



MARCH 11

PANDEMIC DECLARED BY WHO:

TOP 10 SOCIAL NETWORKING APPS, APP STORE, IN MARCH 2020

- WHATSAPP MESSENGER
- HOUSEPARTY
- FACEBOOK
- FACEBOOK MESSENGER
- TELEGRAM MESSENGER
- SKYPE FOR IPHONE
- DISCORD
- WECHAT
- HANGOUTS
- GOOGLE DUO ⁶

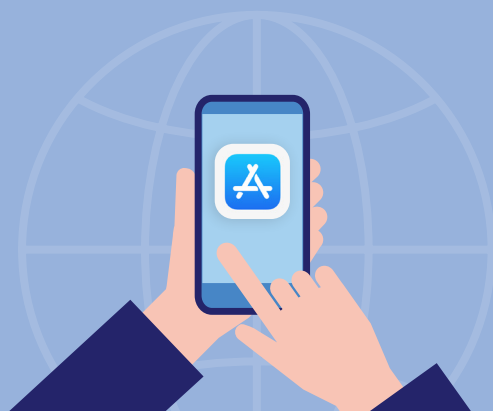


APP STORE, DOWNLOADS

↑ **22,1%**

Q1 2019 VS. Q1 2020 ¹

- Q1 2019, **398M** worldwide daily download
- Q1 2020, **484M** worldwide daily download



APP STORE, DOWNLOADS

↑ **61,4%**

aggregated for 9 countries, comparing the 30 days following each country's 200th confirmed case of COVID-19 vs. the prior 30 days. ²

IN ITALY, DOWNLOADS

↑ **168%**

APP STORE, COMPARING THE 30 DAYS FOLLOWING 200TH CONFIRMED CASE OF COVID-19 VS. THE PRIOR 30 DAYS. ³

IN SPAIN, DOWNLOADS

↑ **101%**

APP STORE, COMPARING THE 30 DAYS FOLLOWING 200TH CONFIRMED CASE OF COVID-19 VS. THE PRIOR 30 DAYS. ⁵

IN FRANCE, DOWNLOADS

↑ **152%**

APP STORE, COMPARING THE 30 DAYS FOLLOWING 200TH CONFIRMED CASE OF COVID-19 VS. THE PRIOR 30 DAYS. ⁴

SOCIAL NETWORKING APP NEWS AND CASE STUDIES



HOUSEPARTY'S HUGE GROWTH IN EUROPE!

• **Italy**, weekly downloads 423x, week of March 15-21 vs. average weekly downloads in Q4 2019

- **Spain**, weekly downloads 2360x, week of March 15-21 vs. average weekly downloads in Q4 2019 ⁷
- **17.2M** downloads across iOS and Android, past 30 days as of April 15
- No. 1 Social app in **82 countries** including US App Store

- No. 1 Overall app in **16 countries**
- Average time in conversation per user, **+60 mins**
- Almost half of users in conversations are playing games in the app
- An average of **23 friends** connected ⁸



SKYPE,

TOP 3RD DOWNLOAD GROWTH, IN ITALY, APP STORE, COMPARING THE 30 DAYS FOLLOWING 200TH CONFIRMED CASE OF COVID-19 VS. THE PRIOR 30 DAYS. ⁹



FACEBOOK'S MESSAGING PLATFORMS



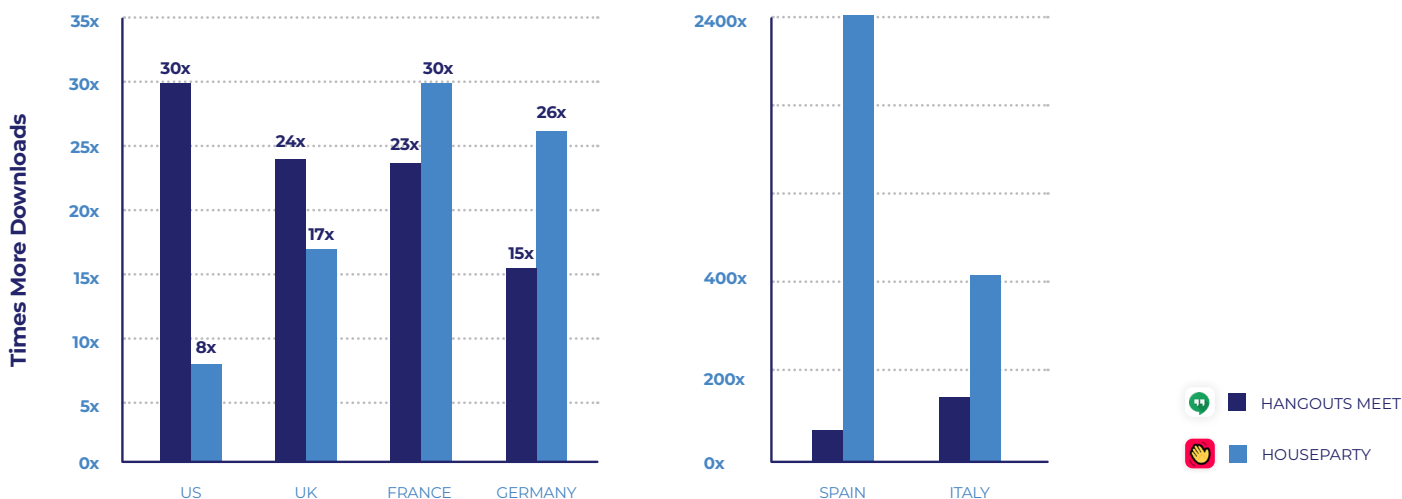
TOTAL MESSAGING ↑50+% OVER THE LAST MONTH, AS OF MARCH 24.

• Voice and video calling have more than doubled on Messenger and WhatsApp.

• Time spent ↑ **70%**

• Time in group calling ↑ 1,000+% during Feb 24 - March 24

GROWTH IN DOWNLOADS OF HANGOUTS AND HOUSEPARTY, DURING WEEK OF MARCH 15-21, 2020 MVS WEEKLY AVERAGE FOR Q4 2019



SOURCE

- ¹ Sensor Tower Q1 2020 Data Digest, <https://sensortower.com/blog/q1-2020-data-digest>
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- ³ Sensor Tower Q1 2020 Data Digest, <https://sensortower.com/blog/q1-2020-data-digest>
- ⁴ Sensor Tower Q1 2020 Data Digest, <https://sensortower.com/blog/q1-2020-data-digest>
- ⁵ Sensor Tower Q1 2020 Data Digest, <https://sensortower.com/blog/q1-2020-data-digest>
- ⁶ Statista, <https://www.statista.com/statistics/696167/top-iphone-social-networking-apps-worldwide-by-number-of-downloads/>
- ⁷ App Annie, <https://www.appannie.com/en/insights/market-data/video-conferencing-apps-surge-coronavirus/>
- ⁸ Tech Crunch, <https://techcrunch.com/2020/04/15/houseparty-reports-50m-sign-ups-in-past-month-amid-covid-19-lockdowns/>
- ⁹ Sensor Tower Q1 2020 Data Digest, <https://sensortower.com/blog/q1-2020-data-digest>