

GSMA

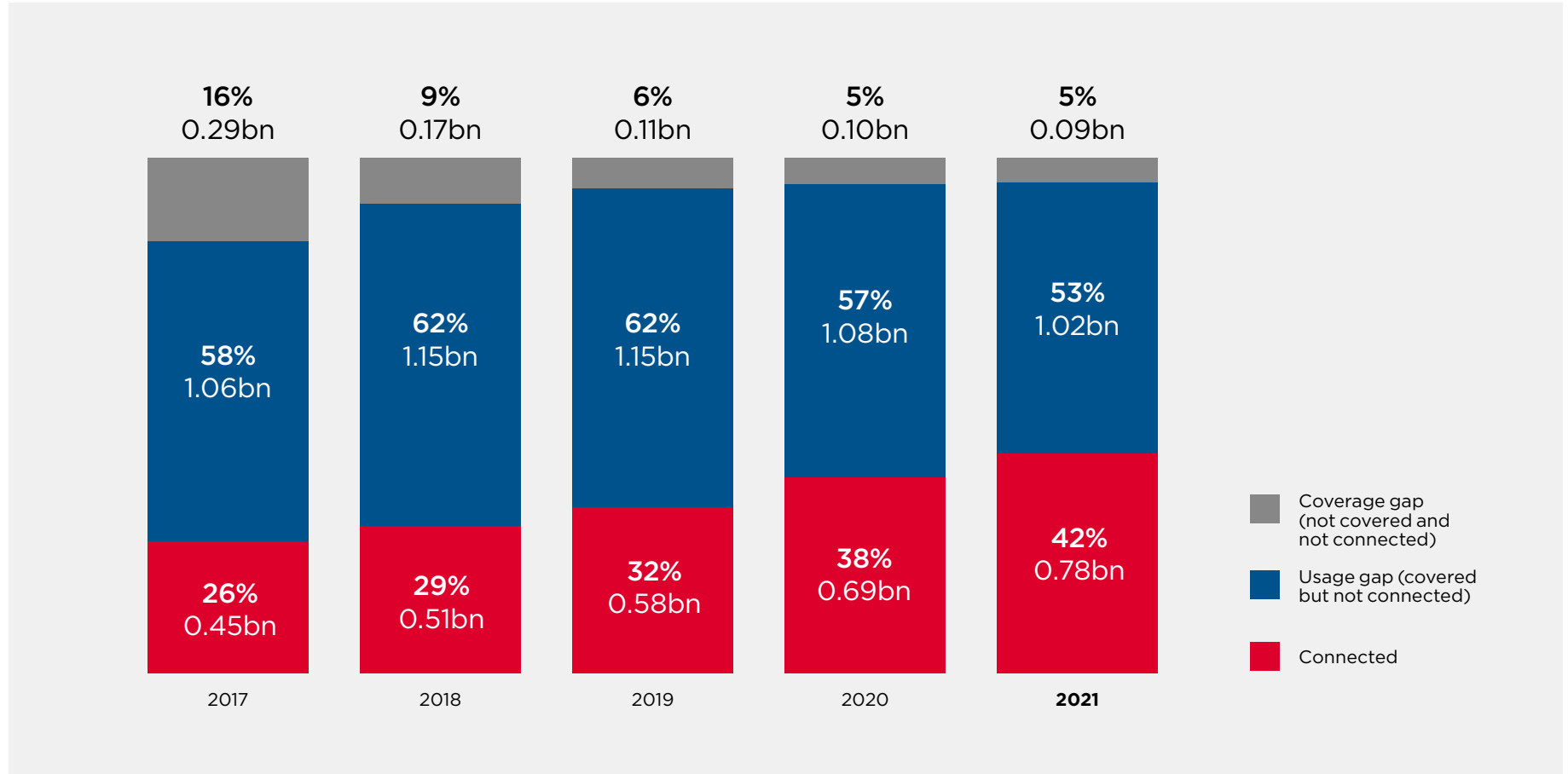
State of Mobile Internet Connectivity 2022

South Asia Key Trends



Mobile internet connectivity in South Asia

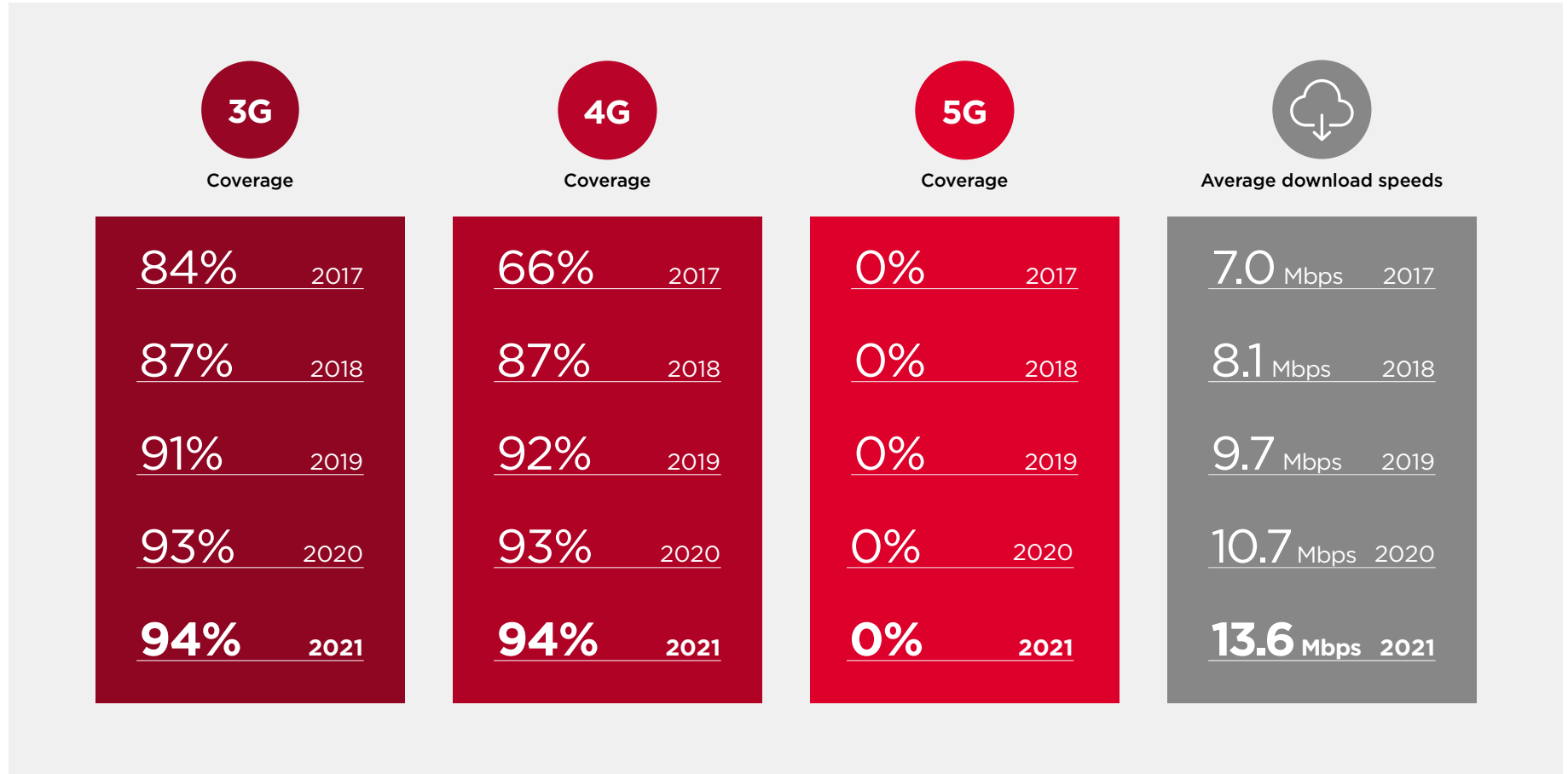
- There are just over 1 billion people covered by a mobile broadband network but not using it. The usage gap is 10 times larger than the coverage gap.
- The usage gap has narrowed for the second year in a row. With coverage deployment broadly stalled, increased mobile internet adoption has come from people living in areas already covered by a mobile broadband network but not using it.
- In 2021, the rural-urban and gender gaps widened, meaning that more people in urban areas started using mobile internet than in rural areas and more men than women.



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.

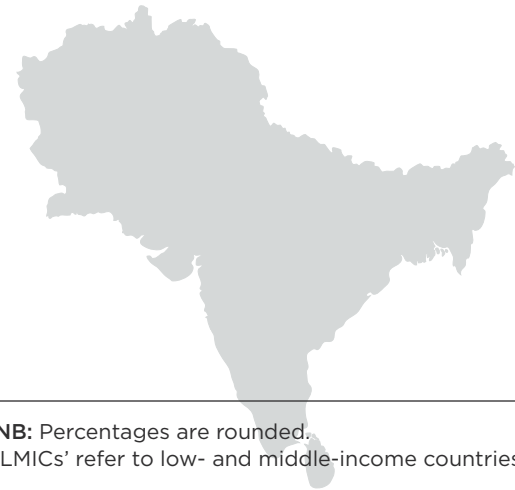
Coverage and download speeds in South Asia

- 3G and 4G networks cover the majority of the population.
- South Asia is the last region to begin 5G deployment.
- Average download speeds continue to improve.

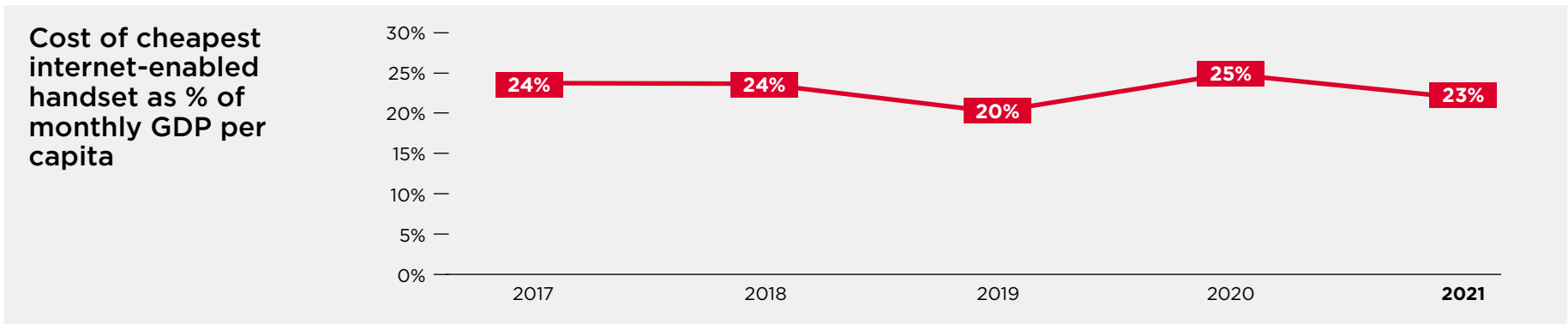
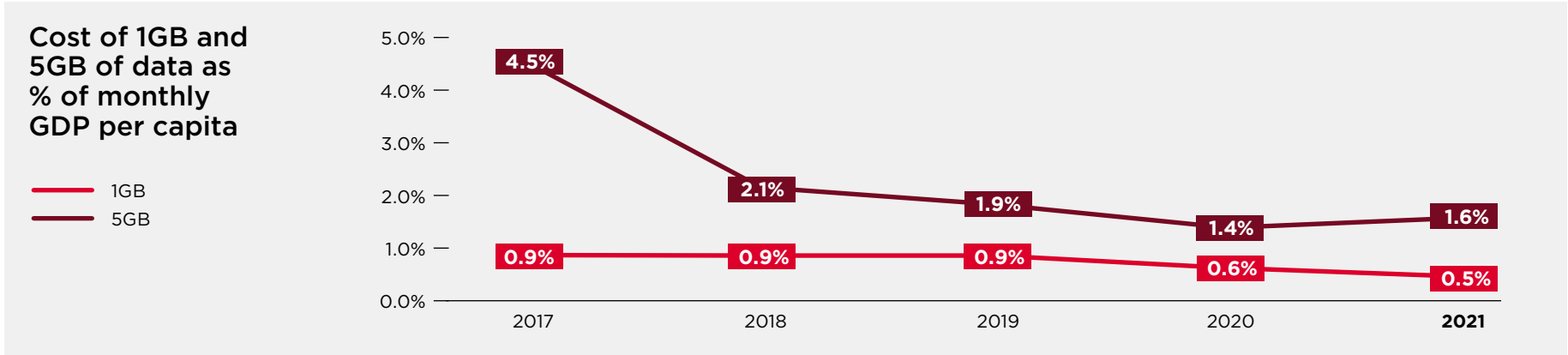


Affordability of data plans and cheapest internet-enabled handsets across LMICs in South Asia

- South Asia has the most affordable data plans.
- The affordability of handsets has yet to return to pre-pandemic levels.



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

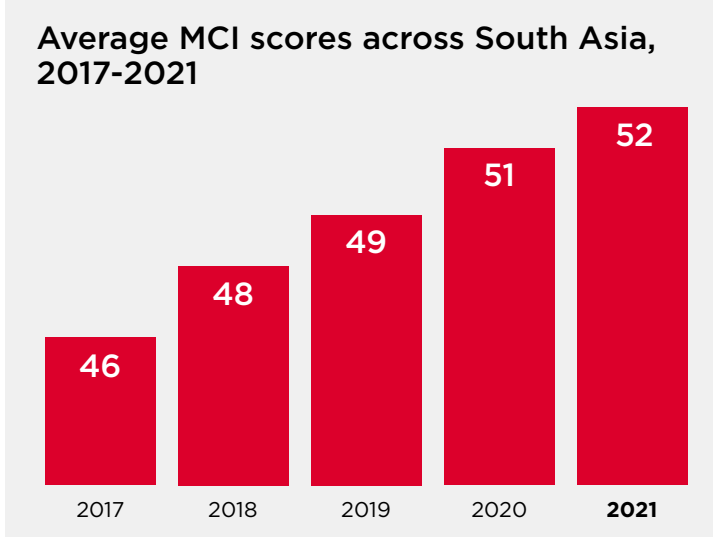


Mobile Connectivity Index scores in South Asia

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.

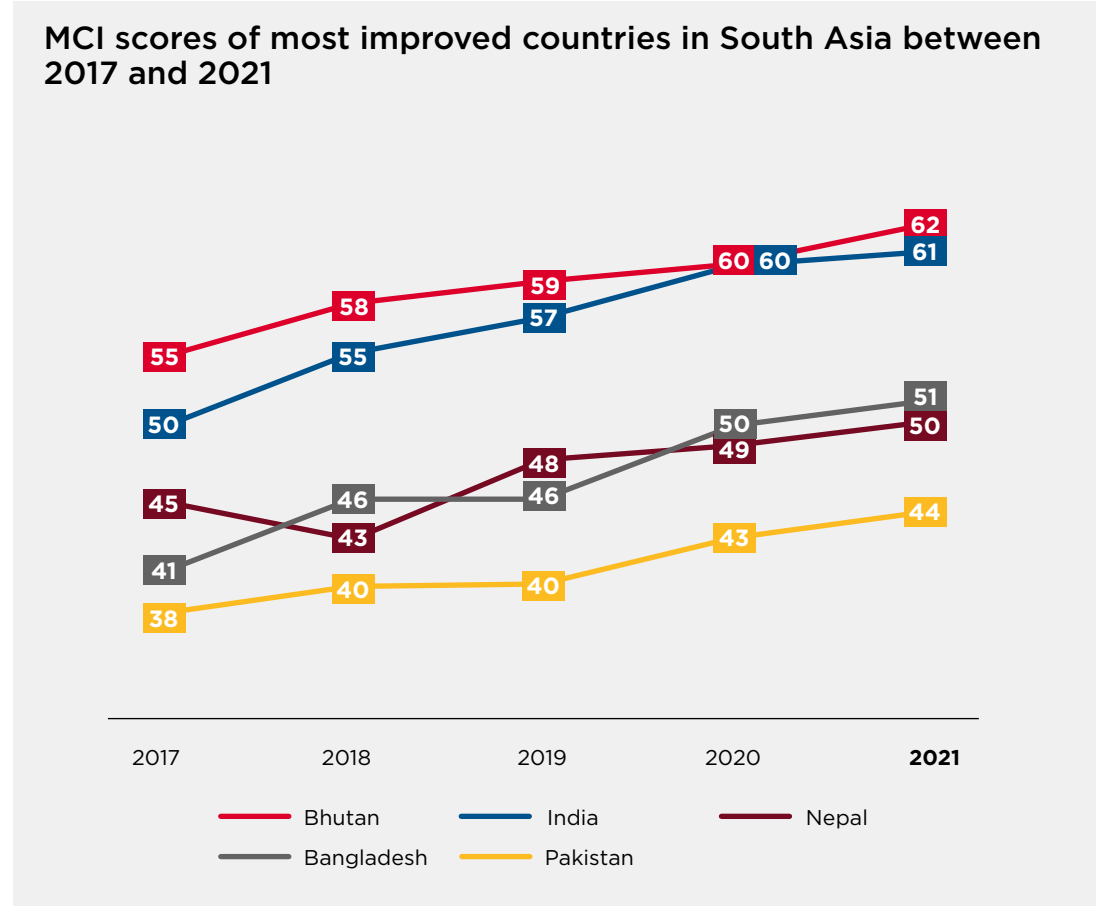


<https://www.mobileconnectivityindex.com/>



Countries at the top of the MCI in South Asia in 2021

1	Bhutan
2	India
3	Sri Lanka
4	Maldives
5	Bangladesh



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.

www.gsmainelligence.com
info@gsmainelligence.com

GSMA Head Office

1 Angel Lane
London
EC4R 3AB
United Kingdom
Tel: +44 (0)20 7356 0600
Fax: +44 (0)20 7356 0601