Report on Internet Usage in India

Prelims: *Current events of national and international importance*

Why in News?

Recently, India's active internet user base has reached 958 million, with rural regions now accounting for 57% of users.

- **Report –** ***Internet in India Report 2025*** is a comprehensive study on internet usage in the country.
- It is based on the Indian Computer Usage and Behavior (ICUBE) Study.
- **Released by –** *Internet and Mobile Association of India (IAMAI)* in collaboration with KANTAR.
- **Launched at –** The India Digital Summit in Bengaluru.
- **Key Findings – Rural –** Rural adoption is nearly 4 times faster than urban.
- **AI –** About 44% of users use AI features like voice/image search, chatbots, and filters.
    - Around 57% among 15–24 years and 52% of 25–44 years.
- **Video –** 61% users consumed short-video content, with rural users marginally outnumbering urban.
- **E-commerce –** 230 million urban users shopped online due to the quick commerce and social commerce.
- **Device –** ***Rise of multi-device users (20%),*** with urban level at 31% and rural at 12%.
    - Around 18% of users rely on shared devices, mostly in rural areas.
- **Non-users –** 38% of the population (~579 million) remain non-active internet users.
- **Causes – AI –** Mass adoption of AI-enabled features.
- **Video –** Short-video consumption driving engagement.
- **E-commerce –** Quick commerce and social commerce are leading to the rapid expansion of online shopping.
- **Access –** Many rural users go online using shared devices, enabling internet connectivity despite not owning their own.

- **Gaps – Non-users –** Large population still offline, around 579 million people.
- **Mental Health –** Rising screen-related and digital addiction issues.
- **Infrastructure –** Gaps in rural internet access and device availability.

Reference

TH | India’s share of active internet users

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