

Country	Marketing	Utility	Authentication	Service
Argentina	0.0618	0.0408	0.0367	0.0316
Brazil	0.0625	0.035	0.0315	0.03
Chile	0.0889	0.0586	0.0527	0.0454
Colombia	0.0125	0.0085	0.0077	0.006
Egypt	0.1073	0.0687	0.0618	0.0644
France	0.1432	0.0768	0.0691	0.0859
Germany	0.1365	0.0853	0.0768	0.0819
India	0.0099	0.0042	n/a	0.004
Indonesia	0.0411	0.02	0.03	0.019
Israel	0.0353	0.0188	0.0169	0.018
Italy	0.0691	0.042	0.0378	0.0386
Malaysia	0.086	0.02	0.018	0.022
Mexico	0.0436	0.0266	0.0239	0.0105
Netherlands	0.1597	0.08	0.072	0.0891
Nigeria	0.0516	0.0319	0.0287	0.031
Pakistan	0.0473	0.0253	0.0228	0.0142
Peru	0.0703	0.0419	0.0377	0.0179
Russia	0.0802	0.0477	0.0429	0.0398
Saudi Arabia	0.0406	0.0252	0.0226	0.0195
South Africa	0.0379	0.02	0.018	0.0168
Spain	0.0615	0.038	0.0342	0.0369
Turkey	0.0109	0.0093	0.0083	0.003
United Arab Emirates	0.034	0.0198	0.0178	0.019
United Kingdom	0.0705	0.0398	0.0358	0.0388
North America	0.025	0.015	0.0135	0.0088
Rest of Africa	0.0225	0.016	0.0144	0.0363
Rest of Asia Pacific	0.0732	0.0472	0.0425	0.0224
Rest of Central & Eastern Europe	0.086	0.0619	0.0557	0.025
Rest of Latin America	0.074	0.0494	0.0445	0.0423
Rest of Middle East	0.0341	0.0198	0.0178	0.0218
Rest of Western Europe	0.0592	0.042	0.0378	0.0397
Other	0.0604	0.0338	0.0304	0.0145