

Mobile Internet Connectivity 2020

East Asia and Pacific Factsheet



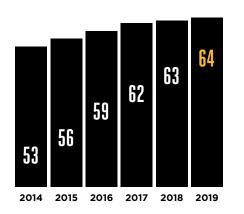
THE MOBILE CONNECTIVITY INDEX

There are now more than 3.8 billion mobile internet subscribers globally, representing 49% of the world's population. The East Asia and Pacific region, characterised by almost ubiquitous mobile broadband coverage, saw the highest increase in mobile internet connectivity in 2019, up to 60%.

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.

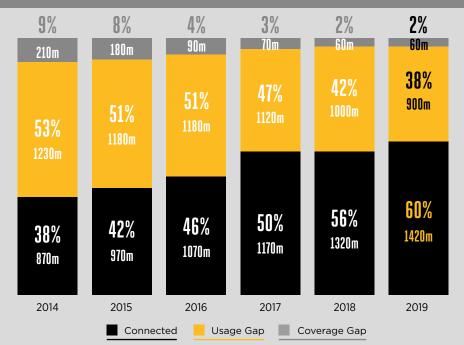
STATE OF MOBILE INTERNET CONNECTIVITY

East Asia and Pacific 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 East Asia and Pacific 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.

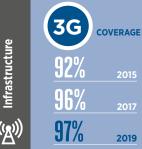
The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet and all the benefits that it can deliver. Get in touch to find out more: **connectedsociety@gsma.com**

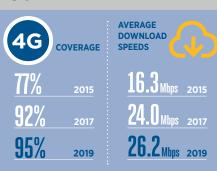


Mobile Internet Connectivity 2020

East Asia and Pacific Factsheet

KEY STATISTICS







Consumer Readiness

60









(% of monthly GDP per capita)







MOBILE SUBSCRIBER PENETRATION



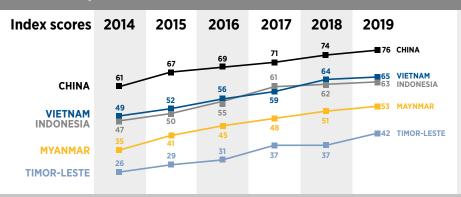


- 3G and 4G networks cover almost the entire regional population, ensuring fast and • More than 80% of mobile reliable mobile connectivity. Some of the biggest improvements in coverage are in the Pacific Islands, with mobile broadband coverage reaching 70% in 2019,
- compared to 40% in 2014.
 - connections use 4G, the highest proportion of all regions excluding North America, driving some of the world's fastest mobile download speeds.
- · For the majority of countries in the region, affordability continues to remain below the 2% threshold set by the UN **Broadband Commission.**
- The region has seen the biggest increase in mobile social media penetration, along with other content indicators, driving positive trends in terms of consumers being more aware of mobile internet and its relevance.

Top Five Countries by Index and Enabler (2019)

∜ Index	((角)) Infrastructure	© ≫ Affordability	COnsumer Readiness	Content and Services
Australia	Australia	Australia	Australia	Singapore
Singapore	Singapore	Singapore	New Zealand	Australia
New Zealand	New Zealand	Japan	Singapore	New Zealand
Hong Kong	South Korea	Hong Kong	Hong Kong	Hong Kong
Japan	Japan	New Zealand	South Korea	Japan

Most Improved Countries (2014-2019)



ı	2014 Mobile Internet Penetration		2019 Mobile Internet Penetration	
CHINA	39%		63%	
VIETNAM	34%		55%	
INDONESIA	21%		48%	
MYANMAR	10%		40%	
TIMOR-LEST	TE 12%		40%	