



Mobile Internet Connectivity 2019

South Asia Factsheet



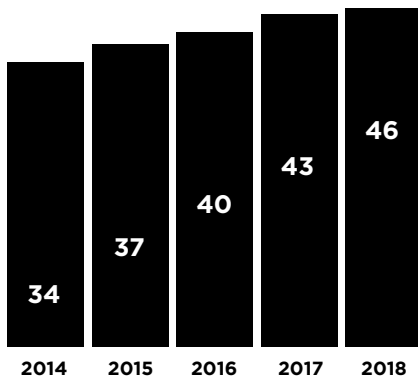
THE MOBILE CONNECTIVITY INDEX

There are now more than 3.5 billion mobile internet subscribers globally, representing 47 per cent of the world's population. In South Asia, the proportion of the population connected to mobile internet has almost doubled since 2014 and currently stands at 33 per cent. More than 500 million additional people in the region have also gained mobile broadband coverage during the same period.

The GSMA Connected Society's Mobile Connectivity Index (MCI) supports the mobile industry's commitment to connect everyone and everything to a better future by measuring the performance of 165 countries – representing 99 per cent 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 deliberate and strategic efforts that are required by the mobile industry, governments and the international community to accelerate mobile internet uptake.

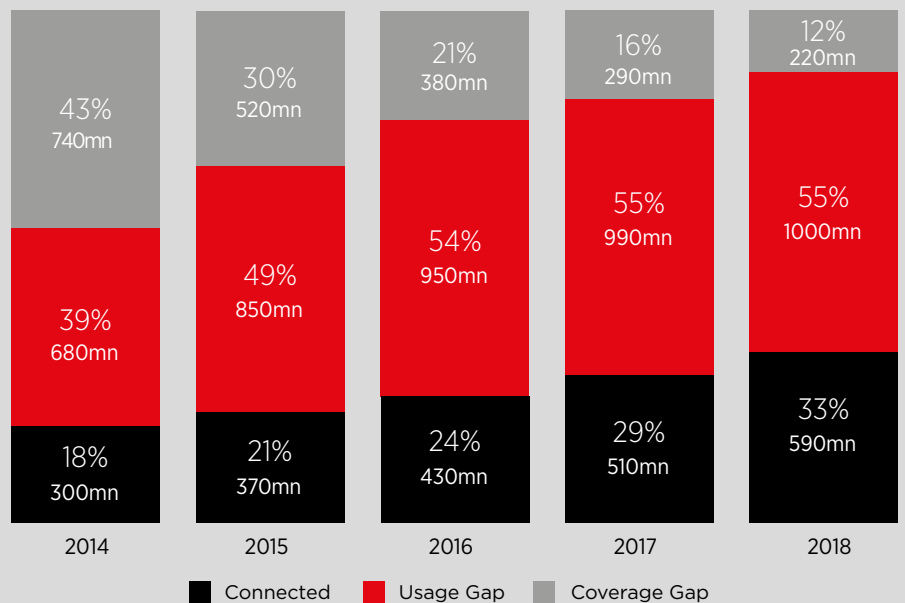
STATE OF MOBILE INTERNET CONNECTIVITY

South Asia 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 South Asia 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.

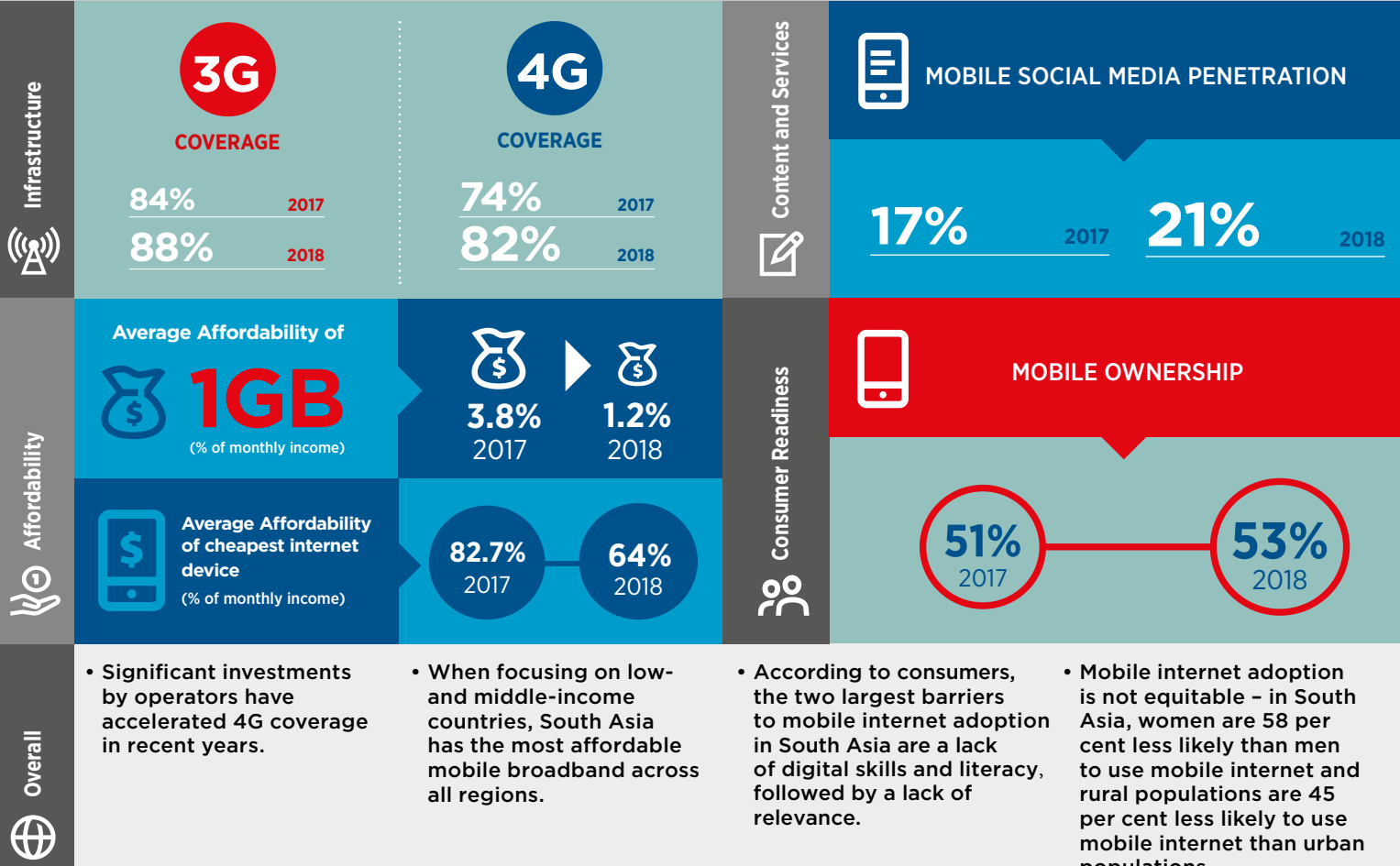
The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet and all the benefits that it can deliver. Get in touch to find out more: connectedsociety@gsma.com



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KEY STATISTICS



Top Five Countries by Index and Enabler (2018)

Mobile Connectivity Index	Infrastructure	Affordability	Consumer Readiness	Content and Services
India	Bhutan	India	Sri Lanka	India
Sri Lanka	Sri Lanka	Sri Lanka	Nepal	Bangladesh
Bhutan	India	Bhutan	Bhutan	Sri Lanka
Bangladesh	Pakistan	Bangladesh	India	Bhutan
Nepal	Bangladesh	Nepal	Bangladesh	Pakistan

Most Improved Countries (2014-2018)

