Connected Society

GSMA

Mobile Connectivity Index

The Mobile Connectivity Index measures the performance of 150 countries, accounting for 98% of the world's population, against the four key enablers of mobile internet connectivity. It has been built to support the efforts of the mobile industry and the wider international community to deliver on the ambition of universal internet access. The results and the data are available on our web tool – **www.mobileconnectivityindex.com** – and all scores at the country and regional level can be viewed from 2014 to 2016.

Infrastructure

- Mobile infrastructure
- Network performance
- Other enabling infrastructure
- Spectrum

Affordability

- Mobile tariffs
- Handset price
- Income
- Inequality
- Taxation

Consumer readiness

- Basic skills
- Gender equality

Content

- Local relevance
- Availability

39 indicators

The index is built up through 39 specific indicators feeding into 13 dimensions which are aggregated to give a score for each of the four enablers. Scores fall within a range of 0-100.

1 NO POVERTY 3 GOOD HEALTH AND WELL-BEING 4 QUALITY EDUCATION 5 GENDER EQUALITY 8 DECENT WORK AND ECONOMIC GROWTH 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 10 REDUCED INEQUALITIES 17 PARTNERSHIPS FOR THE GOALS

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

Mobile Connectivity Index

Mobile Internet Penetration and Index Scores (2016)

Mobile Internet Penetration (%) vs Index Score scatter plot.
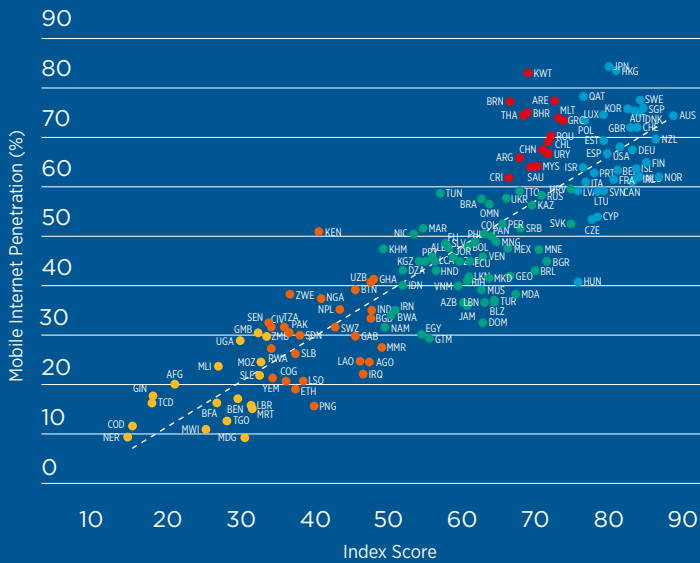
There is a strong positive correlation between index score and mobile internet penetration. The index is therefore an effective tool to identify priorities to drive mobile internet adoption.

There are no shortcuts to creating a strong enabling environment for mobile internet adoption. Countries generally need high performance across all four enablers.

Evaluate countries in the context of their clusters and assess performance over time. The exact scores and positions can be subject to a small margin of error and many countries have scores that are very close.

Leaders:
High index scores and mobile internet penetration

Fast Transitioners:
Mobile internet penetration scores similar to the Leaders but achieved with lower index scores

Transitioners:
Typically score well on 2-3 enablers

Emerging:
Typically score well on 1-2 enablers

Discoverers:
Need to work on all four enablers

Most improved countries between 2014 and 2016

Index	Infrastructure	Affordability	Consumer	Content
Montenegro	Morocco	India	Guatemala	Montenegro
Georgia	Turkey	Nepal	Guinea	Serbia
Ethiopia	Belize	Sierra Leone	Iran	Azerbaijan
Mongolia	Tunisia	Angola	China	Georgia
Serbia	Bhutan	Sri Lanka	Senegal	Bosnia
Improvements primarily achieved via more locally developed content in local languages and better infrastructure (particularly network coverage and network quality) using more spectrum.	Strong MENA representation, with improvements in 3G/4G coverage, network quality and spectrum avalability (especially in digital dividend bands that are well-suited for coverage).	Strong South Asia representation, with both mobile data plans and devices becoming more affordable, especially for lower income groups - assisted by reduction in consumer taxes.	Improvements in literacy and education levels - especially amongst women - means consumers are better equipped to engage with digital technologies.	More content being developed within countries in local languages, for example mobile applications, websites, social media and E-Government services.

Countries that improved most on the Index between 2014 and 2016 also saw significant increases in **mobile internet adoption**:

	MONTENEGRO	GEORGIA	ETHIOPIA	MONGOLIA	SERBIA
2014	57	54	27	53	56
2016	70	66	38	64	67

MONTENEGRO
Mobile Internet Penetration
40% ▶ 50%

GEORGIA
Mobile Internet Penetration
30% ▶ 40%

ETHIOPIA
Mobile Internet Penetration
10% ▶ 15%

MONGOLIA
Mobile Internet Penetration
35% ▶ 45%

SERBIA
Mobile Internet Penetration
40% ▶ 50%