






digisales

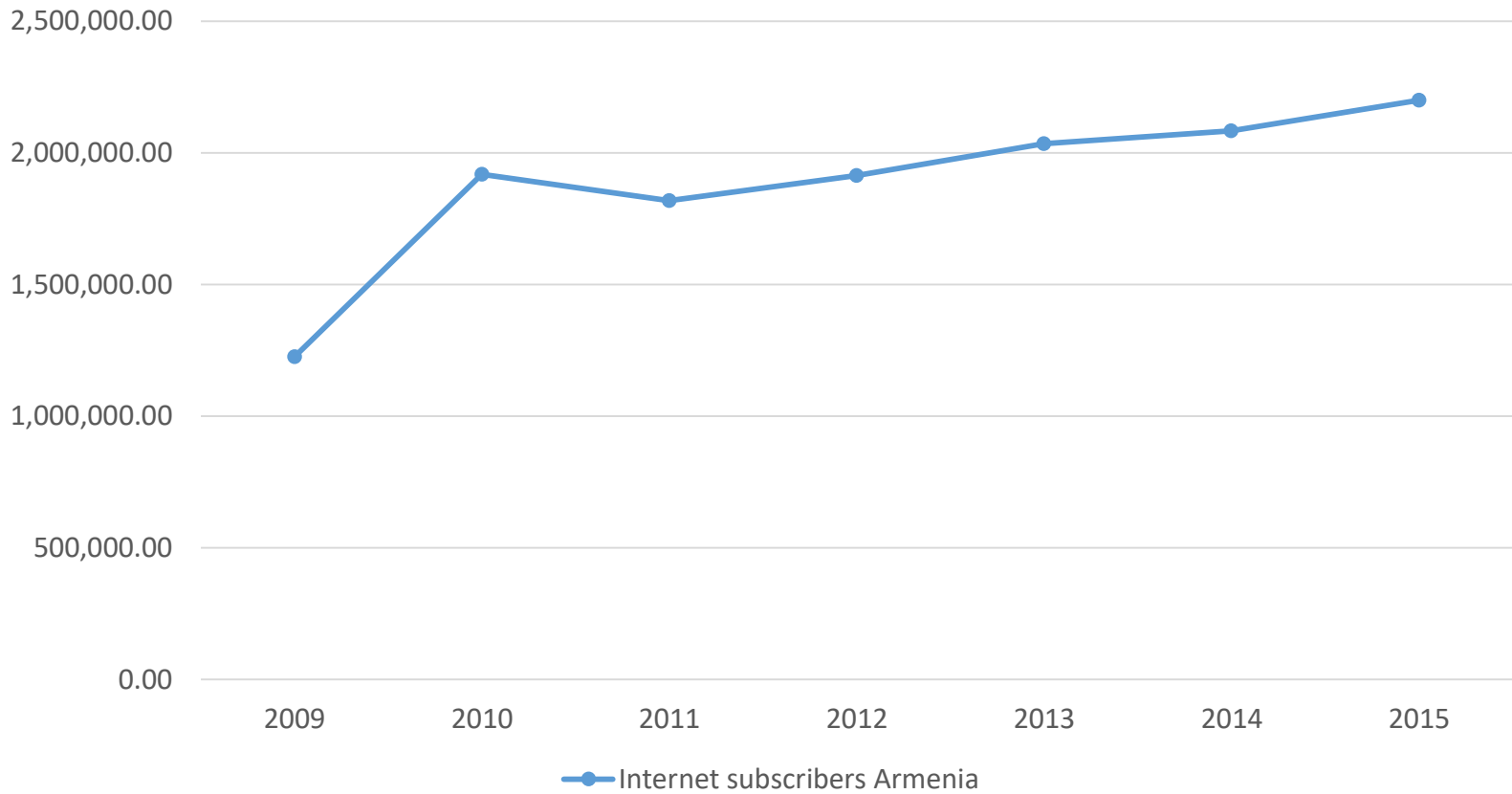
Market data, trends

Digital Day Mail.Ru 2017



 Mamikonjants 48, Yerevan, RA  (+374) 60 511 511  www.digisales.am

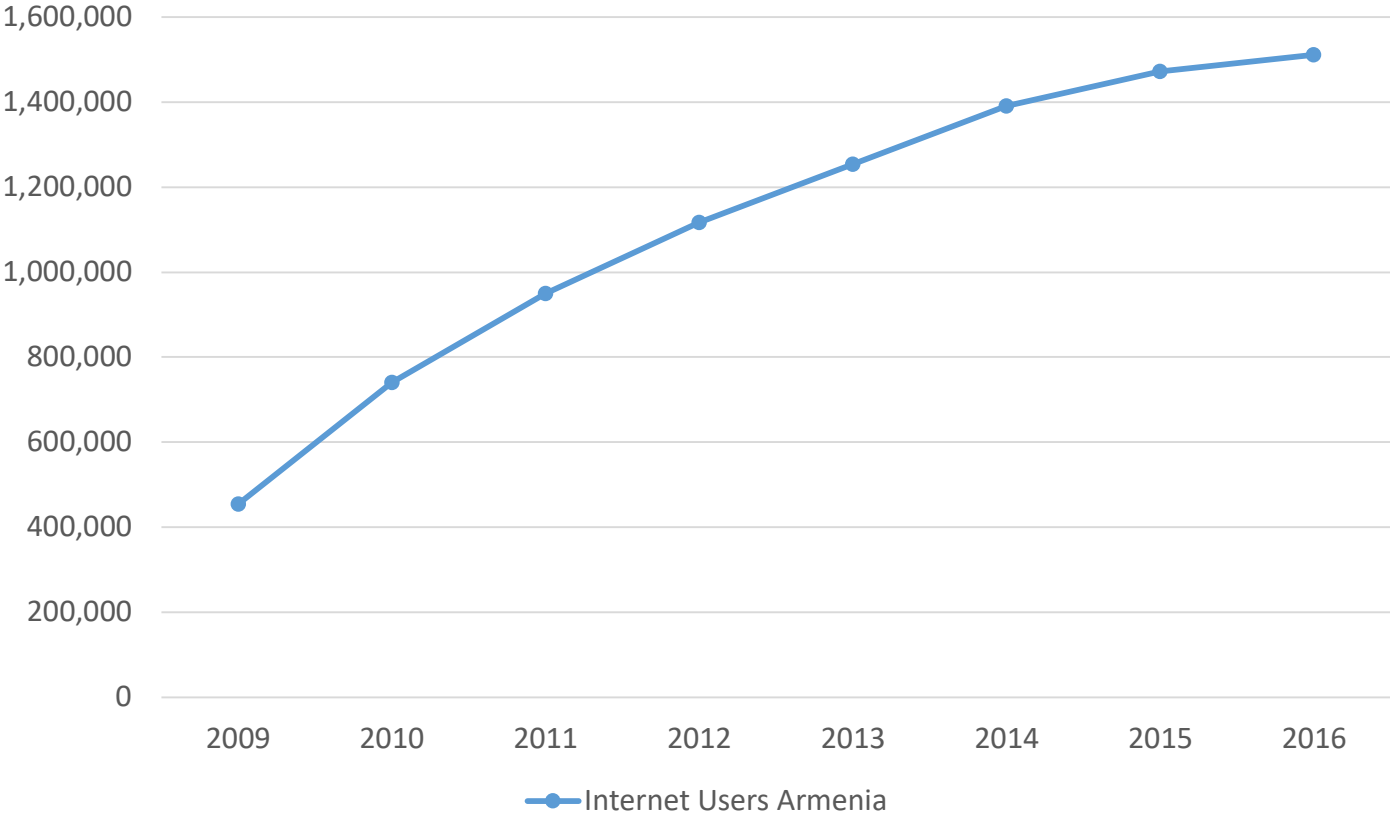
Internet subscribers Armenia



Year	Internet subscribers Armenia	Growth
2009	1,227,500	94%
2010	1,920,000	56%
2011	1,818,800	-5%
2012	1,914,100	5%
2013	2,036,300	6%
2014	2,084,200	2%
2015	2,199,800	6%



Internet Users Armenia



Year	Internet Users	Penetration (% of Pop)	Growth
2009	453,815	15.30%	145.60%
2010	740,874	25%	63.30%
2011	949,755	32%	28.20%
2012	1,116,877	37.50%	17.60%
2013	1,253,728	41.90%	12.30%
2014	1,391,849	46.30%	11%
2015	1,473,075	48.80%	5.80%
2016	1,510,906	49.90%	2.60%



#isoc.am 2012-2013

Region	Respondents	Internet user		Penetration
		Yes	No	
Yerevan	1055	638	417	60,5%
Regions	419	201	218	48,0%
Armenia	1474	839	635	56,9%



Armenia Population 2016 – 3,000,000

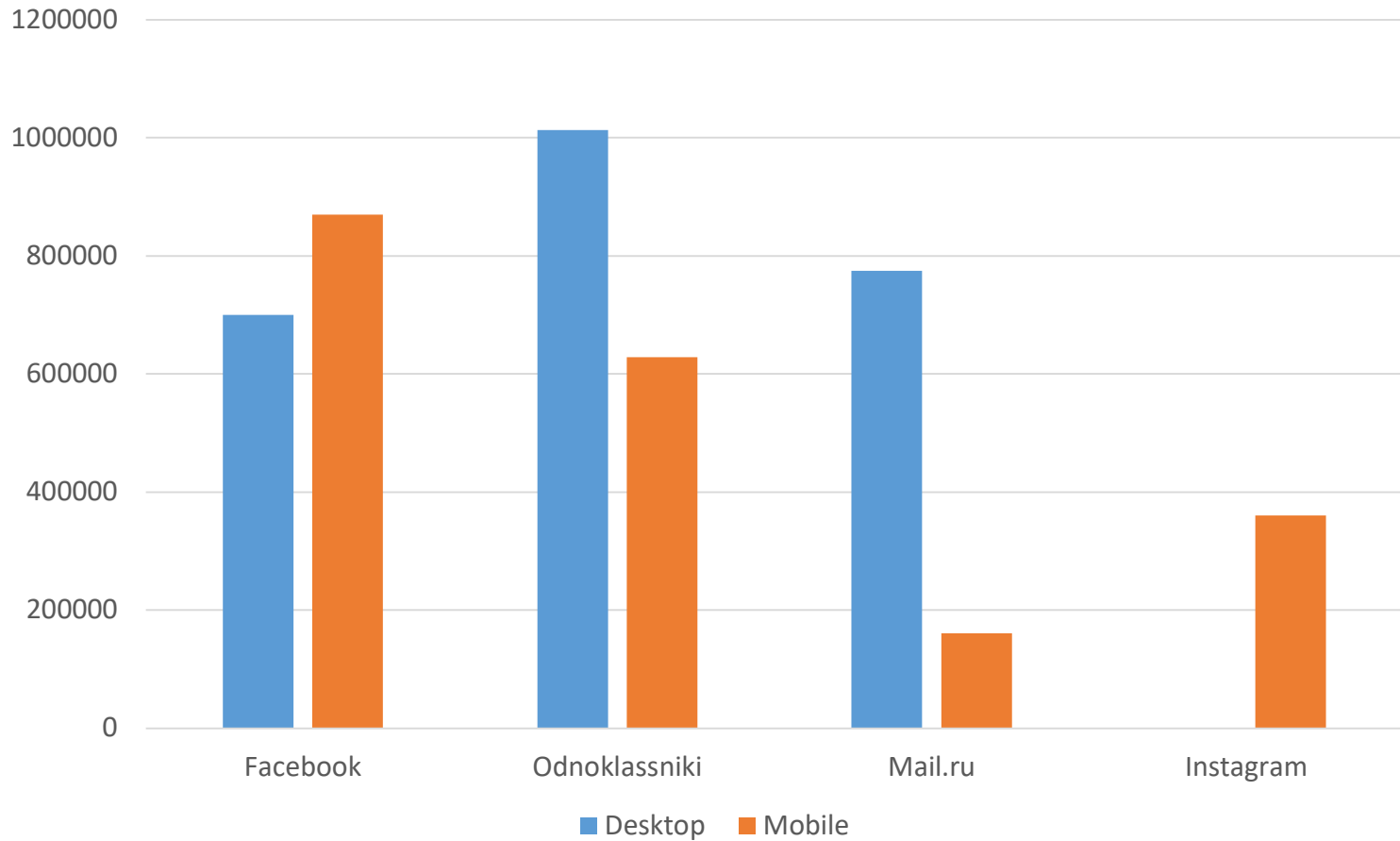
Internet Penetration Armenia – 67%

Internet Users in Armenia – 2 000 000

+/- 200 000



Desktop vs Mobile (advertisement)



* Data from FB, OK, Mail.ru advertisement calculators



ADV platform	Desktop	Mobile
Facebook	700,000	870,000
OK	1,013,324	628,742
Mail.ru	774,722	160,699
Instagram	0	360,000



Desktop – 45%

Mobile – 48%

Tablet – 7 %

20 website statistics



6 months change

Facebook – 19%

OK – 53%

Other websites – 14%



#expert opinion

Year	Budget \$	Growth
2009	200,000	300%
2010	350,000	75%
2011	500,000	43%
2012	800,000	60%
2013	1,000,000	25%
2014	1,200,000	20%
2015	1,700,000	42%
2016	2,400,000	41%



#expert opinion

2017

\$3,500,000

46% ↑



Շնորհակալություն

Arsen Sultanyan

fb.me/arsen.sultanyan

twitter.com/ArsenSultanyan

Instagram.com/asultanyan

linkedin.com/in/arsensultanyan