

Country	Marketing	Utility	Authentication	Service
Argentina	0.0512	0.0338	0.0304	0.0261
Brazil	0.0518	0.0290	0.0261	0.0248
Chile	0.0736	0.0485	0.0437	0.0376
Colombia	0.0104	0.0071	0.0063	0.0050
Egypt	0.0889	0.0569	0.0512	0.0533
France	0.1186	0.0636	0.0572	0.0712
Germany	0.1131	0.0707	0.0636	0.0679
India	0.0083	0.0035	n/a	0.0033
Indonesia	0.0341	0.0166	0.0249	0.0157
Israel	0.0292	0.0155	0.0140	0.0149
Italy	0.0572	0.0347	0.0313	0.0319
Malaysia	0.0712	0.0166	0.0149	0.0182
Mexico	0.0361	0.0220	0.0198	0.0087
Netherlands	0.1323	0.0663	0.0596	0.0738
Nigeria	0.0428	0.0265	0.0238	0.0257
Pakistan	0.0392	0.0210	0.0189	0.0118
Peru	0.0582	0.0347	0.0312	0.0149
Russia	0.0664	0.0395	0.0355	0.0329
Saudi Arabia	0.0336	0.0209	0.0187	0.0161
South Africa	0.0314	0.0166	0.0149	0.0139
Spain	0.0509	0.0315	0.0283	0.0305
Turkey	0.0090	0.0077	0.0069	0.0025
United Arab Emirates	0.0282	0.0164	0.0147	0.0157
United Kingdom	0.0584	0.0330	0.0297	0.0321
North America	0.0207	0.0124	0.0112	0.0073
Rest of Africa	0.0186	0.0133	0.0119	0.0300
Rest of Asia Pacific	0.0606	0.0391	0.0352	0.0185
Rest of Central & Eastern Europe	0.0712	0.0512	0.0461	0.0207
Rest of Latin America	0.0612	0.0409	0.0368	0.0351
Rest of Middle East	0.0282	0.0164	0.0147	0.0181
Rest of Western Europe	0.0490	0.0348	0.0313	0.0329
Other	0.0500	0.0280	0.0252	0.0120