

**KANTAR IMRB**

**21st edition ICUBE™  
Digital adoption & usage trends**

**ICUBE™**



# ICUBE™ : Internet In India

Asia's largest authoritative resource for Digital Marketing and Planning Decisions

**Comprehensive view:  
Digital Consumer**  
(Internet behavior across devices  
i.e. PC, Mobile etc.)

**Extensive Coverage and  
Representative Sample**  
(Urban/Rural; All India, State,  
City Level Estimations)

**Highlights Emerging/ Future  
Trends**  
(Highlights past/current and futures  
trends across different digital  
platforms)

## What does ICUBE provide?



**Urban - 65,000+**  
(Spread across 390+ cities  
across different TCs)

**Rural - 15,000+**  
(Spread across 350+ districts, 1000+  
villages across different VCLs)

Face-to-Face (CAPI) survey among  
Households in Urban/Rural cities/villages  
using Random Sampling Approach

Projections on Census 2011\*

### Basic Measures

- Size and Reach
- Purpose
- Profile and Usage

### Metrics to decide

- Communication planning
- Designing products and services
- Tariff plans

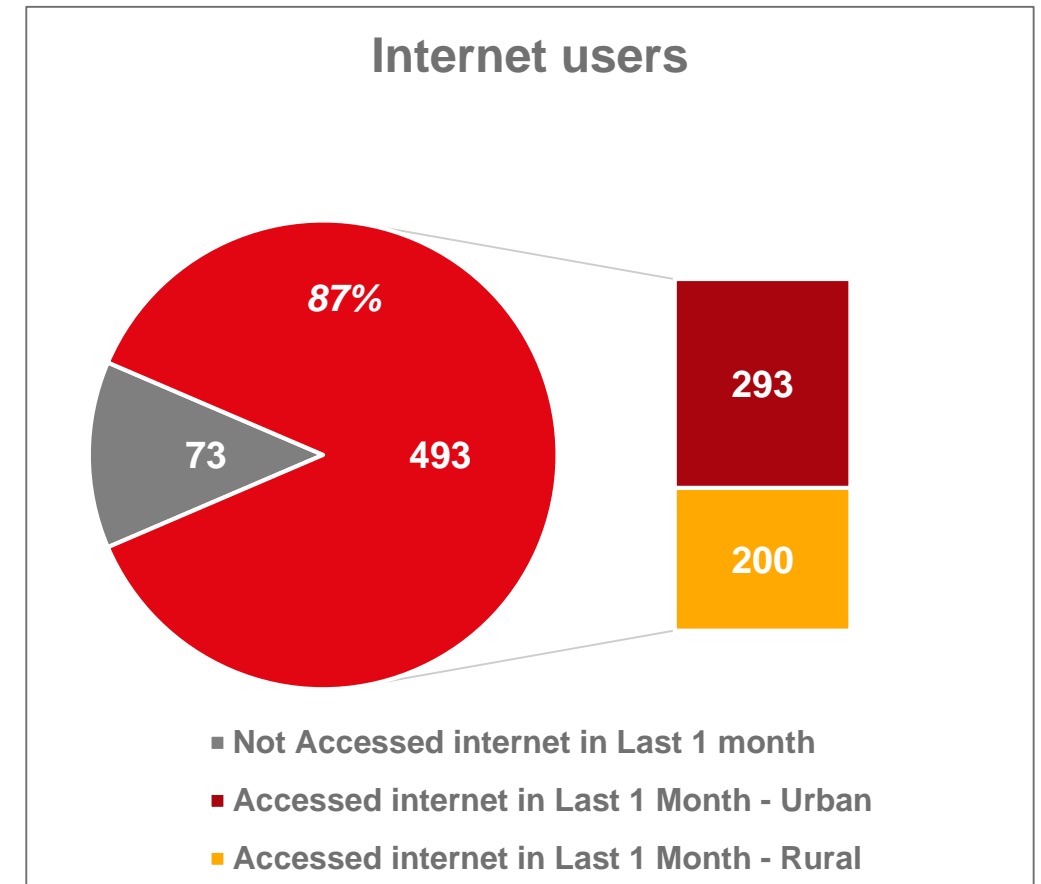
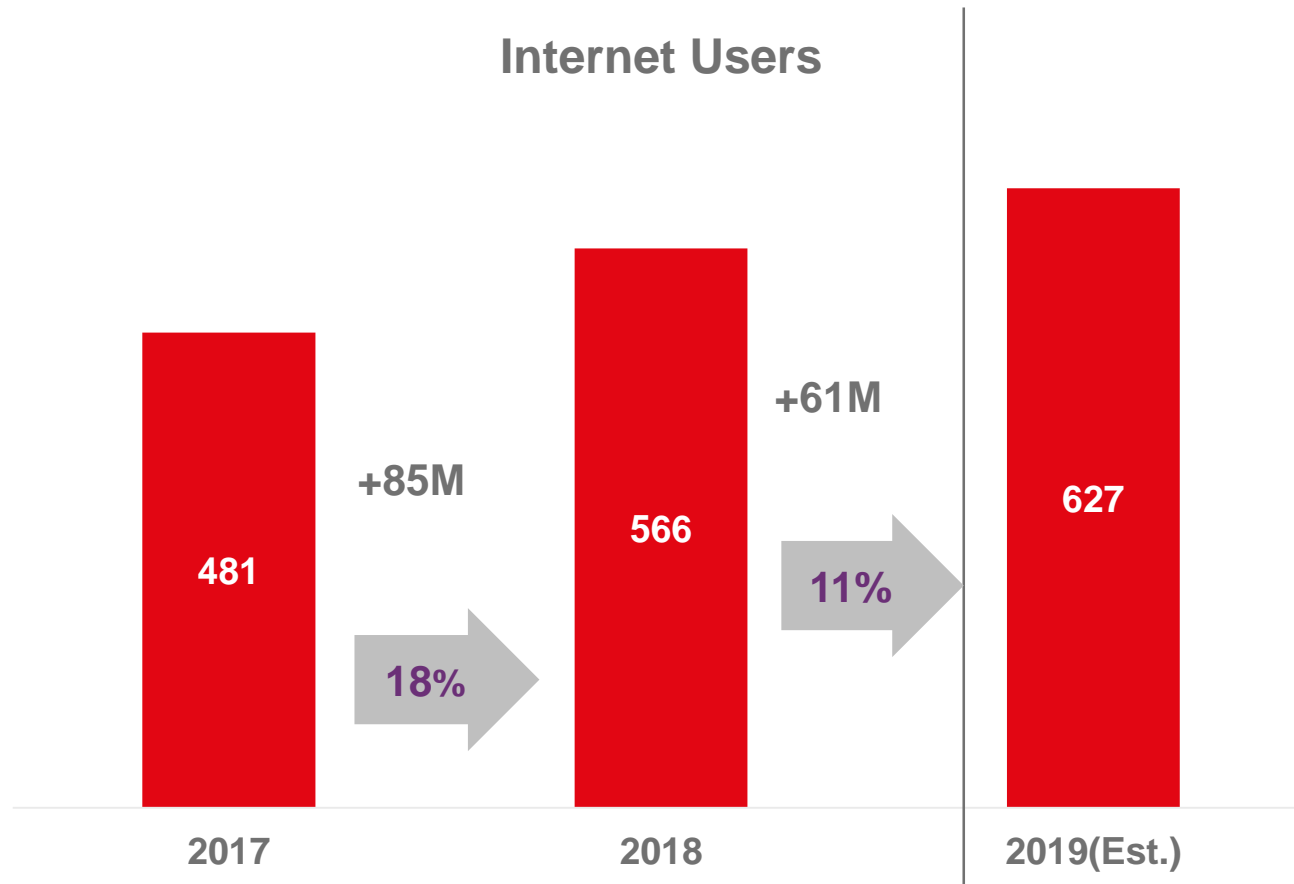
# Offerings: Bouquet of reports



**Lite Reports** → **Payment Wallet Report** | **Online Travel Report** | **Online Food Delivery Report** | **Online Grocery Delivery Report**

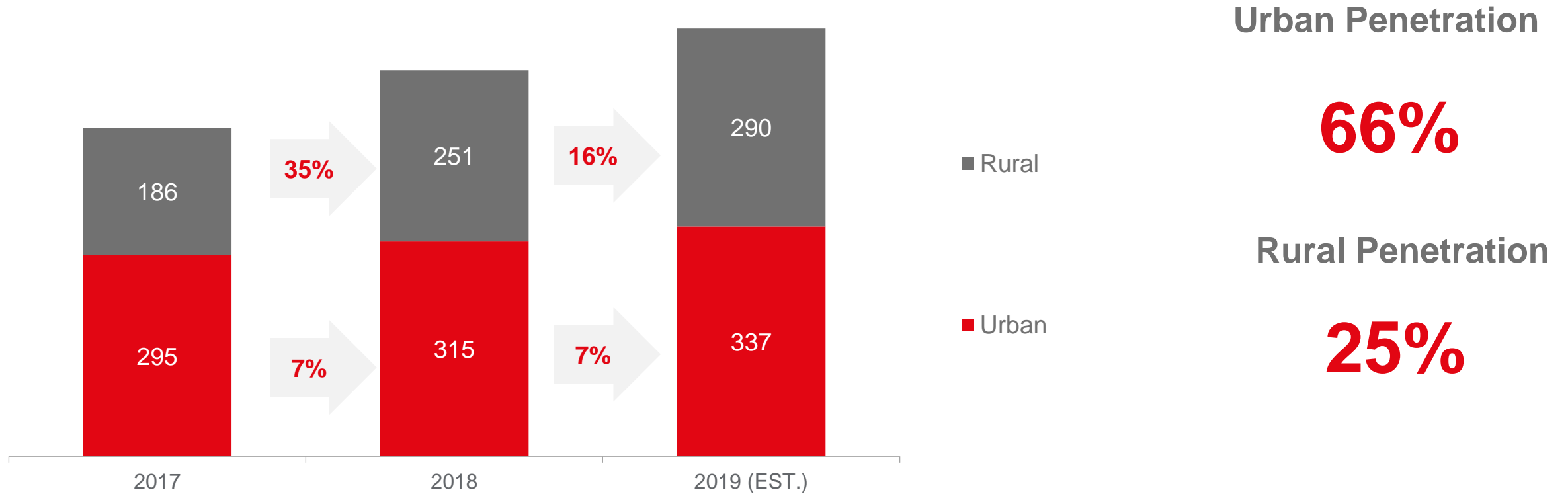
# Glimpse of Few Data points

Internet users have registered an annual growth of 18% in 2018 and are estimated to grow by 11% in 2019. 87% of the internet users have used internet in last 30 days

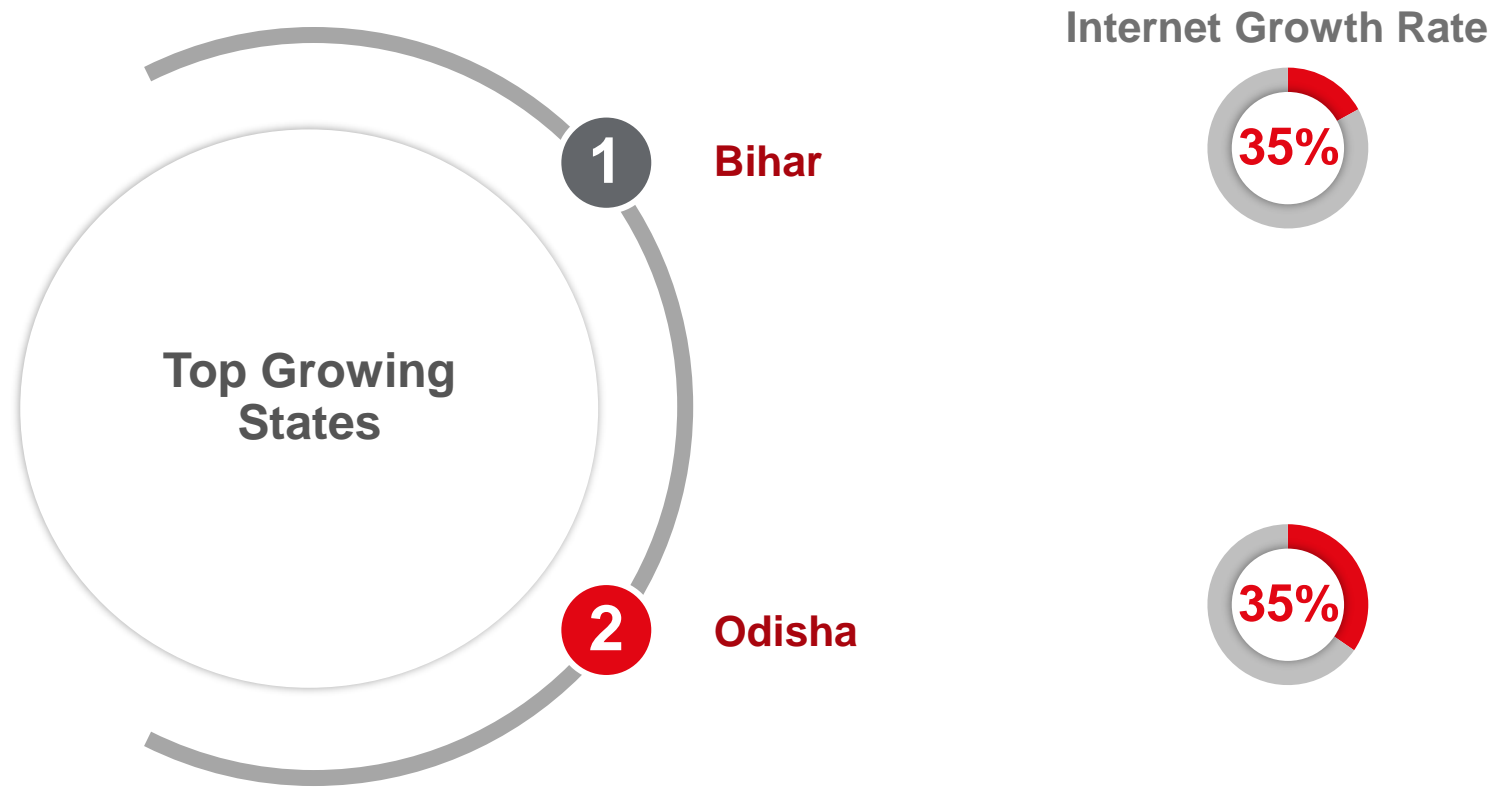


Rural India will continue to drive internet adoption in India and is expected to witness double digit growth for next few years

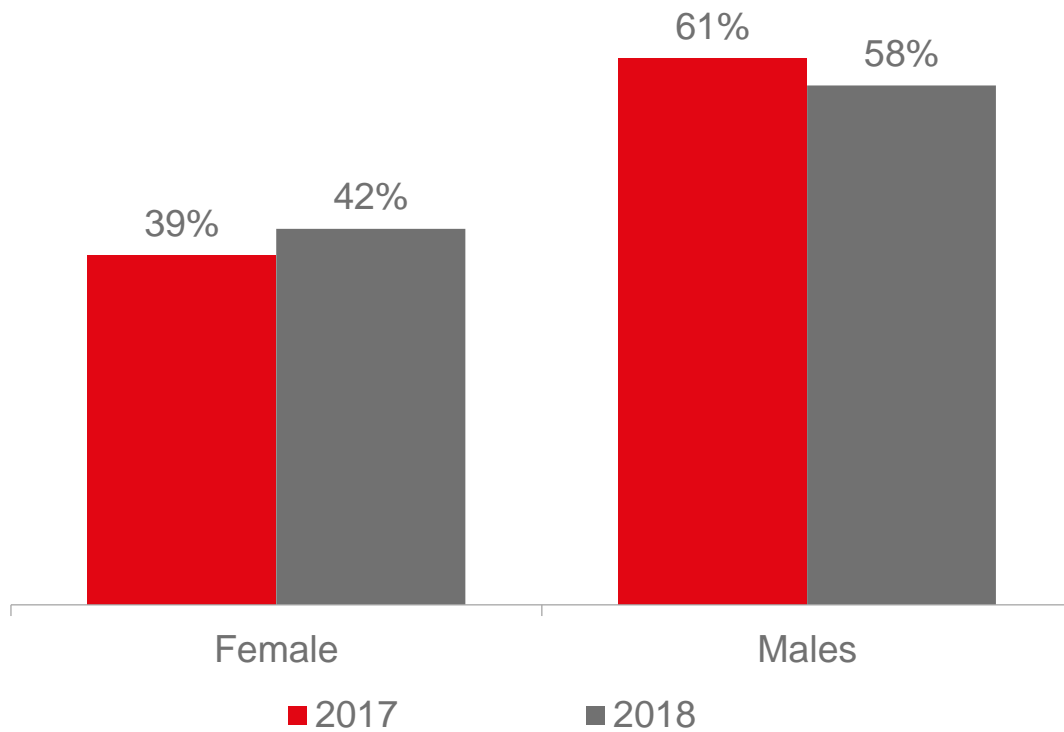
### Internet Users: Urban vs Rural



# Bihar shows the highest growth in new Internet user addition, closely followed by Odisha



Internet is now more gender balanced than ever before, females are also equally engaged and active in the digital world – spending as much time on the Internet as males



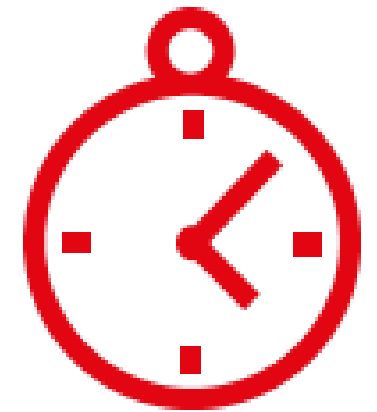
### Average Duration



**77 mins**



**78 mins**





## Contact Us



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**Thank You**