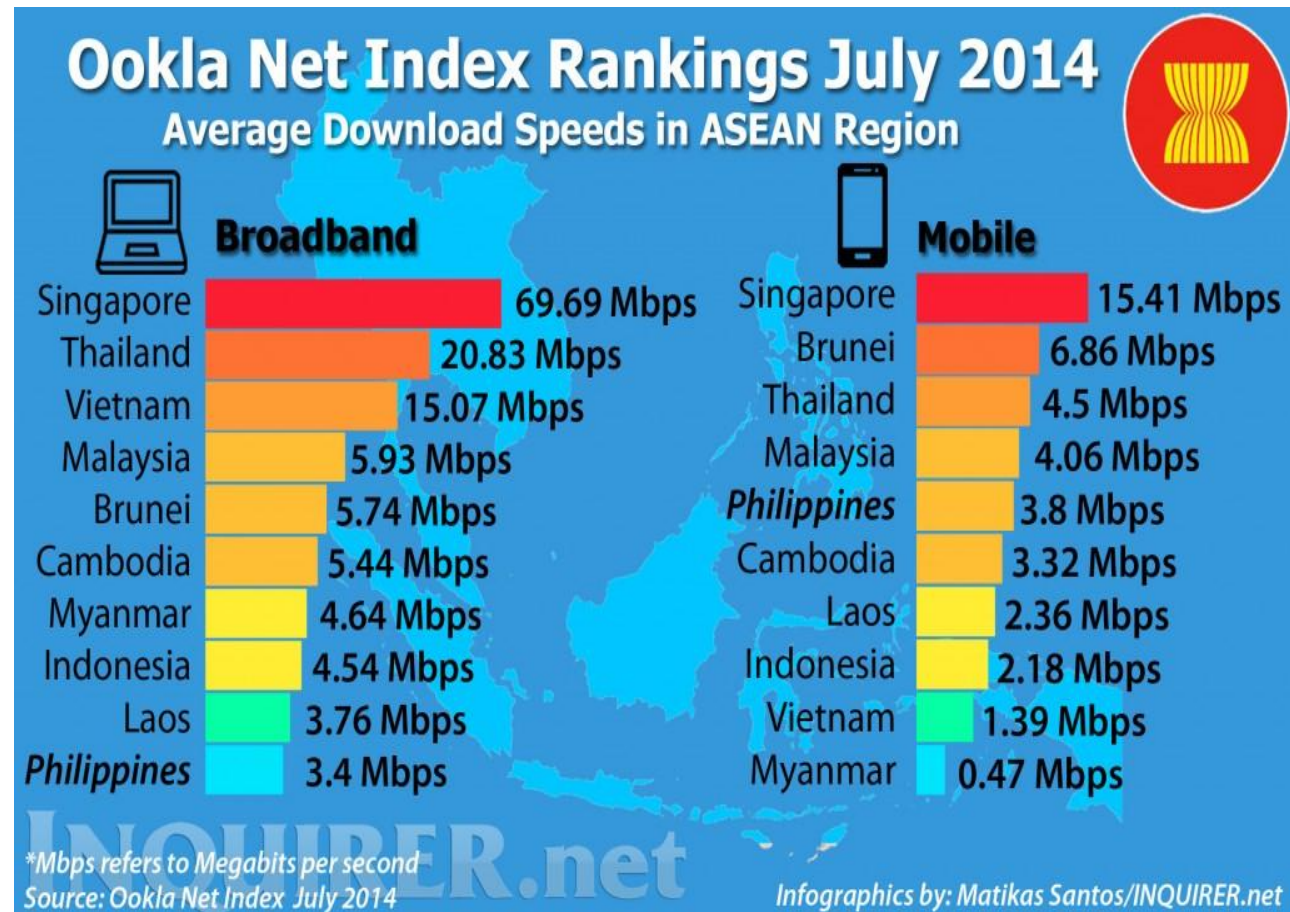
# New media in the Philippines

- Increase in internet use in the Philippines from 2008-2012 **highest in the region.**
- This will increase with the decision of TELCOs to give **free internet connection.**



# New media in the Philippines

- Even as the Philippines still has the **slowest average broadband download speed** in the ASEAN region.
- Also slow for mobile.



# Top 20 Tweeting Cities



Source: [First Monday](#)  
Follow PublicSphereWB on Twitter  
(<http://blogs.worldbank.org/publicsphere/media-revolutions-top-20-tweeting-cities>)

| Table 1: Top 20 cities by percent of Twitter Decahose georeferenced tweets 23 October 2012 to 30 November 2012. |                                 |
|---|---------------------------------|
| City  | Percentage georeferenced tweets |
| Jakarta   | 2.86                            |
| New York City   | 2.65                            |
| São Paulo   | 2.62                            |
| Kuala Lumpur  | 2.10                            |
| Paris   | 2.03                            |
| Istanbul  | 1.60                            |
| London  | 1.57                            |
| Rio de Janeiro  | 1.39                            |
| Chicago   | 1.28                            |
| Madrid  | 1.17                            |
| Los Angeles   | 1.14                            |
| Singapore   | 1.05                            |
| Houston   | 1.04                            |
| Mexico City   | 1.03                            |
| Philadelphia  | 0.99                            |
| Dallas  | 0.91                            |
| Manila  | 0.90                            |
| Brussels  | 0.88                            |
| Tokyo   | 0.85                            |
| Moscow  | 0.77                            |

# By the numbers: Filipinos online



Photo from <http://wcownews.typepad.com/globalmedia/2013/week9/>

- 44,200,540 out of 109,615,913 frequently Filipinos go online (Dec. 2013)
- At least 29,890,900 Filipinos regularly log on to Facebook (Dec. 2012)
- The average Filipino netizen spends 22 hours online every week (Nielsen 2011)
- Around 9.5 million global Twitter users are from the Philippines
- The Philippines is the 10<sup>th</sup> country with the most Twitter users

Sources:

<http://www.internetworldstats.com/asia.htm#ph>

<http://www.nielsen.com/us/en/insights/news/2011/surging-internet-usage-in-southeast-asia-reshaping-the-media-landscape.html>

<http://technology.inquirer.net/15189/philippines-has-9-5m-twitter-users-ranks-10th>