



The Mobile Connectivity Index 2018 Global Scores



The Mobile Connectivity Index

There are now 3.3 billion mobile internet subscribers globally - but adoption has not been equitable. The GSMA Mobile Connectivity Index supports the mobile industry's commitment to connect everyone and everything to a better future by measuring the performance of 163 countries - representing 99% of the global population - against the four key enablers of mobile internet adoption. The data this index provides can help focus the deliberate and strategic efforts that are required by the mobile industry, governments and the international community to accelerate mobile internet uptake.

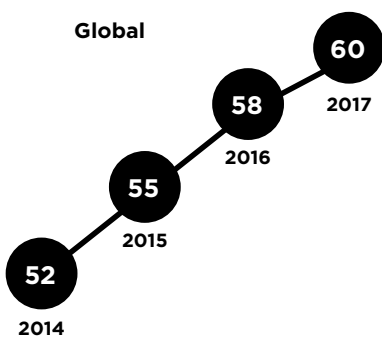
The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet and all the benefits that it can deliver. Get in touch to find out more: connectedsociety@gsma.com

Mobile Connectivity and Enabler Index Global Scores



Mobile Connectivity Index

Global

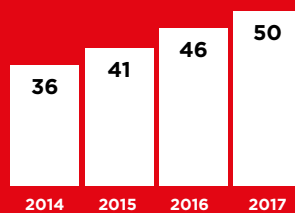


The index is built up through 35 indicators feeding into 12 dimensions that are aggregated to give a score for each of the four enablers. Scores fall within a range of 0-100.

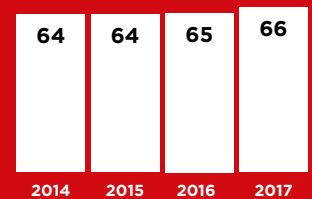
THE FOUR ENABLERS



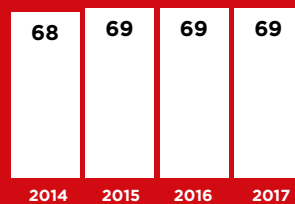
Infrastructure



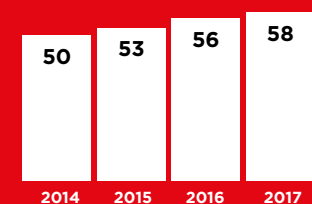
Affordability



Consumer Readiness



Content and Services



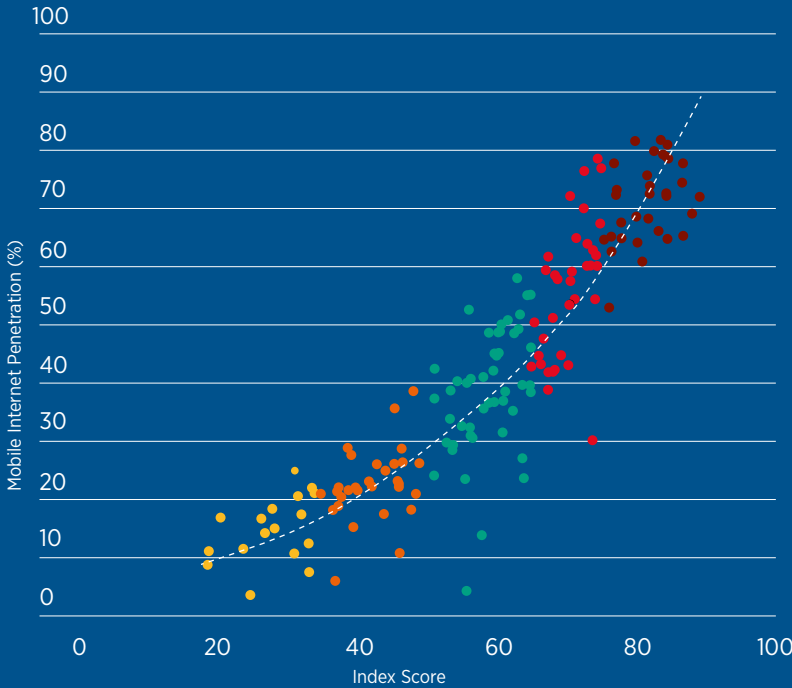
How does your country score?
Visit: www.mobileconnectivityindex.com



The Mobile Connectivity Index 2018

Global Scores

Mobile Connectivity Index Scores vs. Mobile Internet Penetration (2017)



There is a strong positive correlation between the mobile connectivity index score and mobile internet adoption. The index is therefore an effective tool to help identify priorities to drive mobile internet adoption and usage.



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



Performance has improved with 73 countries moving up a cluster since 2014.

- Leaders: Index Score >75**
Score well on all enablers and have very high adoption rates
- Advanced: Index Score >65**
Score well on three enablers and usually have high adoption rates
- Transitioners: Index Score >50**
Score well on at least two enablers and have average adoption rates
- Emerging: Index Score >35**
Score fairly well in one or two enablers and have low adoption rates
- Discoverers: Index Score <35**
Need to improve all four enablers and have very low adoption rates

Top Five Countries by Index and Enabler (2017)

Mobile Connectivity Index	Infrastructure	Affordability	Consumer Readiness	Content and services
Australia	Singapore	Kazakhstan	Australia	Singapore
New Zealand	Norway	Switzerland	Norway	Hong Kong
Iceland	Iceland	Iceland	Denmark	USA
Singapore	Australia	Norway	Finland	Australia
Norway	New Zealand	Luxembourg	Ireland	New Zealand

Countries with the most improved Index score

