
Ülikiire internet tavatarbijajale: kas seda on üldse vaja?

Tiit Tammiste
levira



JAN
2018

DIGITAL IN ESTONIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



we
are
social

1.31
MILLION

URBANISATION:
67%

INTERNET
USERS



1.27
MILLION

PENETRATION:
97%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

0.72
MILLION

PENETRATION:
55%

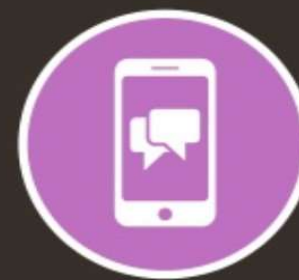
UNIQUE
MOBILE USERS



1.05
MILLION

PENETRATION:
80%

ACTIVE MOBILE
SOCIAL USERS



0.60
MILLION

PENETRATION:
46%



**JAN
2018**

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS

Clip slide

INTERNET
USERS



+6%

SINCE JAN 2017

+72 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+9%

SINCE JAN 2017

+60 THOUSAND

UNIQUE
MOBILE USERS

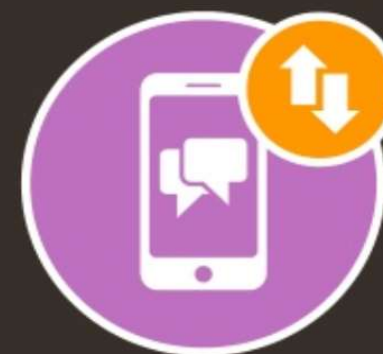


+1%

SINCE JAN 2017

+11 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+11%

SINCE JAN 2017

+60 THOUSAND



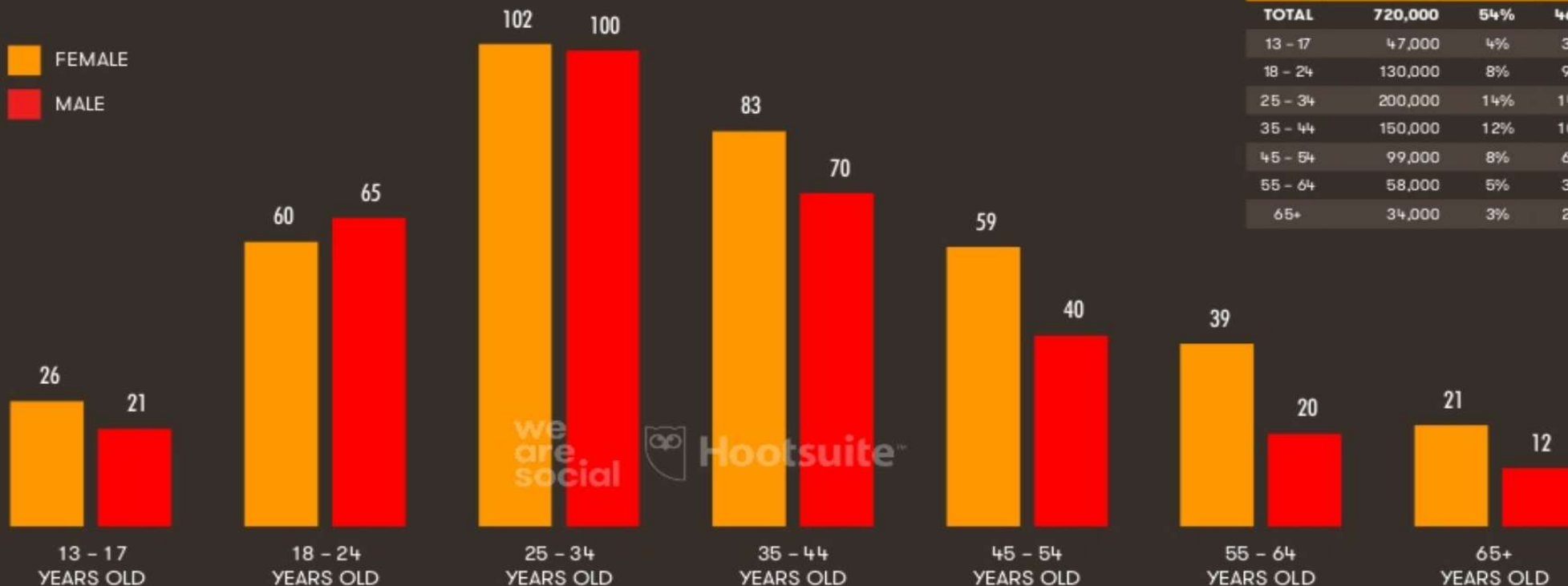
**JAN
2018**

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN THOUSANDS



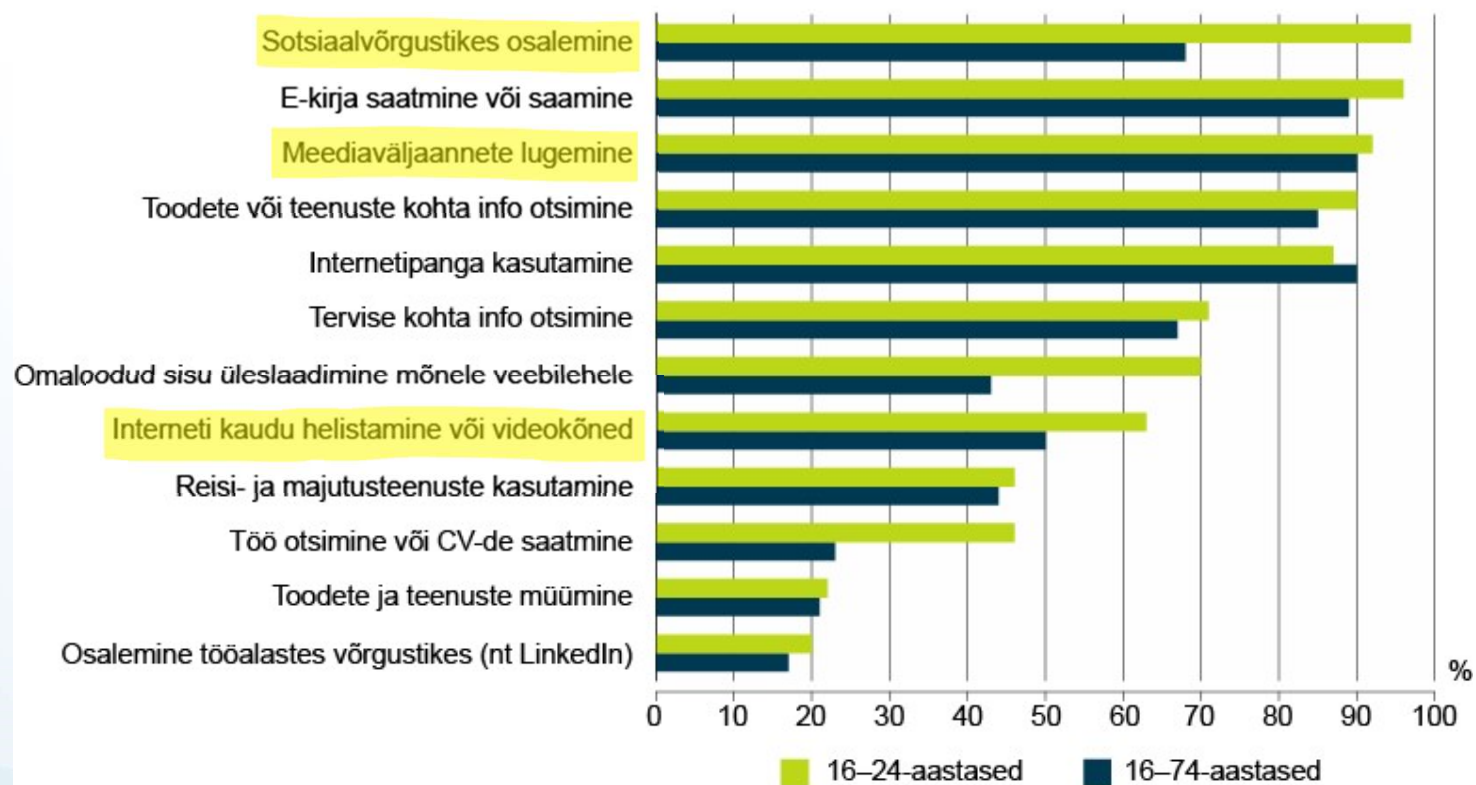
FEMALE
MALE



AGE	TOTAL	FEMALE	MALE
TOTAL	720,000	54%	46%
13 - 17	47,000	4%	3%
18 - 24	130,000	8%	9%
25 - 34	200,000	14%	14%
35 - 44	150,000	12%	10%
45 - 54	99,000	8%	6%
55 - 64	58,000	5%	3%
65+	34,000	3%	2%



Joonis 1. Internetitegevused viimase 3 kuu jooksul vanuserühma järgi, 2017



Allikas: Statistikaamet

2017 aasta Kantar Emor TNS Meediapäeva uuring

Keskmine Eesti elanik ühes päevas:

- Meedia tarbimine **8h 41 min**
- Internet **4h 1 min**

From <https://milos.ee/eestlaste-interneti-ja-sotsiaalmeedia-kasutus/>



Ülkiire internet tavatarbijale: ~~kas~~ **miks** seda on üldse vaja?



Mis ühe keskmise Eesti pere kodus leidub?



Kas me raiskame oma elu arvuti järgi ootamisele?

Super fast Internet

Less time buffering and more video chatting, uploading family videos, and playing your favorite online games. All you need to do is click and you're there.

Service	Speed	Download Time
Fiber	up to 1000 Mbps	3 seconds
me	25 Mbps	1 minute 52 seconds

Fiber is up to 40x faster

CHANGE SPEED

Download 100 Photos



Kas me väärime head pilti ja kvaliteetset muusikat?

Service	Needed for non-HD	HD	Ultra HD
BBC iPlayer	1.5 Mbps	2.8 Mbps	Not available
Netflix	3 Mbps	5 Mbps	25 Mbps
Amazon Prime Video	0.9 Mbps	3.5 Mbps	25 Mbps
YouTube	2.5 Mbps	4 Mbps	15 Mbps



Service	Minumum internet speed
Spotify (Mobile)	0.96 Mbps
Spotify (Desktop)	0.160 Mbps
Google Play Music	0.320 Mbps
Apple Music (iTunes)	0.256 Mbps
Amazon Music Unlimited	0.5 Mbps



From <<https://www.comparethemarket.com/broadband/content/broadband-for-streaming/>>

Kiire internet tõstab kinnisvara hinda

- 68,8% inimestest jätab ilusa maja ostmata kui seal puudub kiire internet
- 73,9% inimestest arvab, et kiire internet on nende elus kriitilise tähtsusega

Allikas: ispreview.co.uk



Kiire internet vähendab õlle joomist



- Sõpradega saab suhelda nüüd ka kodus olles ja seega puudub vajadus pubides ja kõrtsides kohtumas käia.
- Õllekohuga Instagrami pildid palju populaarsust ei kogu. Seega peetakse varasest enam lugu tervislikest eluviisidest ja heast välimusest.
- Kartus teiste poolt tehtud piltidel, kus oled purjus peaga peale jäänud, sotsiaalmeediasse jõuda.

From <[https://milos.ee/eestlaste-interneti-ja-sotsiaalmeedia-kasutus/Kantar TNS](https://milos.ee/eestlaste-interneti-ja-sotsiaalmeedia-kasutus/Kantar_TNS)>



Aitäh!

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