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.

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.

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

Most improved countries between 2014 and 2016

<table>
<thead>
<tr>
<th>Index</th>
<th>Infrastructure</th>
<th>Affordability</th>
<th>Consumer</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montenegro</td>
<td>Morocco</td>
<td>India</td>
<td>Guatemala</td>
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<td>Georgia</td>
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<td>Senegal</td>
<td>Bosnia</td>
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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 5G/4G coverage, network quality and spectrum availability (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: 57 to 70, Mobile Internet Penetration: 40% to 50%
- Georgia: 54 to 66, Mobile Internet Penetration: 30% to 40%
- Ethiopia: 27 to 38, Mobile Internet Penetration: 10% to 15%
- Mongolia: 53 to 64, Mobile Internet Penetration: 35% to 45%
- Serbia: 56 to 67, Mobile Internet Penetration: 40% to 50%