

Mobile Economy Europe

Unique mobile subscribers

2017
465m

85% PENETRATION RATE (% of population) 88%

2025
481m

CAGR 2017-25

0.4%



SIM connections

Excluding licensed cellular IoT

2017
673m

2017

706m

2025

123% PENETRATION RATE (% of population) 128%

0.5%

CAGR 2017-25



Smartphone adoption

As a proportion of total connections

2017 **70%**

2025 **83%**



Accelerating moves to mobile broadband networks

4G

4G as a proportion of total connections:

42%

in 2017

63%

in 2025



5G

203m

5G connections in 2025

29%

of total connections

Excluding licensed cellular IoT

Operator revenues and investment

Total revenues

€143bn

2017 ————— 2025

€144bn



Operator capex of

€67bn

for the period 2018-2020



Mobile sector contribution to GDP

€550bn 2017

3.3%

of GDP

€720bn 2022

4.1%

Public funding

Mobile ecosystem contribution to public funding in 2017 (before regulatory and spectrum fees)



2017

€100bn

Employment



Employment supported by the mobile ecosystem

2017

2.5m

1.1m

direct jobs

1.4m

indirect jobs