



# TRAINING & DEVELOPMENT WORKSHOP PROGRAM

## Fifth Session

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8 November 2024

# Economic Reform & Development: Focus on IT

- The state of the IT sector
- Connectivity in Armenia
- Social Media
- IT online business

**JAN  
2024**

## SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023



SHARE OF MOBILE WEB  
TRAFFIC ORIGINATING  
FROM ANDROID DEVICES



**68.44%**

YEAR-ON-YEAR CHANGE  
**-1.5% (-103 BPS)**

SHARE OF MOBILE WEB  
TRAFFIC ORIGINATING  
FROM APPLE IOS DEVICES



**31.23%**

YEAR-ON-YEAR CHANGE  
**+3.7% (+111 BPS)**

SHARE OF MOBILE WEB  
TRAFFIC ORIGINATING FROM  
SAMSUNG OS DEVICES



**0.16%**

YEAR-ON-YEAR CHANGE  
**-51.5% (-17 BPS)**

SHARE OF MOBILE WEB  
TRAFFIC ORIGINATING  
FROM KAI OS DEVICES



**0.01%**

YEAR-ON-YEAR CHANGE  
**-50.0% (-1 BP)**

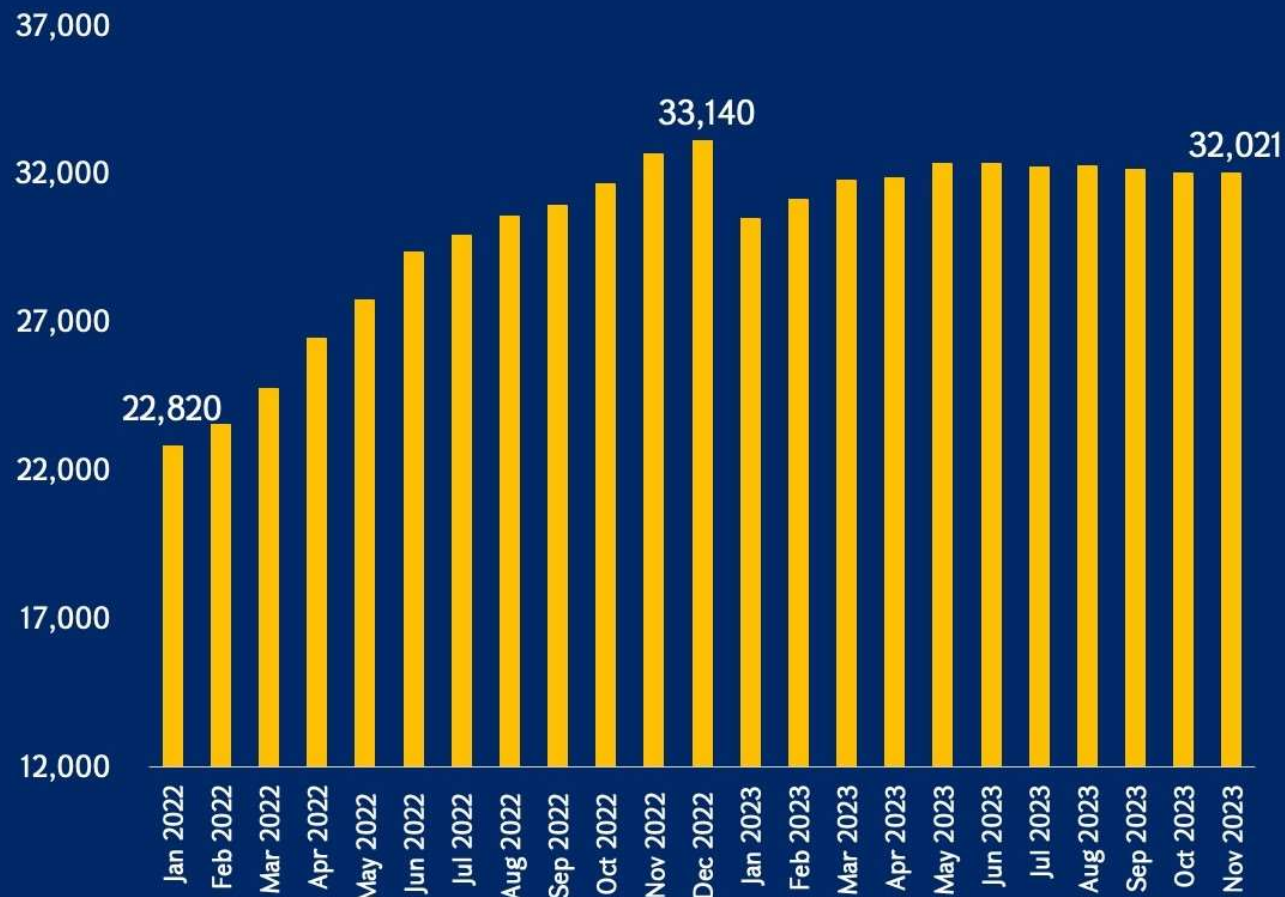
SHARE OF MOBILE WEB  
TRAFFIC ORIGINATING  
FROM OTHER OS DEVICES



**0.16%**

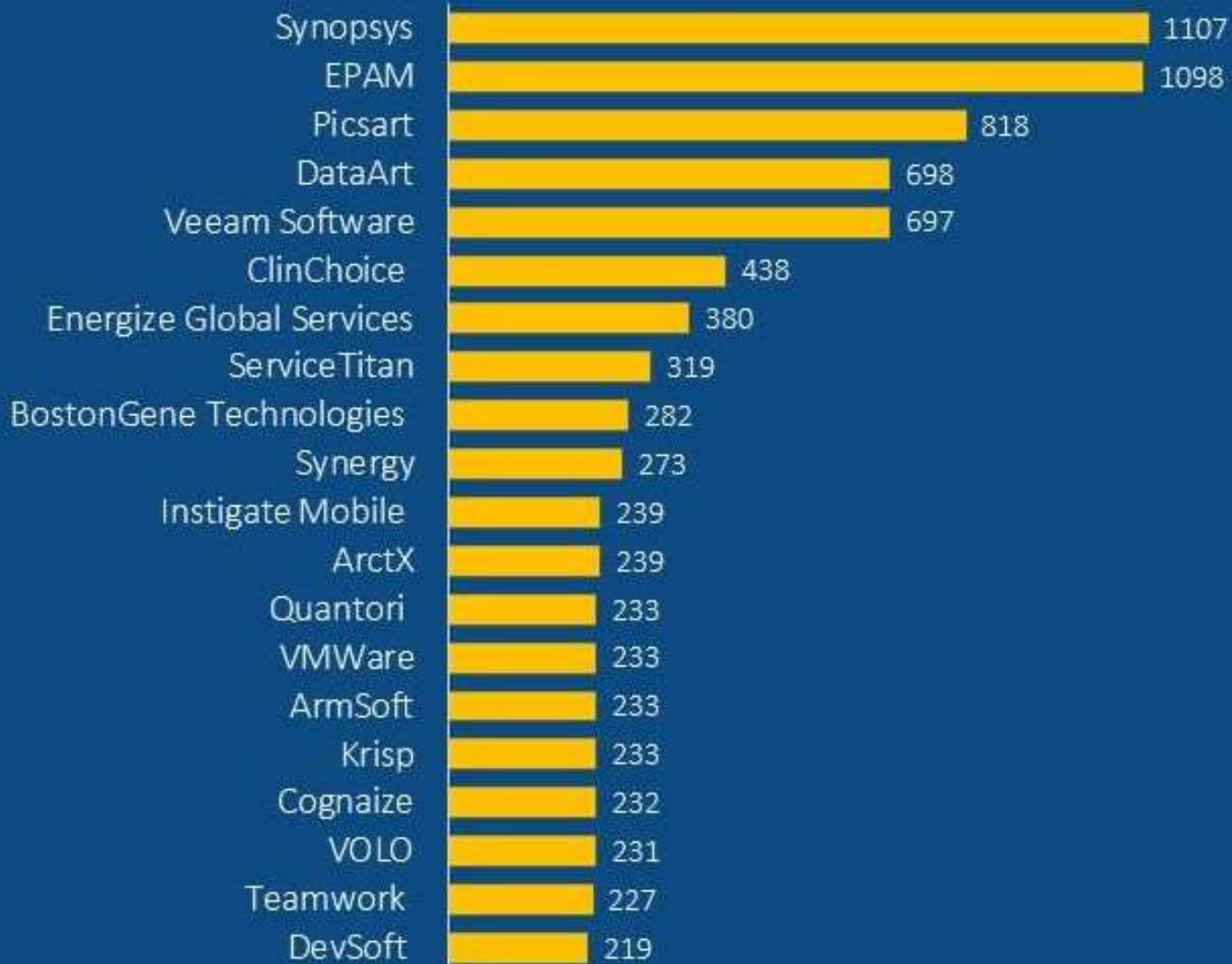
YEAR-ON-YEAR CHANGE  
**+167% (+10 BPS)**

## Number of employed persons in the IT sector of Armenia, in 2022 – November 2023



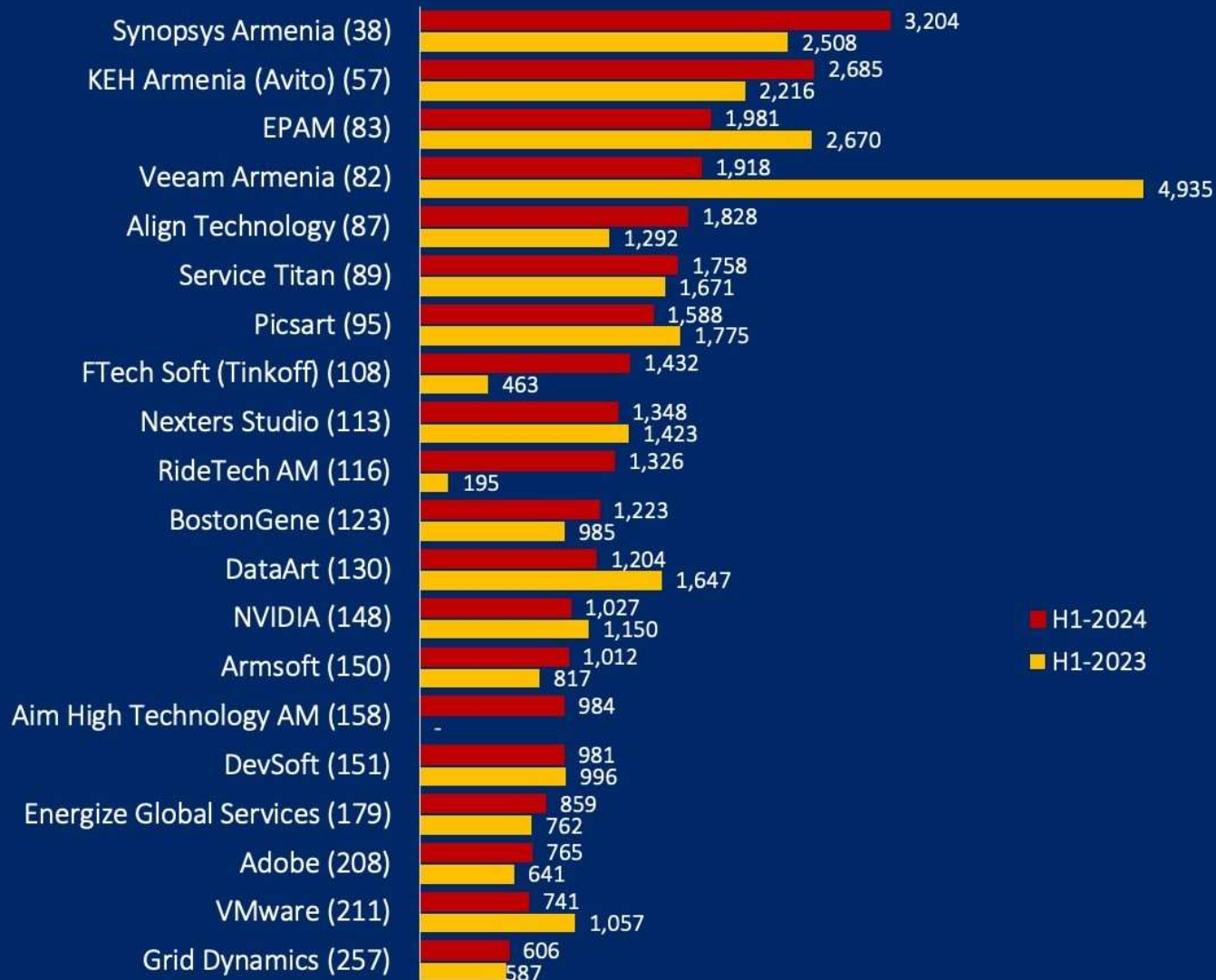
Source: Armstat

**TOP 20 IT Employers of Armenia, as of July 2022**

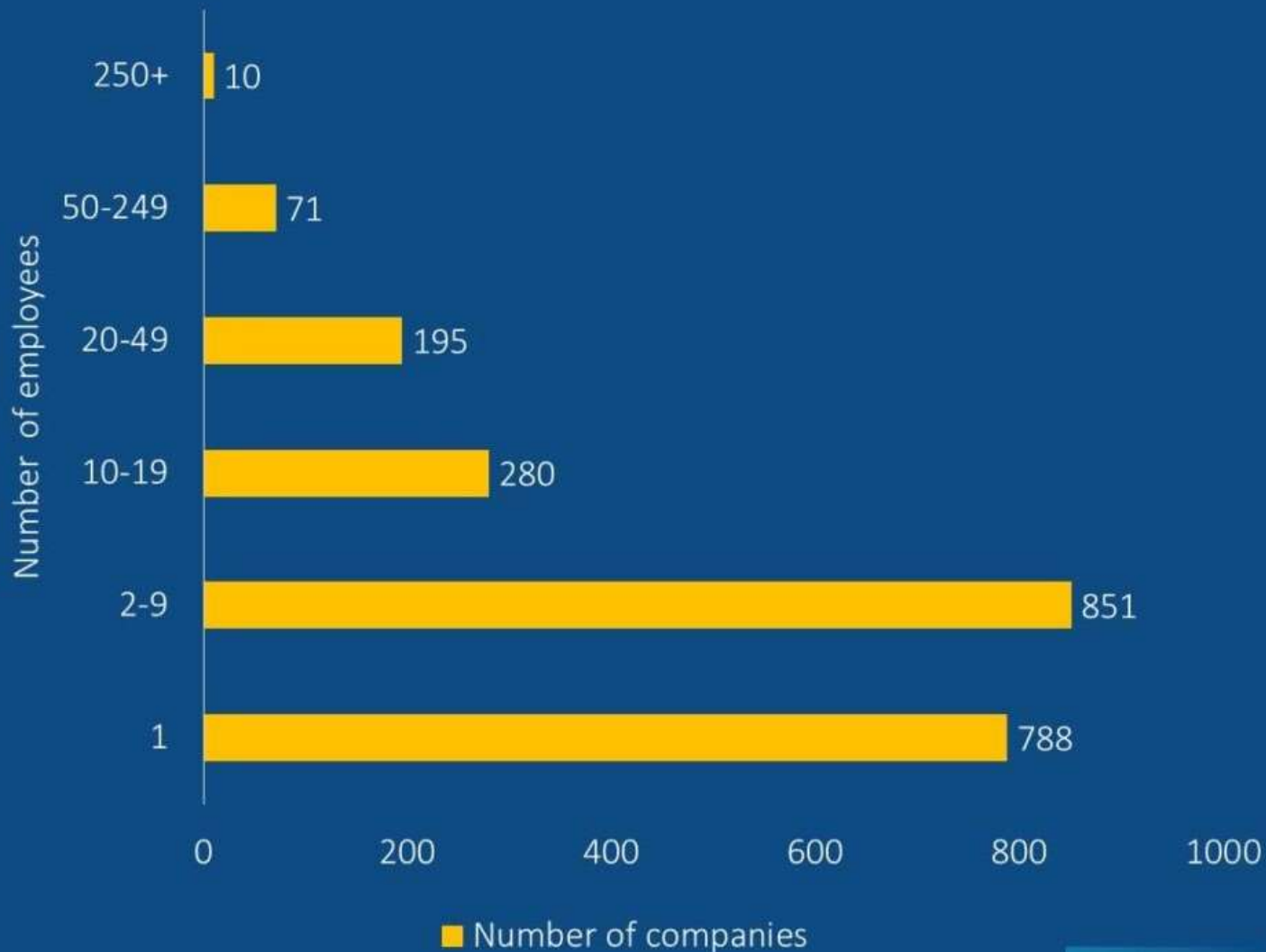


## TOP 20 IT Taxpayers of Armenia | H1 2023/24

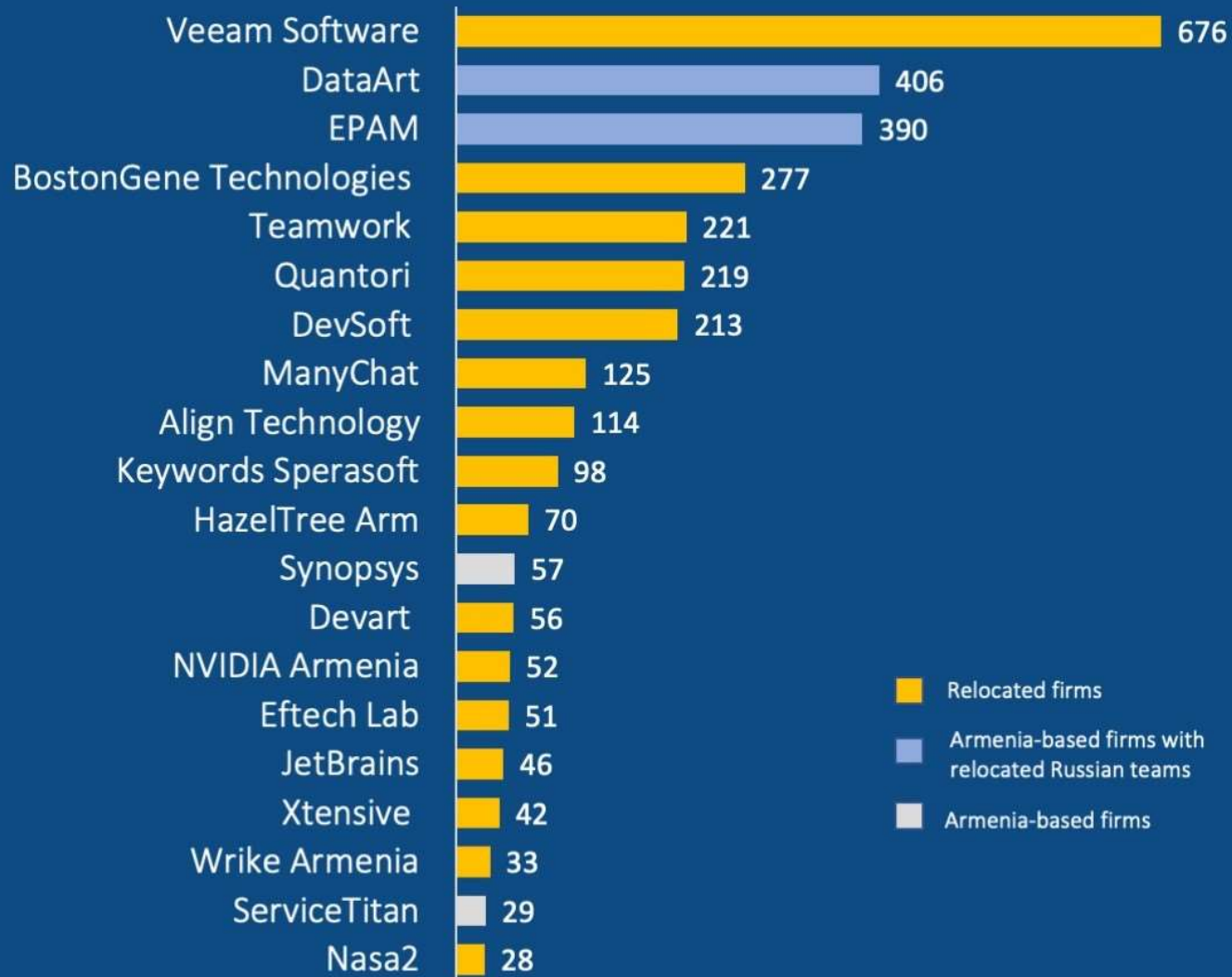
*mln AMD, (position in the list of Top 1000 taxpayers)*



## IT enterprises of Armenia by number of employees, July 2022



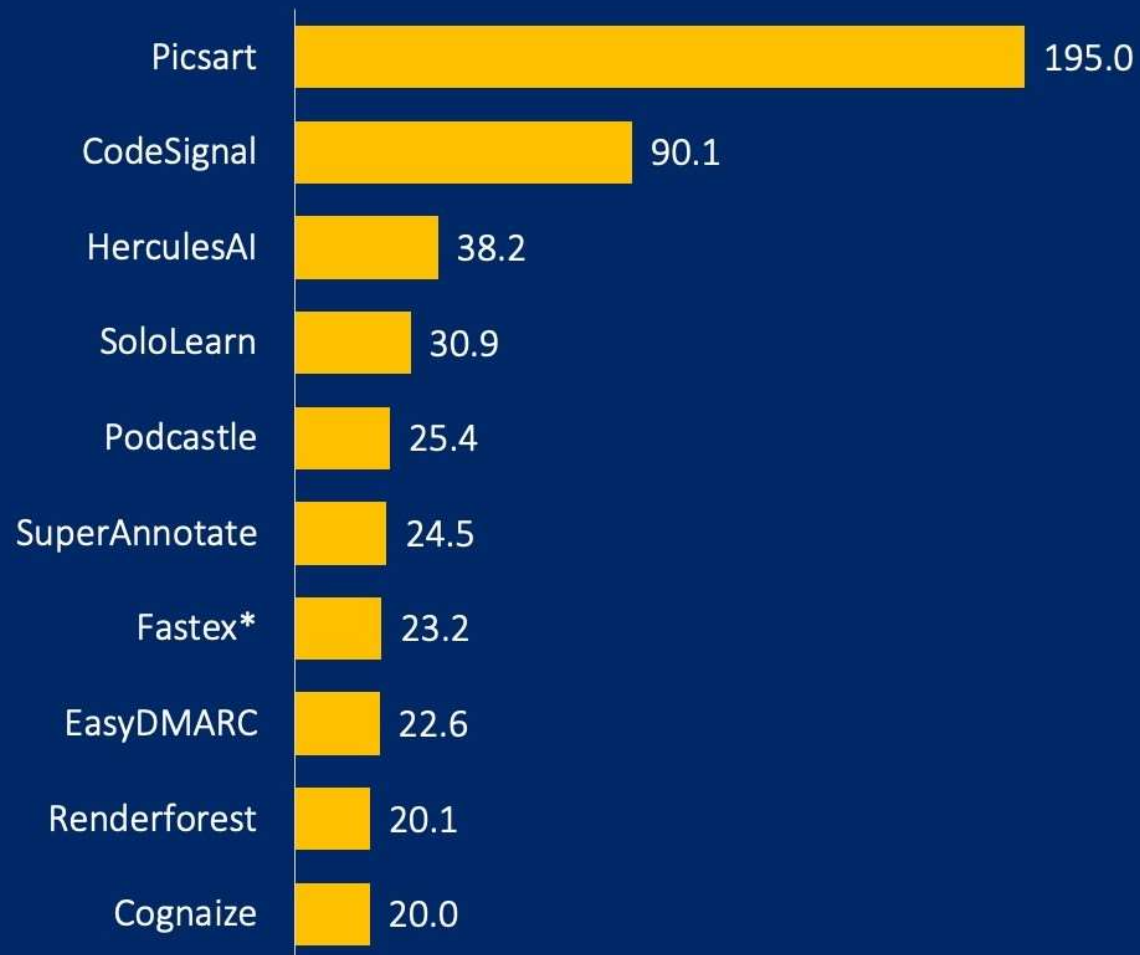
Top 20 IT employers of Armenia with the most relocated Russian citizens



Source: SRC

## Top 10 Armenia-born Tech Startups by Funding Size | Sep 2024

*million USD*



*Note: Armenia-born refers to startups with offices initially established in Armenia*



**Facebook users in Armenia**  
May 2024



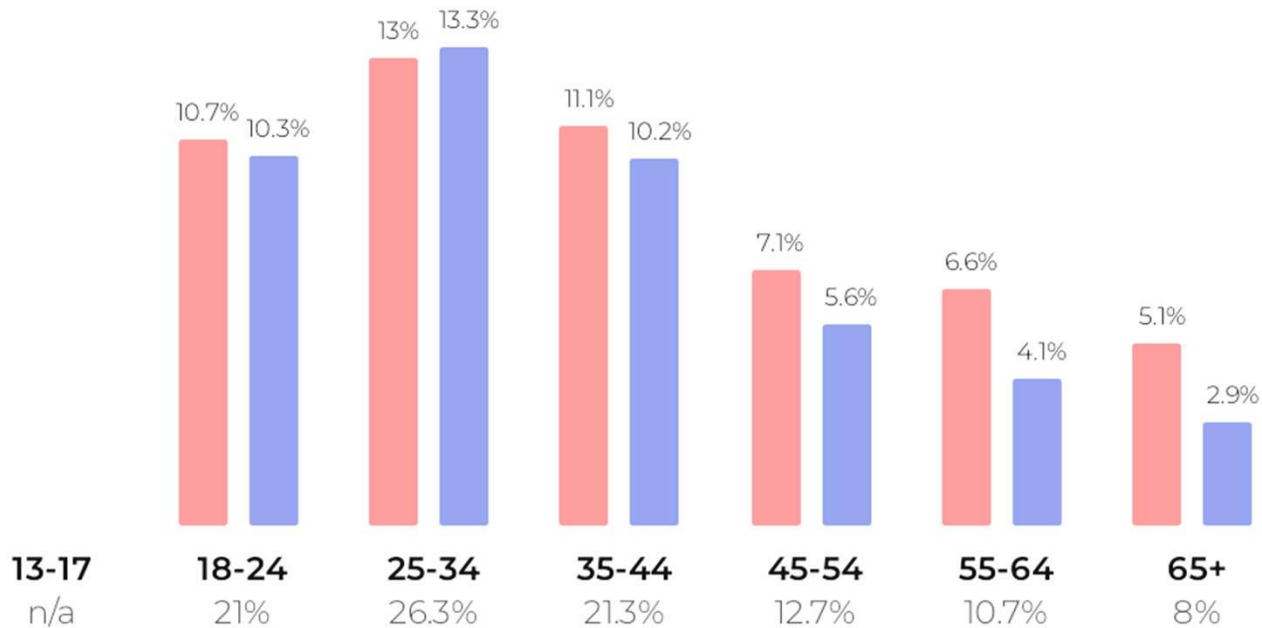
**2 272 600**



**53.6%**  
women



**46.4%**  
men





**Instagram users in Armenia**  
May 2024



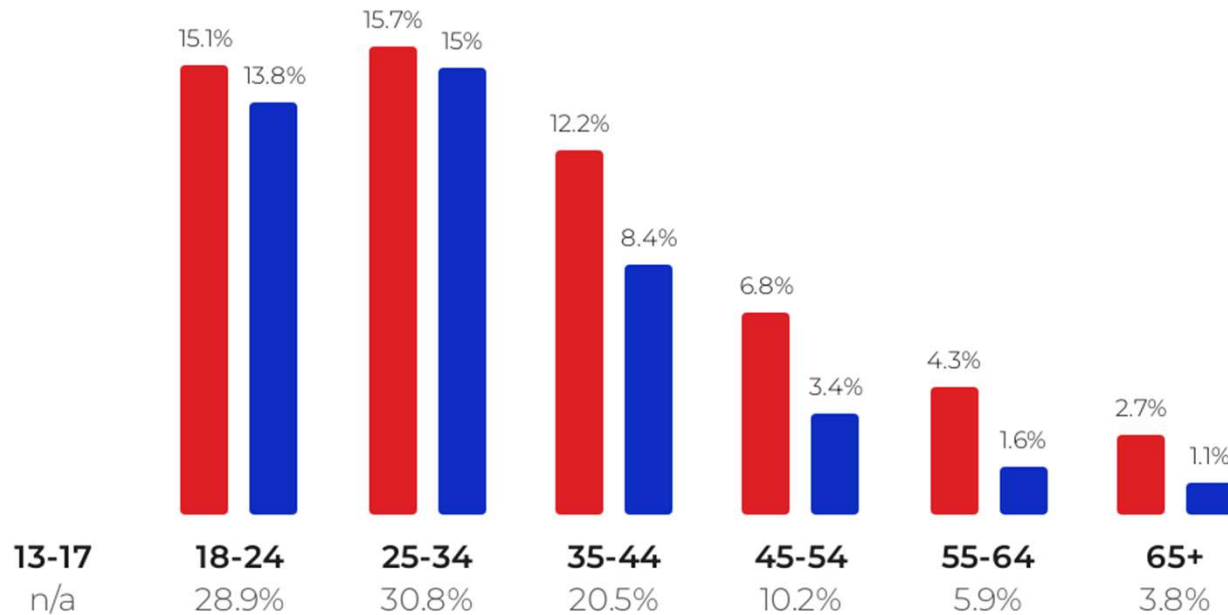
**1 366 600**



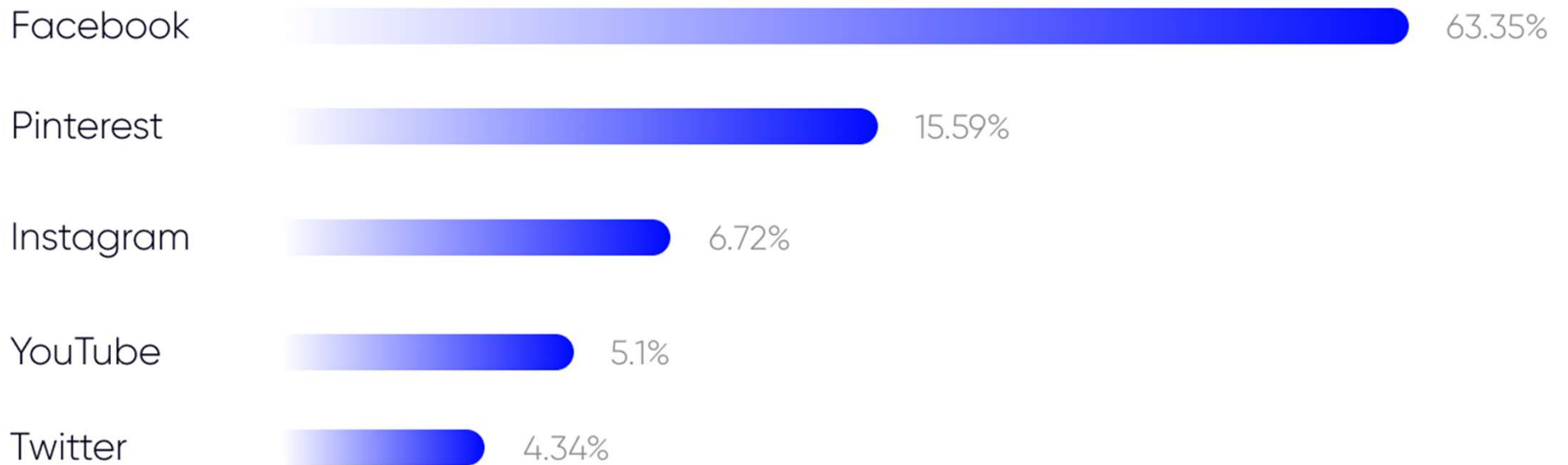
**56.7%**  
women



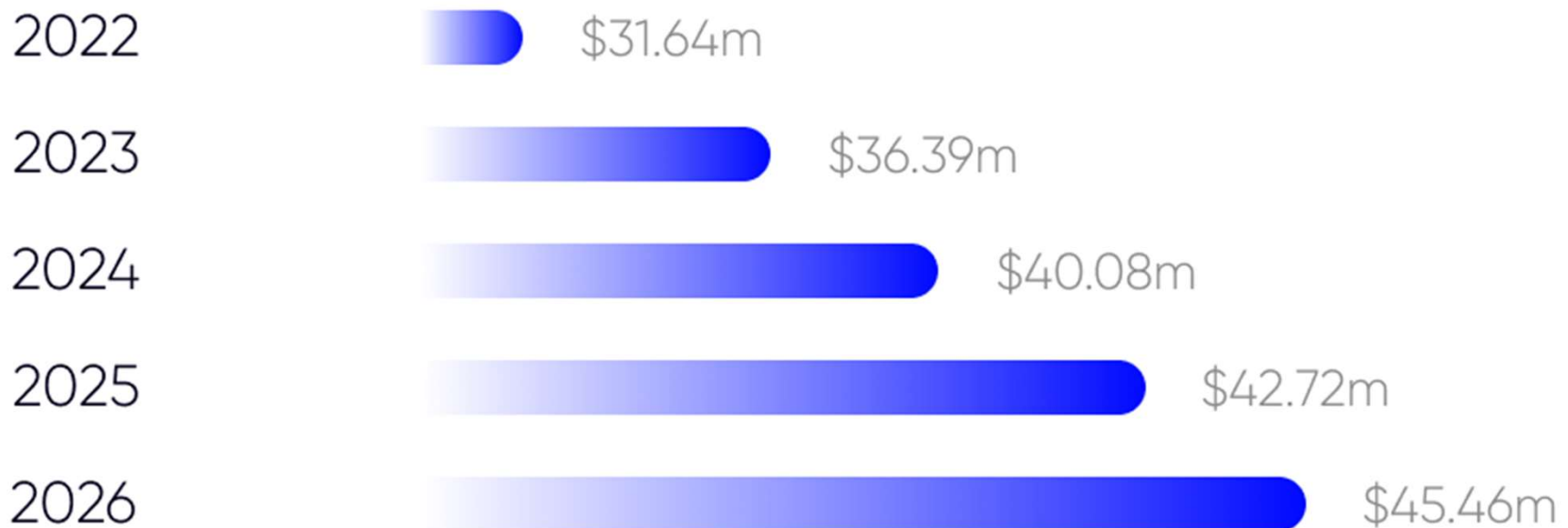
**43.3%**  
men



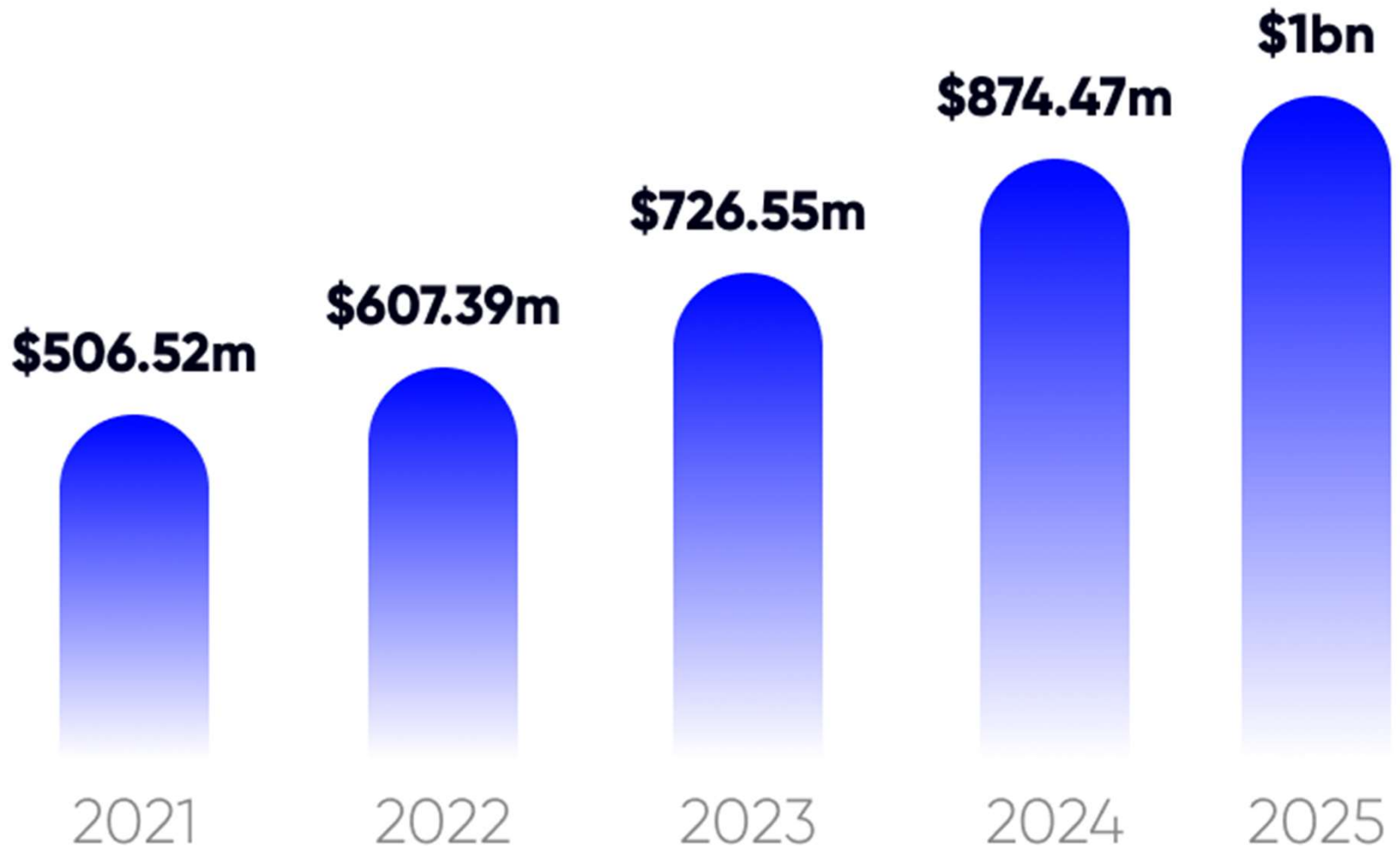
**Most used social media platforms (% of internet users)**



## Total Digital Ad Spending in Armenia



## E-commerce revenue growth



# Economic Strategy





- Sectoral priorities
- Model of growth
- Free trade vs. protectionism
- Infant industries & manufacturing
- Supply chains and trade access

# Innovation

- Reward or punishment: entrepreneurship & creativity
- Incubators and inhibitors
- Leverage synergy

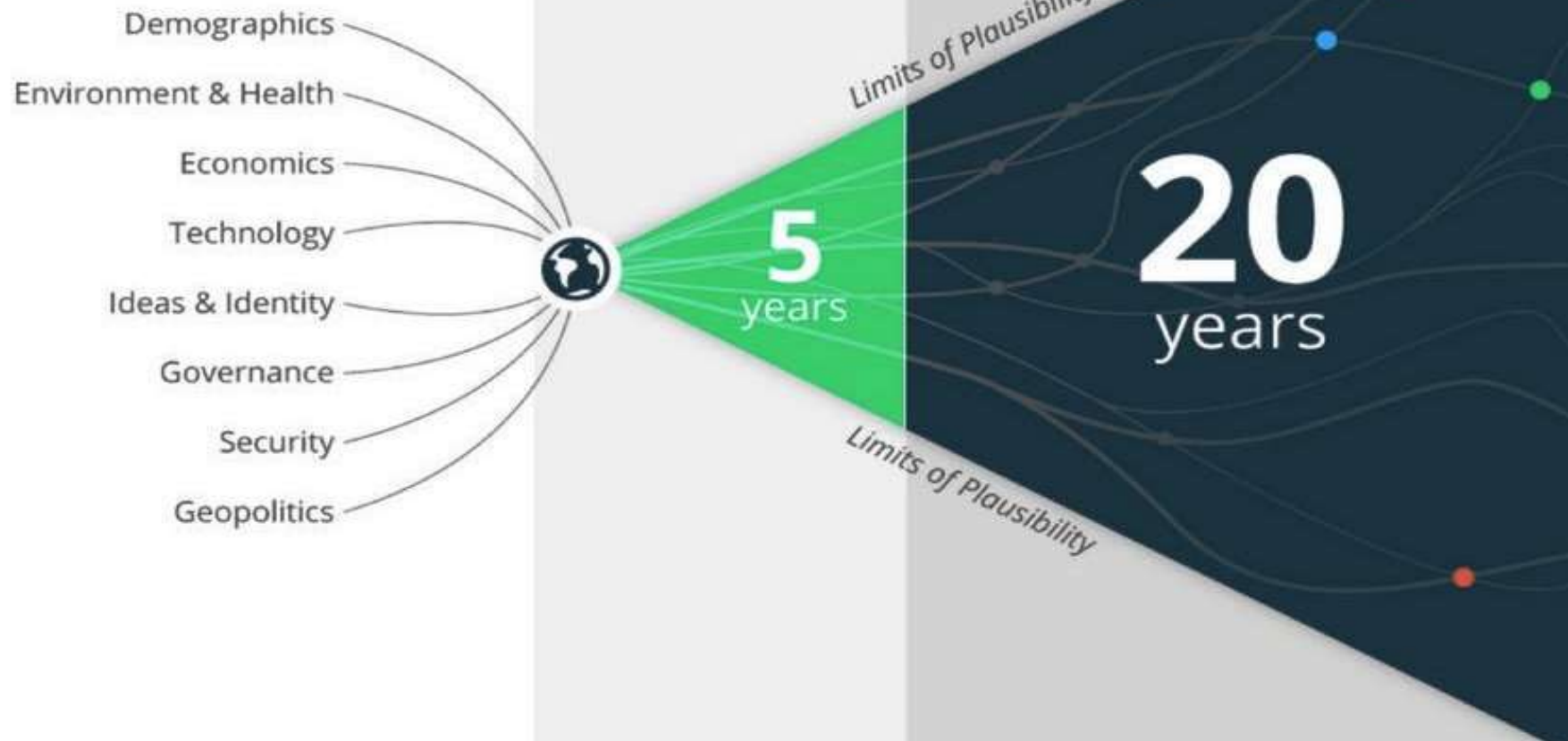
# Navigating the next industrial revolution

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Revolution	Year	What happened?	
	1	1784	Steam, water, mechanical production equipment
	2	1870	Division of labour, electricity, mass production
	3	1969	The computer, electronics and the internet
	4	?	The barriers between man and machine dissolve

# Scale & Scope: long-term trends

## Global Trends: Map of the Future



## Next Session

- 29 November 2024: Governance, decision-making and leadership in Armenia