



Mobile Internet Connectivity 2019

Sub-Saharan Africa Factsheet



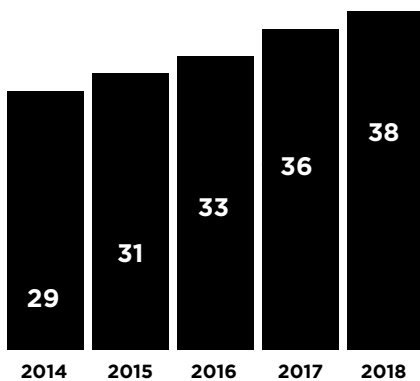
THE MOBILE CONNECTIVITY INDEX

There are now more than 3.5 billion mobile internet subscribers globally, representing 47% of the world's population. However, adoption has not been equitable, with mobile internet adoption currently standing at 24% in Sub-Saharan Africa. The region also accounts for 40% of the global population not covered by a mobile broadband network.

The GSMA Connected Society's Mobile Connectivity Index (MCI) supports the mobile industry's commitment to drive mobile internet connectivity and accelerate digital inclusion by measuring the performance of 165 countries – representing 99% of the global population – against the four key enablers of mobile internet adoption: infrastructure; affordability; consumer readiness, and; content and services. The data the MCI provides can help focus the efforts that are required by the mobile industry, governments and the international community to accelerate mobile internet uptake.

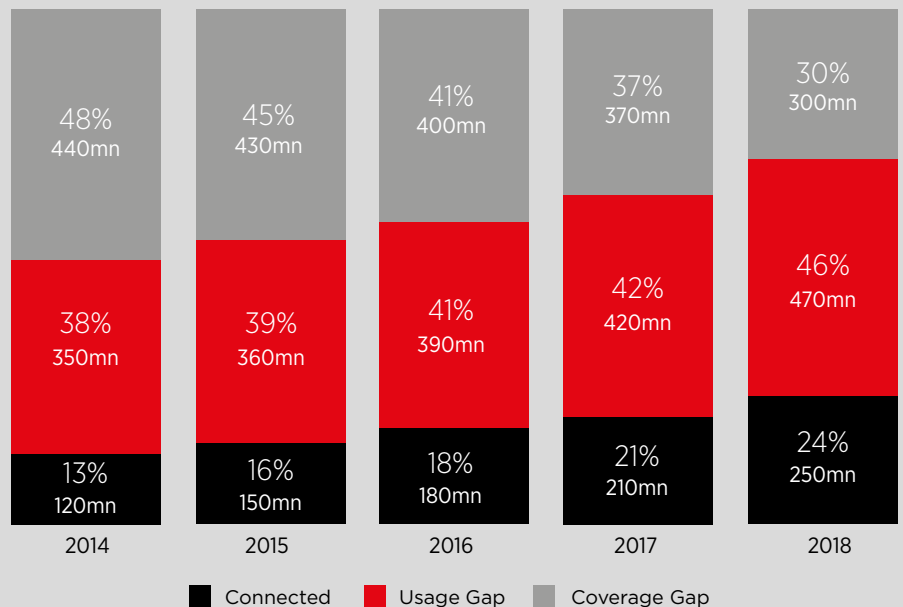
STATE OF MOBILE INTERNET CONNECTIVITY

Sub-Saharan African Mobile Connectivity Index Scores over time



The index is built up through 38 indicators feeding into 14 dimensions that are aggregated to give a score for each of the four enablers. Scores fall within a range of 0-100.

Percentage of the Sub-Saharan African population connected to mobile internet over time



Source: GSMA Intelligence, 2018. 'Connected' refers to the number (in millions) of unique people who have used internet services on a mobile device. Mobile internet services are defined as any activity that consumes mobile data. 'Usage' gap refers to those who live within the footprint of a mobile broadband network but are not using mobile internet. 'Coverage gap' refers to those who do not live within the footprint of a mobile broadband network.

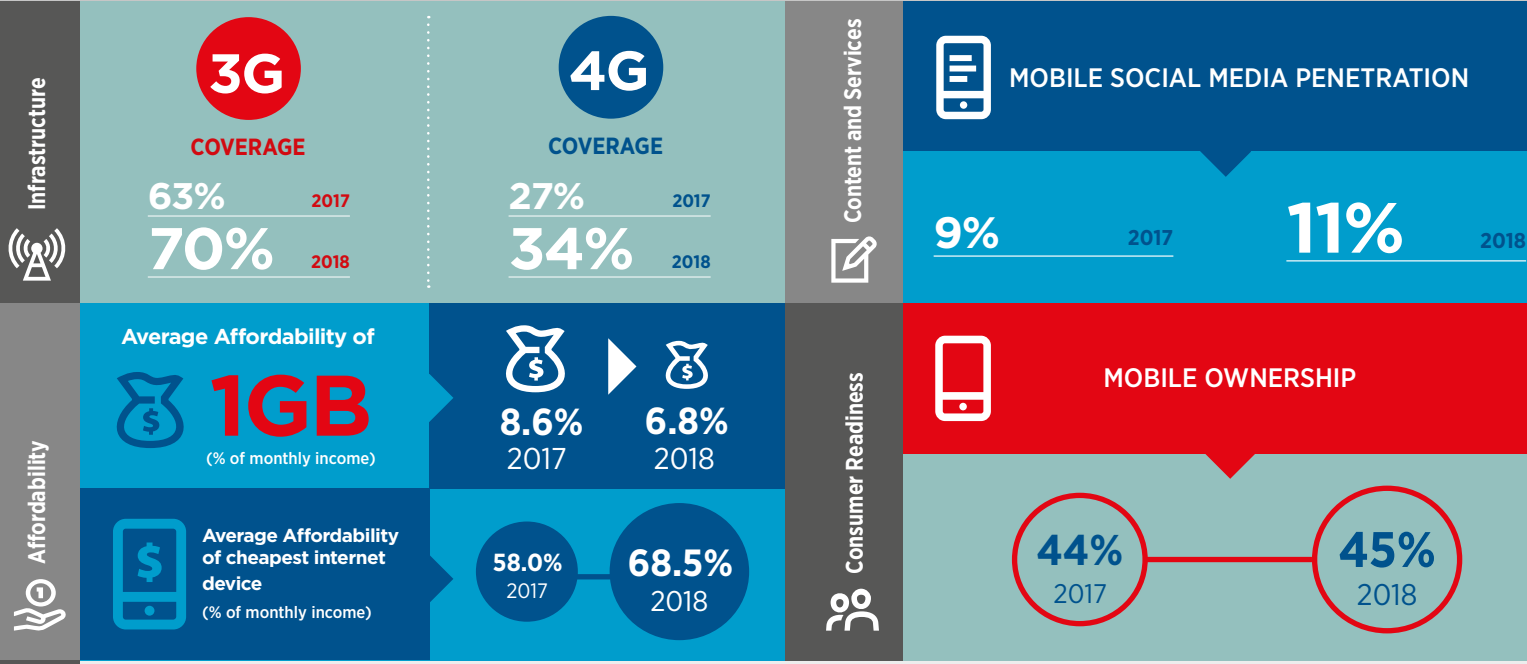
The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet and all the benefits that it can deliver. Get in touch to find out more: connectedsociety@gsma.com



Mobile Internet Connectivity 2019

Sub-Saharan Africa Factsheet

KEY STATISTICS



- Acceleration in mobile broadband coverage has been driven by operators upgrading 2G sites to 3G or 4G.
- Mobile data has become more affordable but remains above the 2% of monthly income threshold for more than 75% of countries in the region.
- According to consumers, the two largest barriers to mobile internet adoption in Sub-Saharan Africa are a lack of digital skills and literacy followed by affordability.
- Mobile internet adoption is not equitable - in Sub-Saharan Africa, women are 41% less likely than men to use mobile internet and rural populations are 58% less likely to use mobile internet than urban populations.

Top Five Countries by Index and Enabler (2018)

Mobile Connectivity Index	Infrastructure	Affordability	Consumer Readiness	Content and Services
Mauritius	Rwanda	Mauritius	Mauritius	Mauritius
South Africa	South Africa	Congo	Namibia	South Africa
Ghana	Mauritius	South Africa	Botswana	Cabo Verde
Cabo Verde	Lesotho	Cabo Verde	South Africa	Ghana
Kenya	Kenya	Cote d'Ivoire	Cabo Verde	Gabon

Most Improved Countries (2014-2018)

