

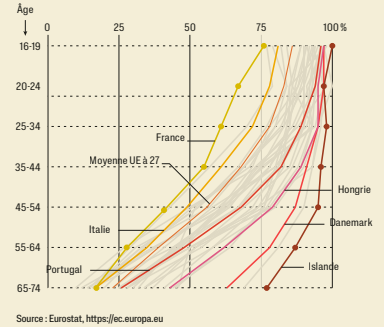


DIGITAL TECHNOLOGY IN NUMBERS

Taken from: *Atlas du numérique*, Dominique Cardon, Sylvain Parasio and Donato Ricci, Atelier de cartographie de Sciences Po, Presses de Sciences Po, 2023.

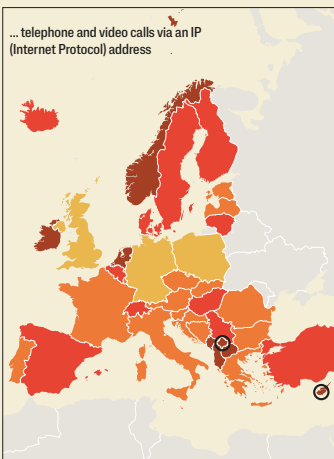
Digital technology practices depend mainly on level of education and income, according to these graphs, which focus on Europe and France. Age also plays a role: young people use social networks more than their elders because communication between peers is crucial for them. Gender disparities, however, are most apparent in the creation of content. For example, there are very few women present on the most popular YouTube channels in France, and they are limited to themes with a lower income. One of the obstacles they face is the very prevalent fear of harassment in the sector.

Use of social net works by Europeans according to age, 2021



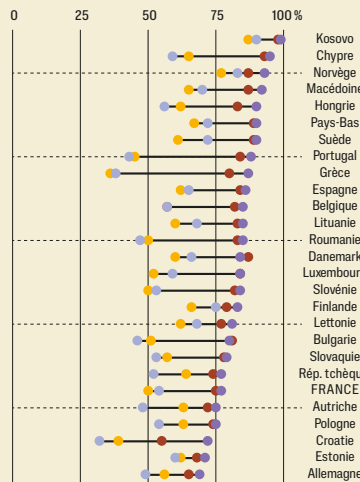
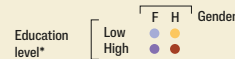
TWO EXAMPLES OF INTERNET USE IN EUROPE

Share of total population using the internet in 2021

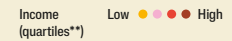


* According to the International Standard Classification of Education (ISCED 2011), a low level of education corresponds, at most, to the last year of secondary school. The high level corresponds to tertiary education (equal to or higher than the baccalauréat or its equivalent).

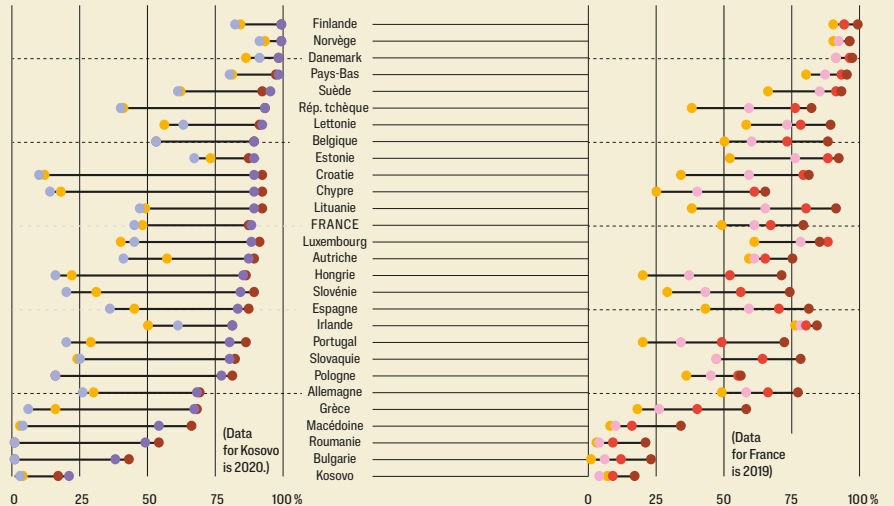
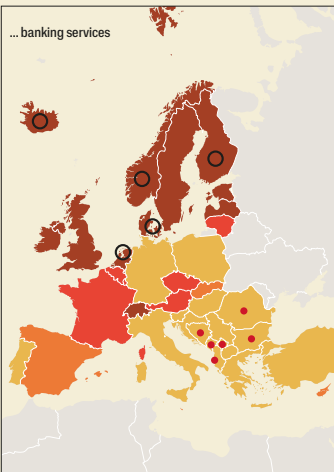
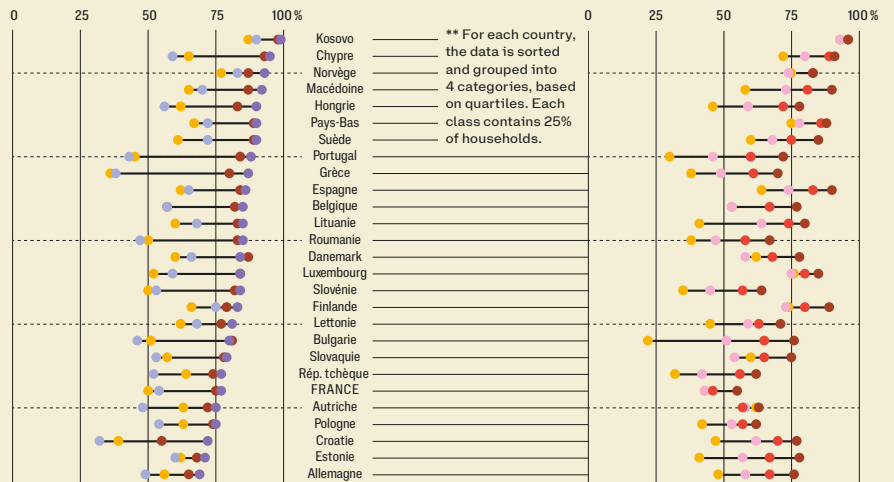
Share of internet users by gender and level of education, 2021



Share of internet users according to household income, 2020



** For each country, the data is sorted and grouped into 4 categories, based on quartiles. Each class contains 25% of households.

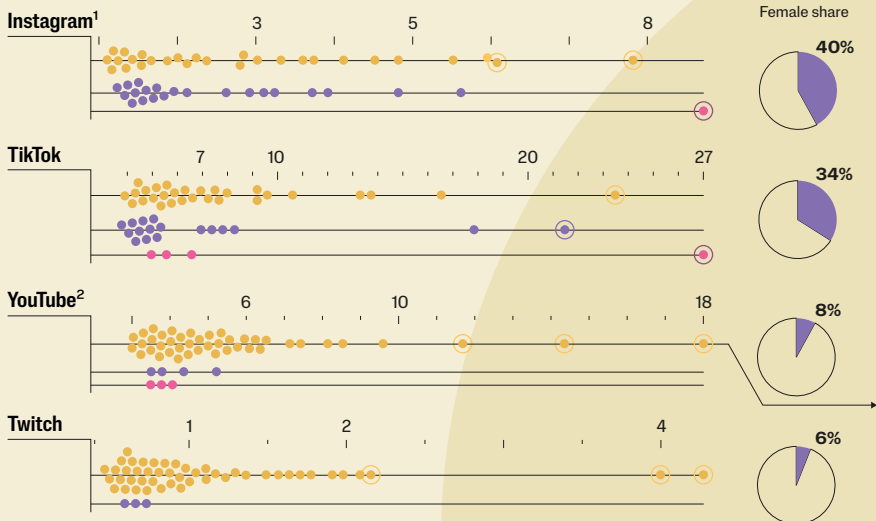


GENDER BREAKDOWN OF AUDIENCE OF THE TOP 50 SOCIAL MEDIA CHANNELS IN FRANCE

Audience in millions of subscribers

Situation in June 2023 on the four main platforms

Each dot represents a channel: ● Male ● Female ● Mixed (The first three are circled)



- 1. Excluding brand and sports accounts
- 2. Excluding music, cartoon, brand and replay channels

Sources : compilation of data and database (1,900 YouTube channels) prepared by Emma Gauthier (LISIS, Université Gustave Eiffel) © Atelier de cartographie/Presses de Sciences Po, July 2023

FRENCH PRODUCTIONS IN FRANCE

1st film

in 2022, Simone, le voyage du siècle, by Olivier Dahan

2.5 million cinema admissions

1st television audience

in 2022, an episode of HPI on TF1

10.9 million views

Daily visitors

on YouTube

18 million average

1st YouTuber in France Squeezie (entertainment)

18 million subscribers

1st YouTuber in the world Mr Beast (United States)

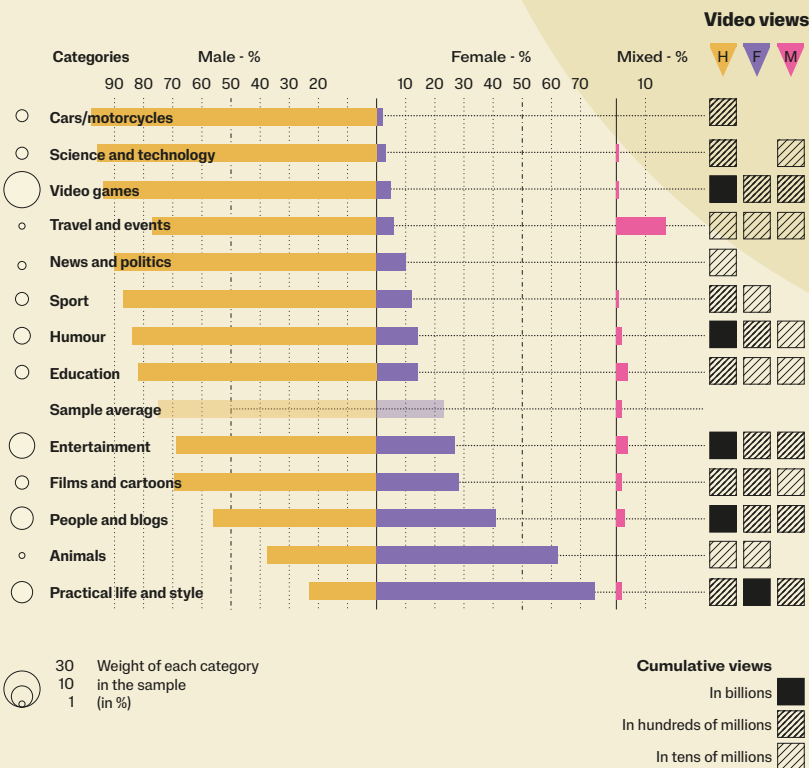
179 million subscribers

(Bottom circle) Most seen video on YouTube Baby Shark (song for children)

13 billion views globally since 2015

GENDER, FAME AND INCOME OF FRENCH YOUTUBERS

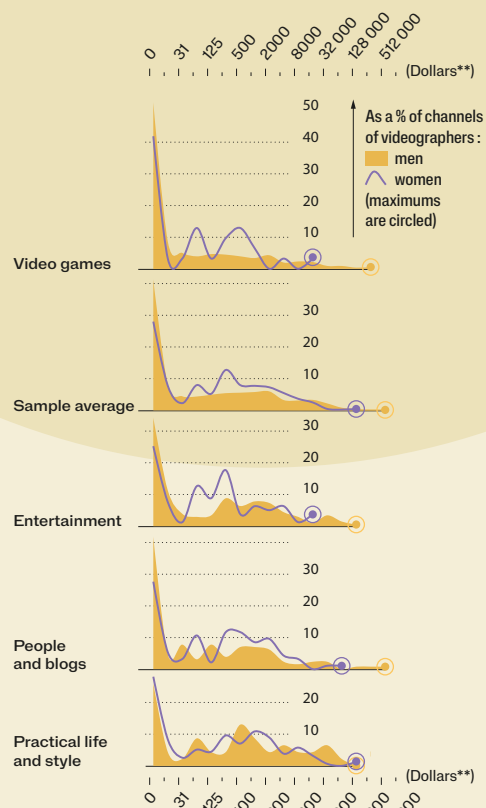
Based on a random sample of 1,900 YouTube channels, from among the 30,000 French channels with more than 1,000 subscribers, according to the Wizdeo agency. Only personal channels are counted (music and brand channels are excluded).



30 Weight of each category in the sample (in %)
10
1

Cumulative views
In billions
In hundreds of millions
In tens of millions

BREAKDOWN BY INCOME GROUP



*Income generated, between September 2020 and February 2022, from the monetisation of video views (estimated by Wizdeo).
**Base 2 logarithmic scale.