Mobile Internet Connectivity 2019
## Global Factsheet

THE MOBILE CONNECTIVITY INDEX

There are now more than 3.5 billion mobile internet subscribers globally and in 2018, for the first time, there were more mobile internet users than non-users amongst the population covered by a mobile broadband network. However, adoption has not been equitable. Low- and middle-income countries (LMICs) account for 97% of those globally who live without mobile broadband coverage and 90% of those that do have coverage but do not yet use mobile internet.

The GSMA Connected Society's Mobile Connectivity Index (MCI) supports the mobile industry's commitment to drive mobile internet connectivity and accelerate digital inclusion by measuring the performance of 165 countries – representing 99% of the global population – against the four key enablers of mobile internet adoption: infrastructure; affordability; consumer readiness, and; content and services. The data the MCI provides can help focus the efforts that are required by the mobile industry, governments and the international community to accelerate mobile internet uptake.
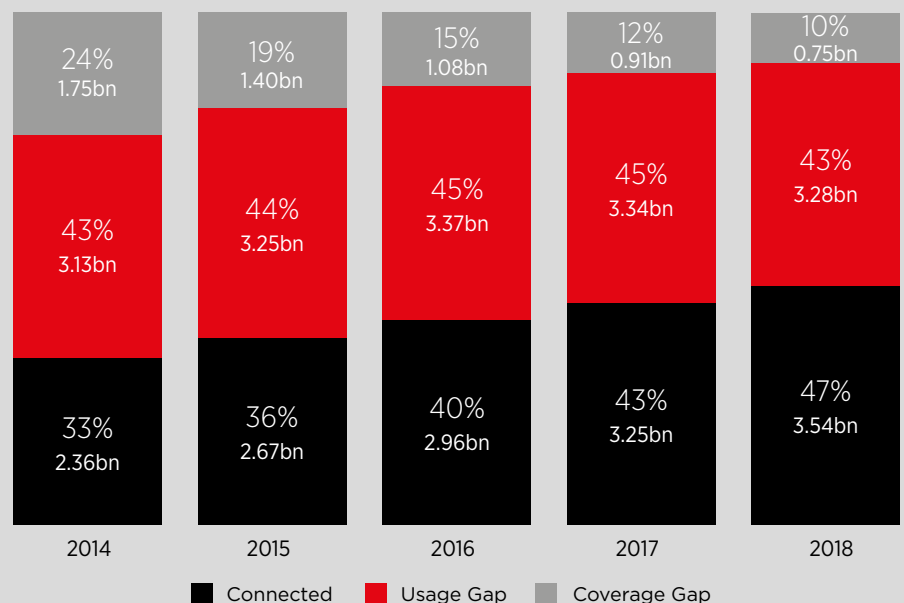
STATE OF MOBILE INTERNET CONNECTIVITY

Global Mobile Connectivity Index Scores over time

Year	Score
2014	48
2015	51
2016	53
2017	56
2018	57
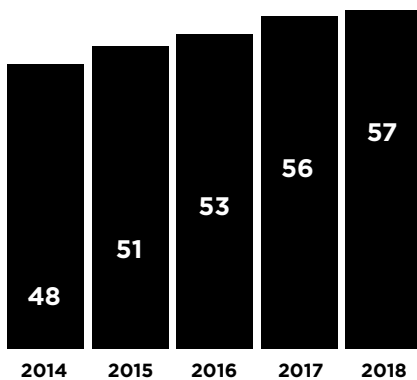
The index is built up through 38 indicators feeding into 14 dimensions that are aggregated to give a score for each of the four enablers. Scores fall within a range of 0-100.

Percentage of the global population connected to mobile internet over time

Year	Coverage Gap	Usage Gap	Connected
2014	24% 1.75bn	43% 3.13bn	33% 2.36bn
2015	19% 1.40bn	44% 3.25bn	36% 2.67bn
2016	15% 1.08bn	45% 3.37bn	40% 2.96bn
2017	12% 0.91bn	45% 3.34bn	43% 3.25bn
2018	10% 0.75bn	43% 3.28bn	47% 3.54bn

■ Connected ■ Usage Gap ■ Coverage Gap

Source: GSMA Intelligence, 2018. 'Connected' refers to the number (in billions) of unique people who have used internet services on a mobile device. Mobile internet services are defined as any activity that consumes mobile data. 'Usage' gap refers to those who live within the footprint of a mobile broadband network but are not using mobile internet. 'Coverage gap' refers to those who do not live within the footprint of a mobile broadband network.
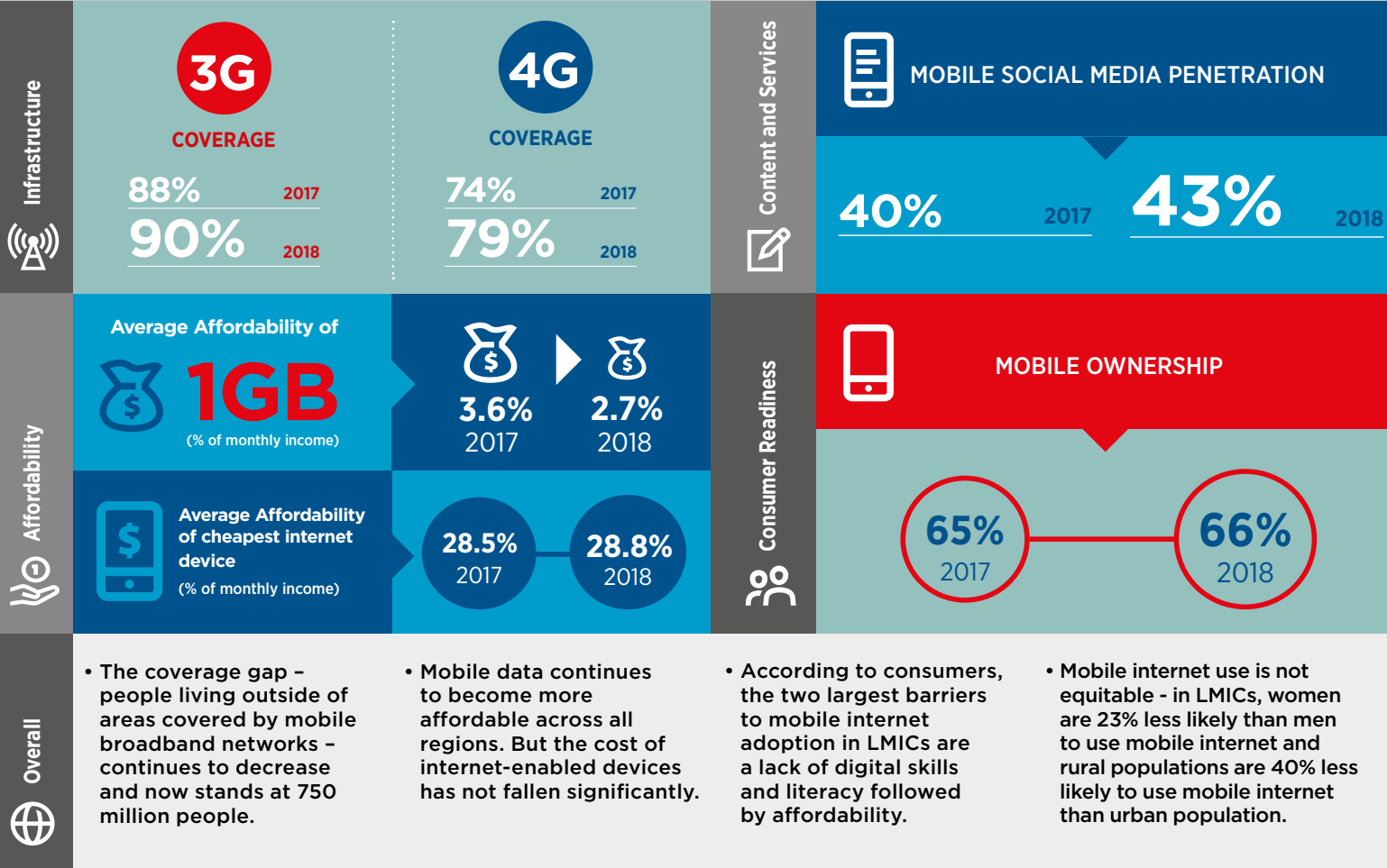
The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet and all the benefits that it can deliver. Get in touch to find out more: **connectedsociety@gsma.com**

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KEY STATISTICS

Infrastructure

3G COVERAGE
- 88% **2017**
- 90% **2018**

4G COVERAGE
- 74% **2017**
- 79% **2018**

Affordability

Average Affordability of 1GB (% of monthly income)
- 3.6% 2017 ▶ 2.7% 2018

Average Affordability of cheapest internet device (% of monthly income)
- 28.5% 2017 — 28.8% 2018

Content and Services

MOBILE SOCIAL MEDIA PENETRATION
- 40% **2017**
- 43% **2018**

Consumer Readiness

MOBILE OWNERSHIP
- 65% 2017
- 66% 2018

Overall

- The coverage gap – people living outside of areas covered by mobile broadband networks – continues to decrease and now stands at 750 million people.

- Mobile data continues to become more affordable across all regions. But the cost of internet-enabled devices has not fallen significantly.

- According to consumers, the two largest barriers to mobile internet adoption in LMICs are a lack of digital skills and literacy followed by affordability.

- Mobile internet use is not equitable - in LMICs, women are 23% less likely than men to use mobile internet and rural populations are 40% less likely to use mobile internet than urban population.

Top Five Countries by Index and Enabler (2018)

Mobile Connectivity Index	Infrastructure	Affordability	Consumer Readiness	Content and Services
Australia	Singapore	Qatar	Australia	Singapore
Singapore	Iceland	Switzerland	Denmark	USA
New Zealand	Australia	Australia	Norway	United Kingdom
Norway	Norway	Ireland	Finland	Australia
Denmark	New Zealand	Luxembourg	Belgium	Canada

Most Improved Countries (2014-2018)

Index scores

	2014	2015	2016	2017	2018
VIETNAM	47	51	55	59	65
IRAN	38	44	50	57	60
INDIA	38	42	48	53	55
BHUTAN	35	40	45	50	52
BANGLADESH	31	35	40	43	47

	2014 Mobile Internet Penetration	2018 Mobile Internet Penetration
VIETNAM	34%	53%
IRAN	32%	49%
INDIA	19%	35%
BHUTAN	21%	33%
BANGLADESH	12%	22%

How does your country score? Visit: **www.mobileconnectivityindex.com**