

DRAFT ver. 1

List of Technology Market Leaders for UASG communication efforts

This list is formed to set the list of technology market leaders whom UASG is planning to hold meetings and motivate on the UA implementation processes. The companies are listed by priority to work with based on their influence on the global and local markets.

1. Ranking information sources

To form the list of technology market leaders, the publicly available rankings have been used such as follows:

Top 20 Biggest Tech Companies in The World in 2022

<https://www.thetealmango.com/featured/biggest-tech-companies-in-the-world/>

The 20 Internet Giants That Rule the Web

<https://www.visualcapitalist.com/20-internet-giants-rule-web/>

Ranked: The World's Most Popular Social Networks, and Who Owns Them

<https://www.visualcapitalist.com/ranked-social-networks-worldwide-by-users/>

Most Popular Apps (2022)

<https://www.businessofapps.com/data/most-popular-apps/>

Alexa

<https://www.alexa.com/topsites>

Additional ranking resources:

<https://www.forbes.com/sites/johnkoetsier/2021/01/07/here-are-the-10-most-downloaded-apps-of-2020/?sh=60d3b7f15d1a>

https://en.wikipedia.org/wiki/List_of_most-downloaded_Google_Play_applications

<https://www.statista.com/statistics/693944/leading-android-apps-worldwide-by-downloads/>

<https://www.cyberclick.net/numericalblogen/top-10-most-downloaded-apps-of-2020-so-far>

<https://sensortower.com/blog/top-apps-worldwide-august-2021-by-downloads>

<https://blog.sagipl.com/most-used-apps/>

https://en.wikipedia.org/wiki/List_of_most_popular_smartphone_apps

2. Technology market leaders by ranking

2.1. Top 20 Biggest Tech Companies

Top 20 Biggest Tech Companies in The World in 2022 (by revenue/market share)

3. Apple (American tech company)
4. Samsung Electronics (South Korea-based multinational electronics company)
5. Alphabet (Alphabet Inc, an American multinational company is the parent company of Google LLC and several other subsidiary companies.)

6. Foxconn (a Taiwanese electronics contract manufacturing company)
7. Microsoft (Microsoft is one of the most expensive brands in the tech industry and also the second-largest company in the world.)
8. Huawei (a Chinese technology company)
9. Dell Technologies (an American tech major)
10. Meta Platforms (California-based Meta Platforms Inc, the parent company of social media giant Facebook is the world's most popular social networking site.)
11. Sony (a Japanese consumer electronics conglomerate)
12. Hitachi (a multinational technology conglomerate from Japan)
13. Intel (a US-based multinational technology company)
14. IBM (a US-based multinational technology)
15. Tencent (a Chinese conglomerate tech company)
16. Panasonic (a Japanese major consumer electronics company)
17. Lenovo (a Chinese multinational technology company)
18. HP Inc. (a Palo Alto-based US tech major)
19. LG Electronics (a South Korean multinational electronics company)
20. TSMC (Taiwan based multinational company)
21. Cisco (an American tech giant)
22. Xiaomi (a Chinese electronics major)

(source: <https://www.thetealmango.com/featured/biggest-tech-companies-in-the-world/>)

The Top 20 multiplatform online properties 2022

1. Google
2. Microsoft
3. Yahoo
4. Facebook
5. Amazon
6. COMCAST NBCUNIVERSAL
7. DISNEY
8. CAFÉ MEDIA
9. VIACOMCBS
10. WARNERMEDIA
11. APPLE
12. HEARST
13. FREESTAR
14. UNIVERSAL
15. MEREDITH
16. PayPal
17. WMX
18. The Weather Company
19. USA Today
20. MEDIAVINE

(source: <https://www.visualcapitalist.com/20-internet-giants-rule-web/>)

2.2. Most Popular Apps

Most Popular Apps 2021 (Global)

TikTok retained its spot as the most downloaded app in 2021, although total downloads decreased by 194 million in 2021. Facebook had three apps in the top five.

<i>App</i>	<i>Downloads 2021</i>
TikTok	656 million
Instagram	545 million
Facebook	416 million
WhatsApp	395 million
Telegram	329 million
Snapchat	327 million
Zoom	300 million
Facebook Messenger	268 million
CapCut	255 million
Spotify	203 million

(source: <https://www.businessofapps.com/data/most-popular-apps/>)

Most Popular Apps 2021 by country

Most Popular Apps 2021 (United States)

TikTok remained the most popular app in the US as well, increasing its total downloads for the year by two million. Cash App is another 2021 success story, with more users and downloads than 2020, possibly due to the influx of new cryptocurrency buyers.

<i>App</i>	<i>Downloads 2021</i>
TikTok	94 million
Instagram	64 million
Snapchat	56 million
Cash App	56 million
Zoom	52 million
Facebook Messenger	51 million
Facebook	47 million
WhatsApp	47 million
YouTube	47 million
HBO Max	45 million

Most Popular Apps 2021 (United Kingdom)

Millions of Brits downloaded the NHS App in 2021 to access their Covid pass, which let them attend festivals, large events and go on holiday. TikTok dipped in popularity, and Microsoft Teams surpassed Zoom in total downloads.

<i>App</i>	<i>Downloads 2021</i>
NHS App	22 million
WhatsApp	20 million
Microsoft Teams	19 million
TikTok	18 million
Zoom	16 million
NHS Covid-19	14 million
Instagram	12 million

YouTube	12 million
Uber Eats	10 million
Disney+	10 million

Most Popular Apps 2021 (China)

WeChat is the most popular app in China, which acts as a home screen for Chinese phone users, with thousands of mini-programs loaded inside the app. Pinduoduo has seen the most growth from 2020 to 2021.

App	Monthly Active Users 2021
WeChat	1,005 million
AliPay	845 million
Taobao	750 million
Pinduoduo	740 million
Douyin	686 million
QQ	638 million
iQiyi	605 million
Tencent Video	605 million
Baidu	494 million
Sogou Pinyin	468 million

Most Popular Apps 2021 (India)

TikTok's ban in India made way for several clones built by Indian developers, with MX TakaTak, Moj and Josh all competing for the short-video crown. Instagram is also competing with Reels, which it has marketed heavily in the country.

App	Downloads 2021
MX TakaTak	181 million
Instagram	178 million
Facebook	176 million
Snapchat	166 million
Meesho	158 million
Moj	139 million
Flipkart	133 million
Ludo King	129 million
Josh	127 million
PhonePe	120 million

Most Popular Apps 2021 (Brazil)

Brazil had three primary apps in 2021: TikTok, Shopee and Kwai, which each had 70 million downloads. NuBank and PicPay fought for the title of #1 neobank in the country.

App	Downloads 2021
TikTok	79 million
Shopee	76 million

Kwai	74 million
NuBank	38 million
WhatsApp	35 million
PicPay	35 million
Shein	34 million
Instagram	34 million
Facebook	33 million
Resso	33 million

(source: <https://www.businessofapps.com/data/most-popular-apps/>)

2.3. Top Social Platforms

Top Social Platforms by Monthly Active Users

Rank	Platform name	Parent company	Country	Monthly active users, in millions
#1	Facebook	Meta	U.S.	2,910
#2	YouTube	Alphabet	U.S.	2,291
#3	WhatsApp	Meta	U.S.	2,000
#4	Messenger	Meta	U.S.	1,300
#5	Instagram	Meta	U.S.	1,287
#6	WeChat	Tencent	China	1,225
#7	Kuaishou	Kuaishou	China	1,000
#8	TikTok	Bytedance	China	1,000
#9	Telegram	Telegram	UAE	600
#10	Qzone	Tencent	China	600
#11	QQ	Tencent	China	591
#12	Weibo	Sina	China	566
#13	Douyin	Bytedance	China	550
#14	Snapchat	Snap	U.S.	538
#15	Twitter	Twitter	U.S.	463
#16	Pinterest	Pinterest	U.S.	454
#17	Reddit	Reddit	U.S.	430
#18	LinkedIn	Microsoft	U.S.	310
#19	Quora	Quora	U.S.	300
#20	Skype	Microsoft	U.S.	300

Meta currently dominates the social network landscape, with a combined total of 7.5 billion MAUs across all four of its platforms. However, a few other companies also hit the one billion MAU mark across all their platforms on the list:

Rank	Parent company	# of companies on the list	Country	Combined MUAs
1	Meta	4	U.S.	7.5 billion
2	Tencent	3	China	2.4 billion
3	Alphabet	1	U.S.	2.3 billion
4	Bytedance	2	China	1.6 billion
5	Kuaishou	1	China	1 billion

After Meta, Tencent has the second-highest reach thanks to its three platforms—WeChat, Qzone, and QQ. Of the three, WeChat is currently the most popular. On average, WeChat users send about 45 billion messages a day.

Third on the list is Alphabet, thanks to its one platform, YouTube. Founded in 2005, this video streaming platform currently has over 50 million content creators, who share approximately 500 hours of video content every minute.

Close behind Alphabet is Bytedance, with a combined 1.6 billion MAUs across its two platforms—Douyin and its international counterpart TikTok. While the apps share a lot of similarities, they function as completely separate entities, with different registration, content policies, and regulations.

(source: <https://www.visualcapitalist.com/ranked-social-networks-worldwide-by-users/>)

Most Popular Social Apps 2021

While the launch of Instagram Reels hasn't slowed down TikTok, it made Instagram more popular, as one of the few social apps to see more downloads in 2021 than 2020.

App	Downloads 2021
TikTok	656 million
Instagram	545 million
Facebook	416 million
WhatsApp	395 million
Snapchat	327 million
Twitter	171 million
MX TakaTak	128 million
Discord	121 million
WeChat	119 million
Josh	111 million

(source: <https://www.businessofapps.com/data/most-popular-apps/>)

Most Popular Communication Apps 2021

WhatsApp was the most downloaded communications app for the second year in a row. Telegram, considered the alternative WhatsApp for people fearful of tracking, gained a lot of new users after WhatsApp's privacy change.

App	Downloads 2021
WhatsApp	480 million

Telegram	429 million
Snapchat	383 million
Messenger	363 million
Zoom	353 million
Google Meet	225 million
WhatsApp Business	223 million
Microsoft Teams	170 million
Discord	134 million
WeChat	104 million

(source: <https://www.businessofapps.com/data/most-popular-apps/>)

2.4. The Top 50 sites

50 Top Sites - by popularity of a website in 2021

Google.com
Youtube.com
Tmall.com
Facebook.com
Qq.com
Baidu.com
Sohu.com
Taobao.com
360.cn
Wikipedia.org
Weibo.com
Sina.com.cn
Xinhuonet.com
Live.com
Zoom.us
Microsoft.com
Instagram.com
Office.com
Panda.tv
Google.com.hk
Zhanqi.tv
Alipay.com
Csdn.net
Bing.com
Myshopify.com
Vk.com
Microsoftonline.com

Yahoo.co.jp
Twitter.com
Canva.com
Naver.com
Bongacams.com
Twitch.tv
Aliexpress.com
Ebay.com
Force.com
Linkedin.com
Tianya.cn
Amazon.in
Adobe.com
Chaturbate.com
Huanqiu.com
Yy.com
Amazon.co.jp
Whatsapp.com

(source: <https://www.alex.com/topsites> - not available now)