

GSMA

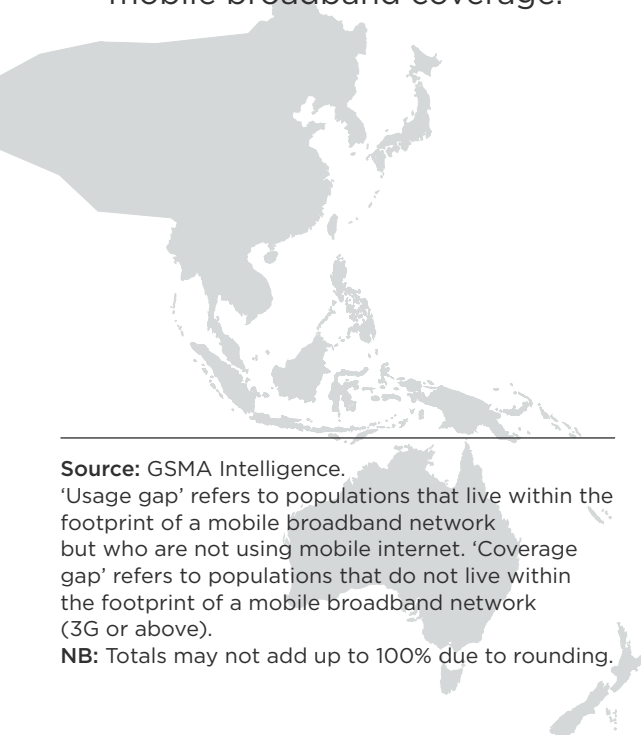
The State of Mobile Internet Connectivity 2022

East Asia & Pacific
Key Trends



Mobile internet connectivity in East Asia & Pacific

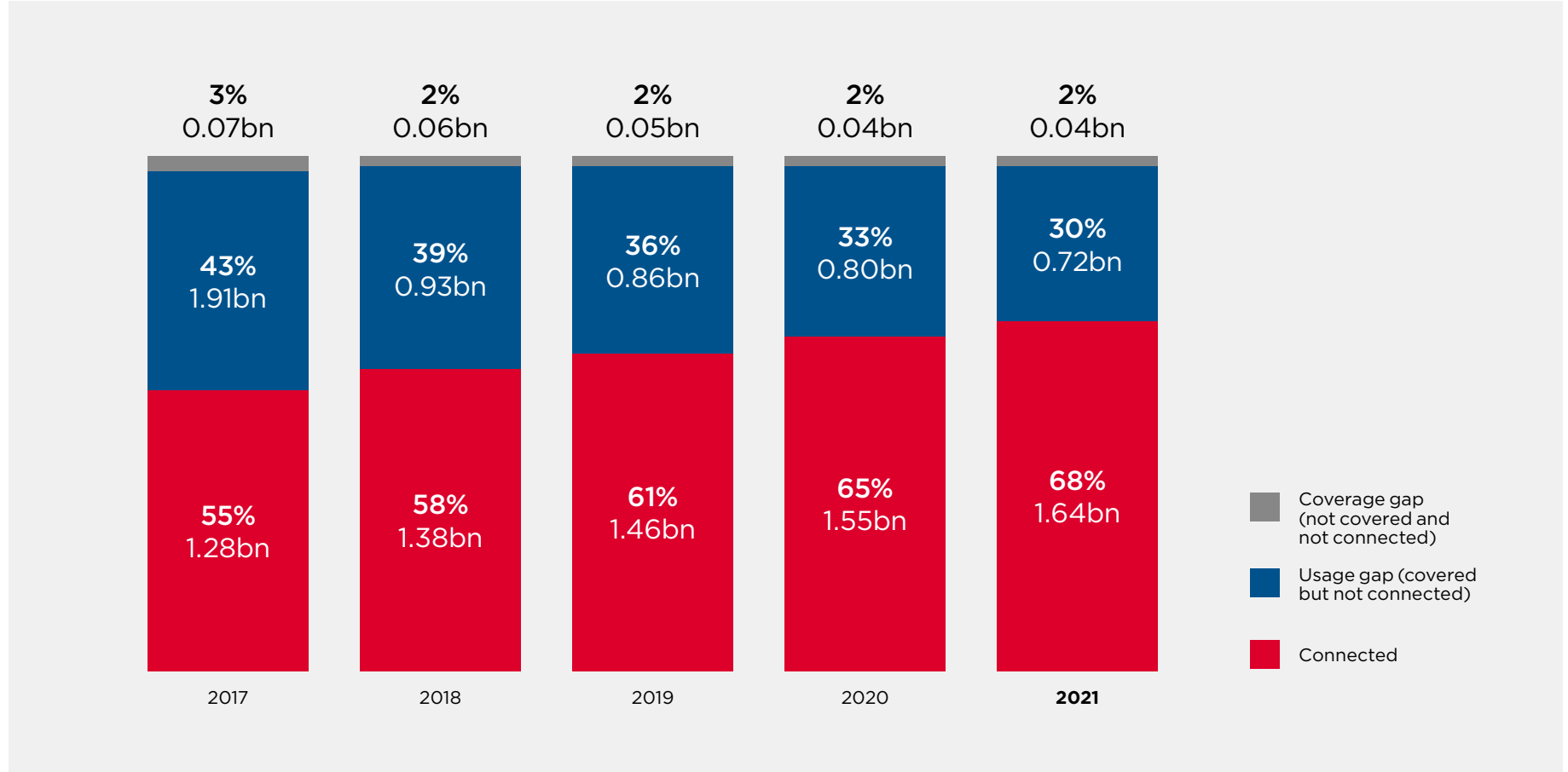
— Since 2017, the proportion of those connected has consistently increased but, 30% of the population are still not using mobile internet despite living in an area with mobile broadband coverage.



Source: GSMA Intelligence.

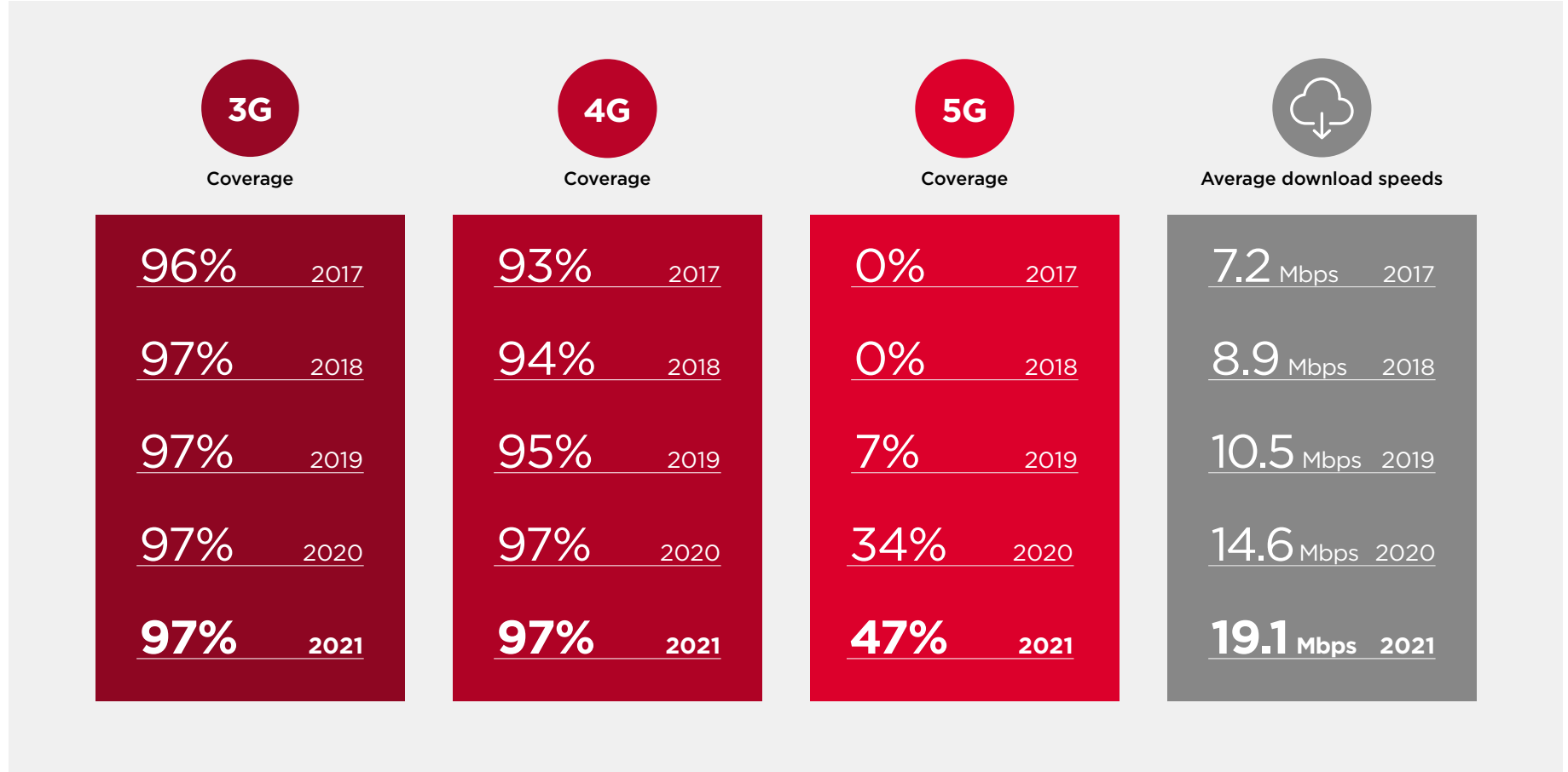
'Usage gap' refers to populations that live within the footprint of a mobile broadband network but who are not using mobile internet. 'Coverage gap' refers to populations that do not live within the footprint of a mobile broadband network (3G or above).

NB: Totals may not add up to 100% due to rounding.



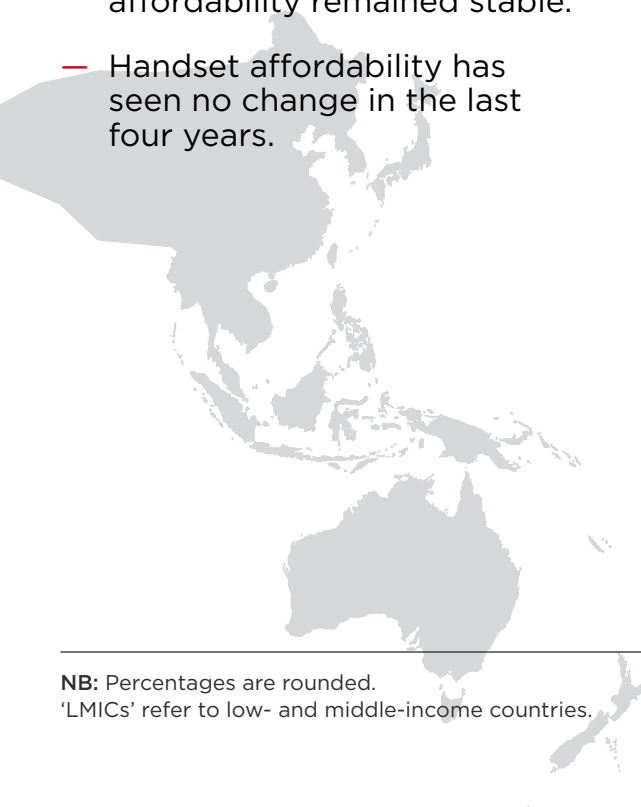
Coverage and download speeds in East Asia & Pacific

- Nearly half the population are covered by a 5G network.
- Average download speeds have more than doubled in the past five years.



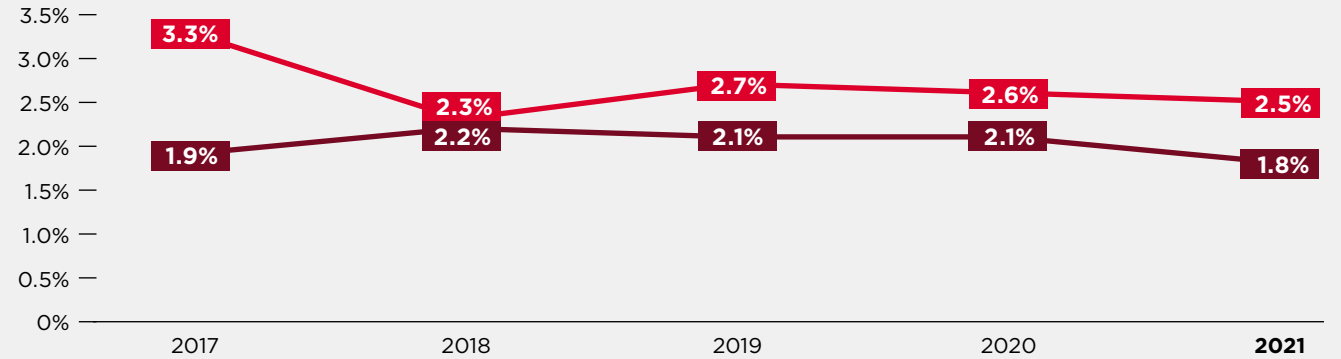
Affordability of data plans and cheapest internet-enabled handsets across LMICs in East Asia & Pacific

- 1GB costs less than 2% of monthly income and 5GB affordability remained stable.
- Handset affordability has seen no change in the last four years.

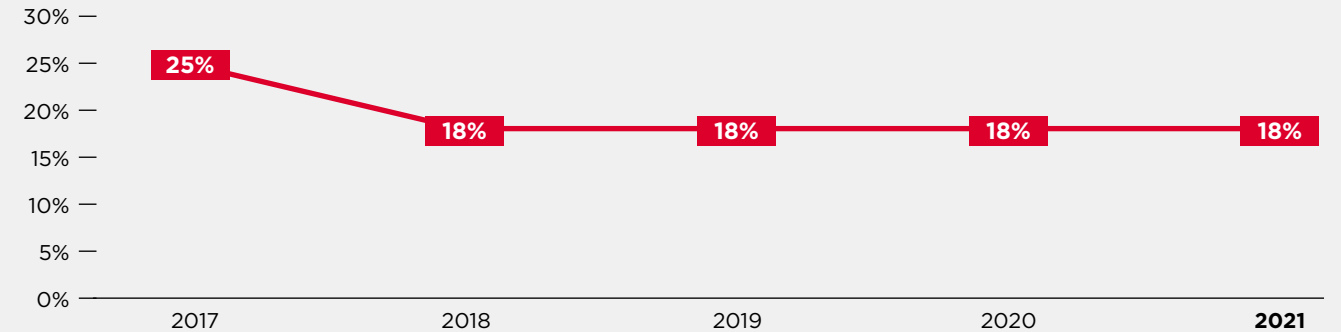


Cost of 1GB and 5GB of data as % of monthly GDP per capita

— 1GB
— 5GB



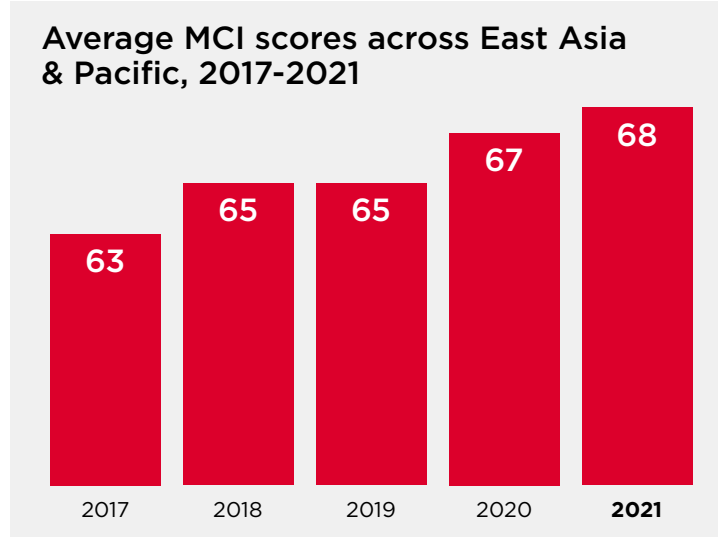
Cost of cheapest internet-enabled handset as % of monthly GDP per capita



NB: Percentages are rounded.
‘LMICs’ refer to low- and middle-income countries.

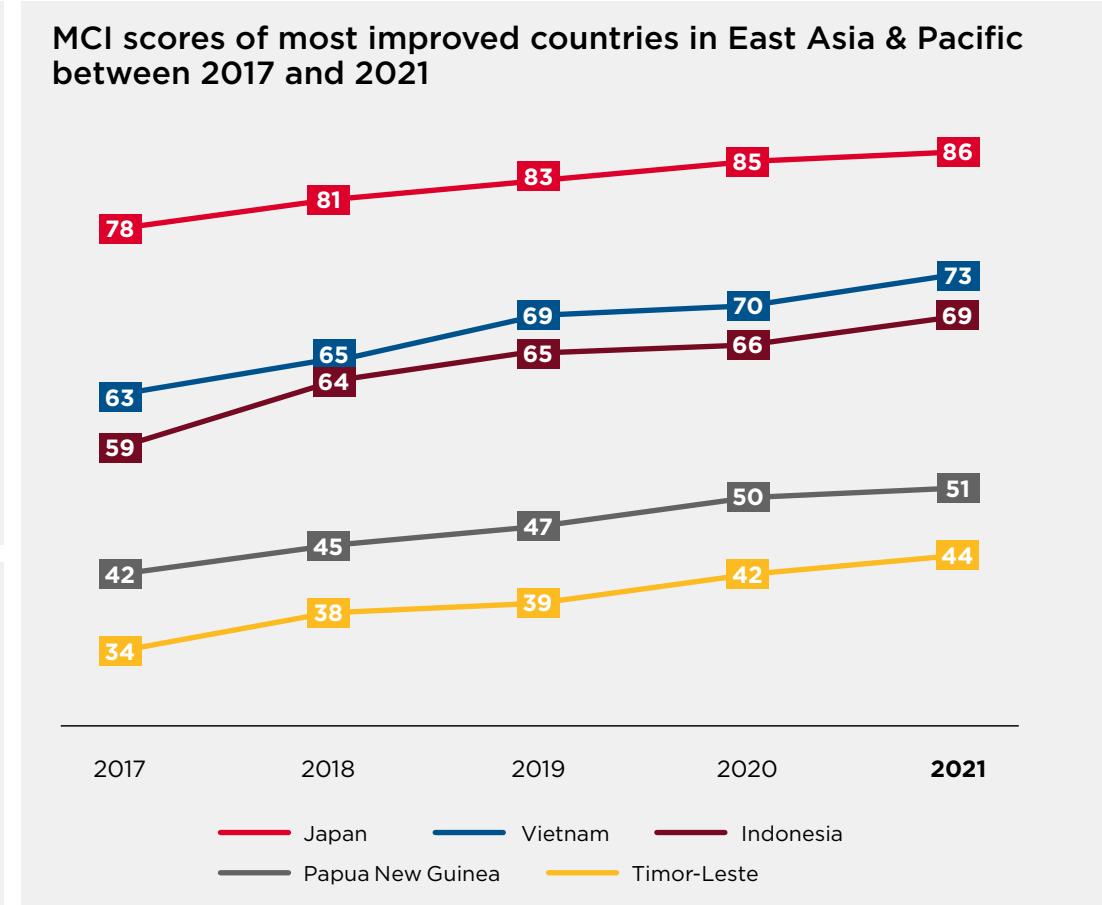
Mobile Connectivity Index scores in East Asia & Pacific

The **Mobile Connectivity Index (MCI)** measures the performance of 170 countries against the four key enablers of mobile internet adoption: infrastructure; affordability; consumer readiness; and content and services. The index is built up through 41 indicators feeding into 14 dimensions that are aggregated to give a score for four enablers. Scores fall within a range of 0-100.



Countries at the top of the MCI in East Asia & Pacific in 2021

| | |
|---|-------------|
| 1 | Australia |
| 2 | Singapore |
| 3 | New Zealand |
| 4 | Hong Kong |
| 5 | Japan |



<https://www.mobileconnectivityindex.com/>

GSMA

The GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions and Outreach. This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events.

We invite you to find out more at [gsma.com](https://www.gsma.com)
Follow the GSMA on Twitter: [@GSMA](https://twitter.com/GSMA)

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GSMA Connected Society

The Connected Society programme works with the mobile industry, technology companies, the development community and governments to increase access to and adoption of mobile internet, focusing on underserved population groups in developing markets.

For more information, please visit
www.gsma.com/connectedsociety

To get in touch with the Connected Society team, please email connectedsociety@gsma.com

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GSMA Intelligence

GSMA Intelligence is the definitive source of global mobile operator data, analysis and forecasts, and publisher of authoritative industry reports and research. Our data covers every operator group, network and MVNO in every country worldwide — from Afghanistan to Zimbabwe. It is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points, updated daily.

GSMA Intelligence is relied on by leading operators, vendors, regulators, financial institutions and third-party industry players, to support strategic decision-making and long-term investment planning. The data is used as an industry reference point and is frequently cited by the media and by the industry itself. Our team of analysts and experts produce regular thought-leading research reports across a range of industry topics.

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