

# North America

## Unique mobile subscribers



2018

321m



83% PENETRATION RATE  
(% of population)

85%

CAGR 2018-25

345m

1.0%

2025

## Mobile internet users



2018

282m

73% PENETRATION RATE  
(% of population)

80%

CAGR 2018-25

326m

2.1%

2025



Smartphone adoption  
(% of total connections)

2018

82%

2025

90%

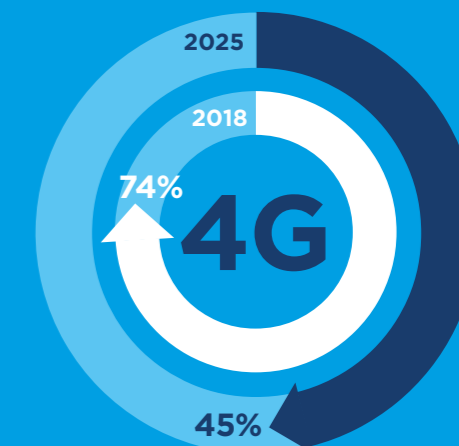
Internet of Things connections

2.3bn 2018

5.9bn 2025



4G adoption  
(% of connections)\*



5G connections in 2025  
(46% of total connections)\* 200m

\*Excluding licensed cellular IoT



Mobile industry contribution to GDP

4.2% of GDP

\$937bn 2018

4.8%

\$1.2tn 2023

## SIM connections



Excluding licensed cellular IoT

2018

400m



103% PENETRATION RATE  
(% of population)

108%

CAGR 2018-25

438m

1.3%

2025

## Operator revenues and investment

Total revenues

2018

\$272bn



2025

\$317bn

Operator capex of \$384 billion for the period 2018-2025

## Public funding

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

2018

\$123bn



## Employment

2018

820,000

Jobs directly supported by the mobile ecosystem

Plus 1.5m indirect jobs