



Mobile Internet Connectivity 2020

South Asia Factsheet



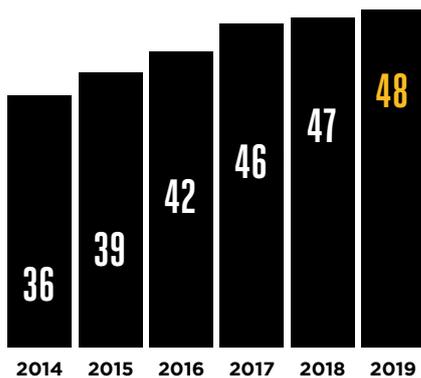
THE MOBILE CONNECTIVITY INDEX

There are now more than 3.8 billion mobile internet subscribers globally, representing 49% of the world's population. The South Asia region has experienced significant infrastructure investments in recent years, reducing the coverage gap from 31% in 2015 to 6% in 2019. However, only one third of the region's population is using mobile internet, meaning that the usage gap is ten times greater than the coverage gap.

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 170 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 deliberate and strategic efforts that are required by the mobile industry, governments and the international community to accelerate mobile internet uptake.

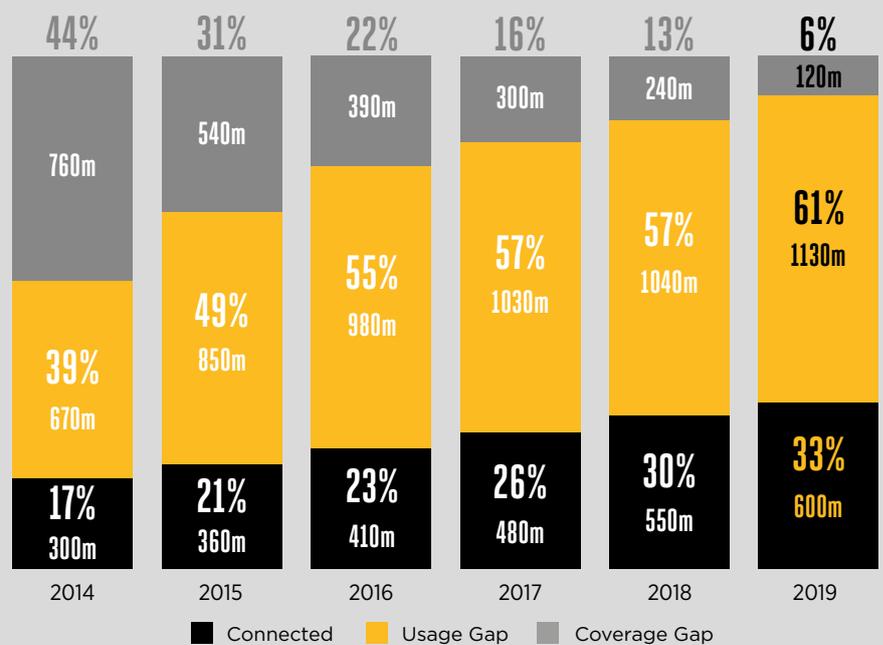
STATE OF MOBILE INTERNET CONNECTIVITY

South Asia Mobile Connectivity Index scores over time



The index is built up through 41 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 Asian population connected to mobile internet



Source: GSMA Intelligence. 'Usage gap' refers to populations that live within the footprint of a mobile broadband network but who are not using mobile internet. 'Coverage gap' refers to populations that do not live within the footprint of a mobile broadband network (3G or above).
NB: totals may not add up to 100% due to rounding.

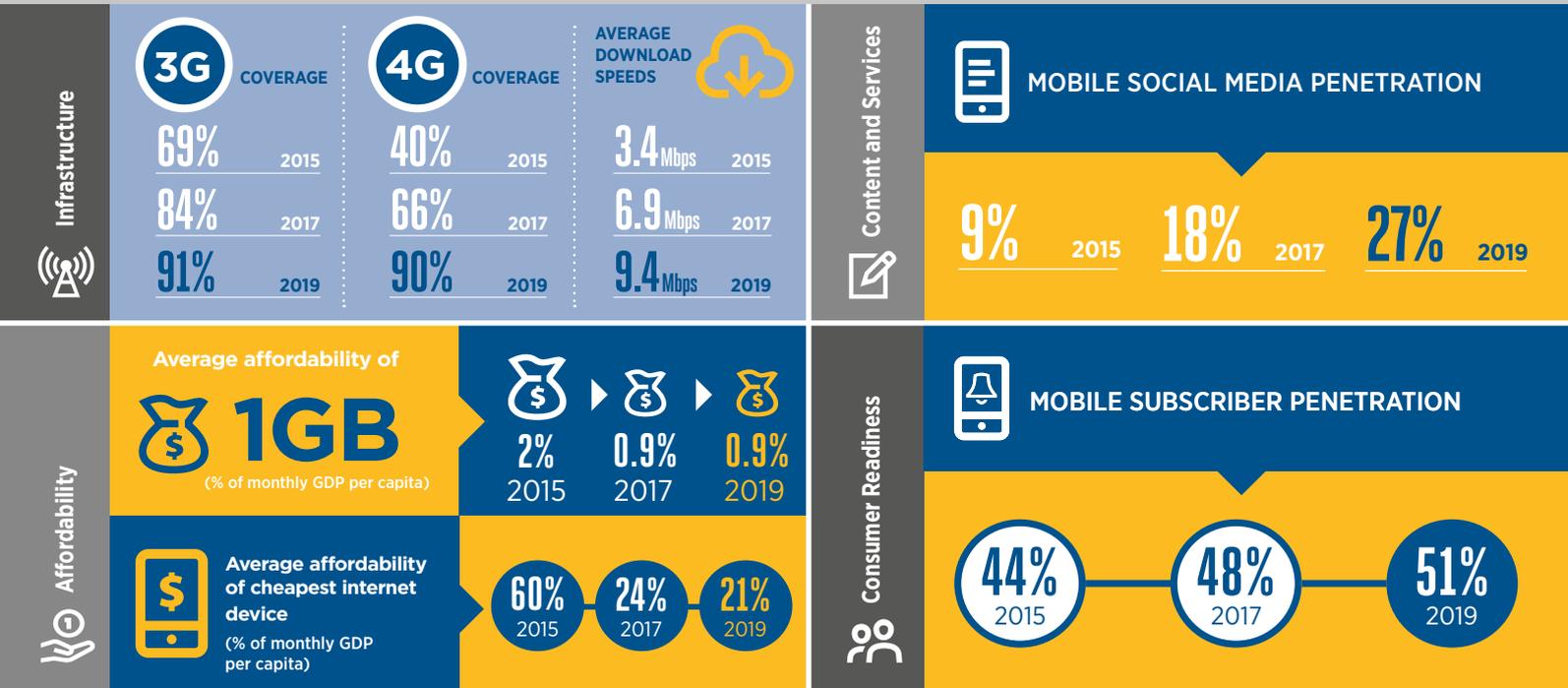
The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet and all the benefits that it can deliver. Get in touch to find out more: connectedsociety@gsma.com



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KEY STATISTICS



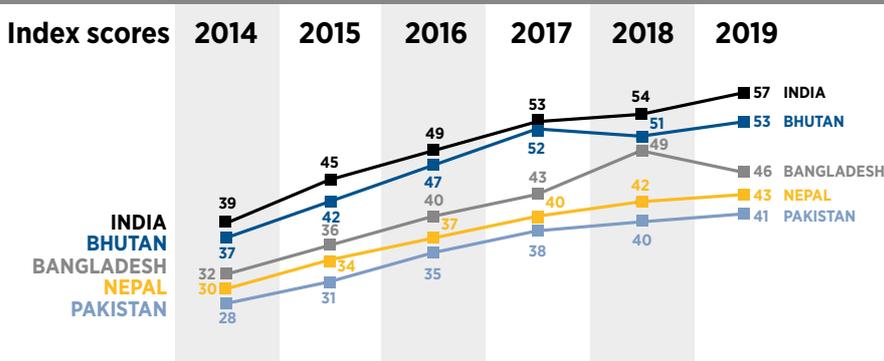
Overall

- The region accounted for half of the global reduction in the coverage gap in 2019, with India achieving almost 99% 4G coverage.
- The majority of countries have met the 2% affordability target set by the UN Broadband Commission for mobile data, while low-cost smartphones and smart-feature phones have driven the biggest increase in smartphone adoption of all regions during the past five years.
- In 2019, women were 51% less likely than men to use mobile internet, while rural populations were 30% less likely than urban populations to use mobile internet (compared to 67% and 47%, respectively, in 2017).
- The top barrier to mobile internet adoption reported by consumers who are aware of it is a lack of digital skills and literacy.

Top Five Countries by Index and Enabler (2019)

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

Most Improved Countries (2014-2019)



	2014 Mobile Internet Penetration	2019 Mobile Internet Penetration
INDIA	19%	35%
BHUTAN	21%	36%
BANGLADESH	12%	25%
NEPAL	20%	35%
PAKISTAN	13%	26%