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FOR IMMEDIATE RELEASE

India Added 268.9 Million New Internet Users Since 2014: Adobe Study

Adobe Digital Insights data reveals that India is leading the way on growth of smartphone traffic to the internet

NEW DELHI, India, 03 March, 2017 — Adobe (Nasdaq: ADBE) today released the findings of the latest Mobile Adobe Digital Insights (ADI) Report highlighting India's strong position in driving momentum of smartphones and number of new internet users globally and in the APAC region. The report, based on the global analysis of 1.7 trillion visits to more than 16,000 websites between January 2014 and January 2017, found that smartphones were the source of 500 million new internet users globally. Within this, India delivered a staggering 268.9 million new consumers, followed by China and Indonesia that accounted for 97.4 million and 15.7 million new internet visitors respectively. According to the report, smartphone traffic in India increased by 290 per cent since 2014, while desktop traffic was recorded as 6 per cent lower, and tablet traffic stayed stagnant at 3 per cent.

When it comes to app installation growth, ADI data shows that India leads the pack with a 49 per cent increase since 2014, in contrast to most countries like the US and UK that have experienced a 9 per cent and 38 per cent decrease in the use of apps respectively.

"Smartphones are allowing millions of people to access the internet, who otherwise might never have had the opportunity. India has latched on to smartphones and outpaced many affluent countries around the world in internet usage, which is representative of the country's drive towards digital transformation. India continues to possess great untapped market potential and the growth numbers showcase huge legroom for the adoption of mobile technology in a big way," **said Kulmeet Bawa, Managing Director, South Asia, Adobe.**

ADI also found that consumers in developing countries are bypassing desktops and laptops and going straight to smartphones to access the internet. These regions have 34% higher smartphone-share growth, compared with affluent nations.

According to ADI, India, which already has a high share of internet smartphone traffic, is showing no signs of slowing growth. "With a forecast of 46 per cent of the world's smartphone share by 2018, India's rapidly expanding digital story continues to present a massive opportunity for marketers. Organizations focused on delivering compelling customer experiences and leveraging this strong penetration of mobile to amplify their marketing efforts are likely to gain a competitive edge in the long run," **added Kulmeet.**

For more information on the research results, see the [link](#).

About Adobe Digital Insights

Adobe Digital Insights publishes research on digital marketing and other topics of interest to senior marketing and e-commerce executives across industries. Research is based on the analysis of select, anonymous, and aggregated data from more than 5,000 companies worldwide that use the Adobe Digital Marketing Cloud to obtain real-time data and analysis of activity on websites, social media, and advertising.

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