

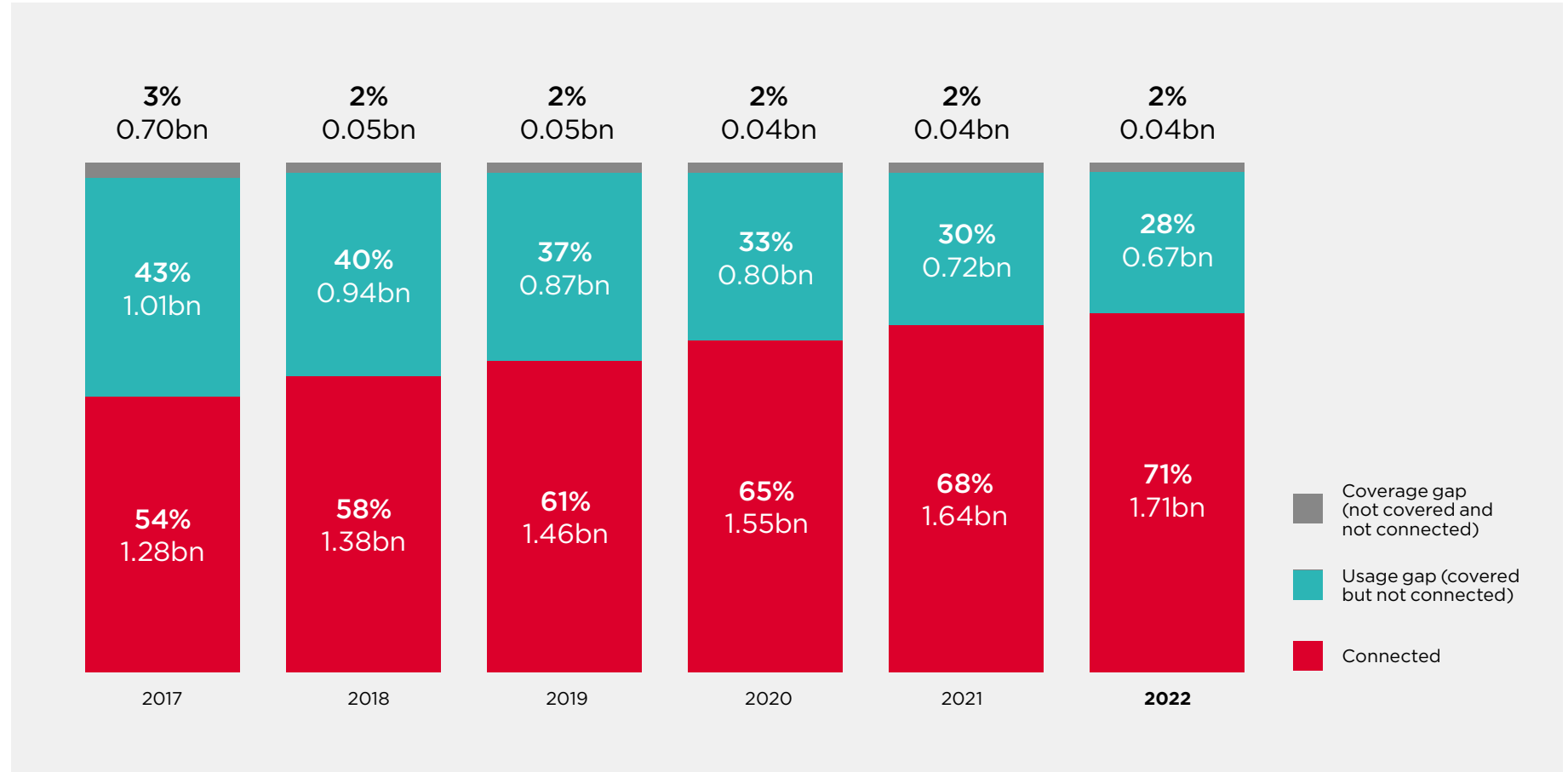


The State of Mobile Internet Connectivity 2023

East Asia & Pacific key trends

Mobile internet connectivity in East Asia & Pacific

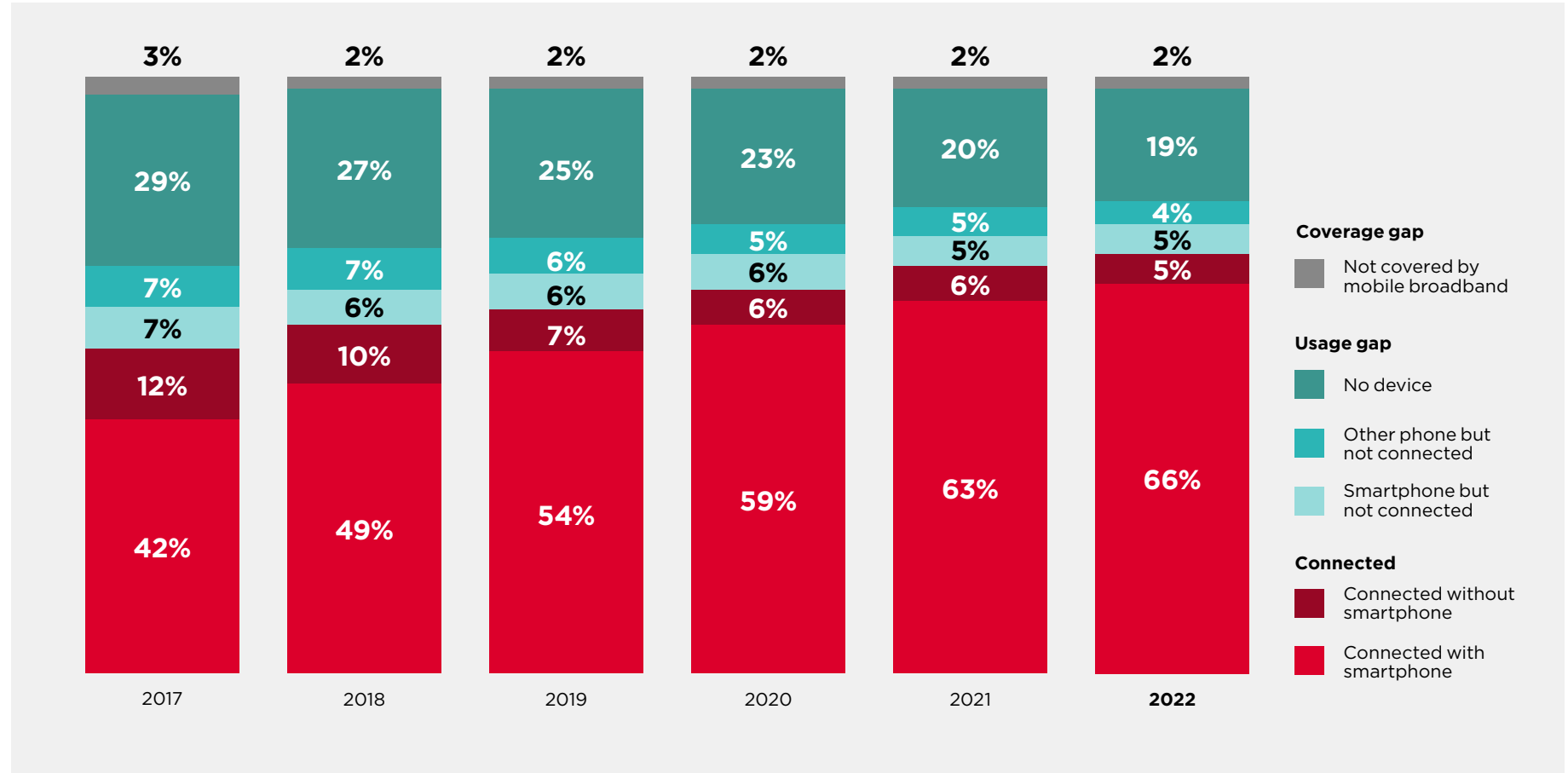
- East Asia & Pacific has the highest mobile internet adoption rate after North America, Europe and Central Asia, with 71% of the region's population using it.
- 28% of the population is still not using mobile internet despite living in an area with mobile broadband coverage and 2% of the population are not covered by a mobile broadband network.



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.

Mobile internet connectivity breakdown in East Asia & Pacific

- The proportion of the population connected to mobile internet with a smartphone has increased to 66% at the end of 2022.
- The population living within a mobile broadband network but who do not own a device has reduced to 19% in 2022.

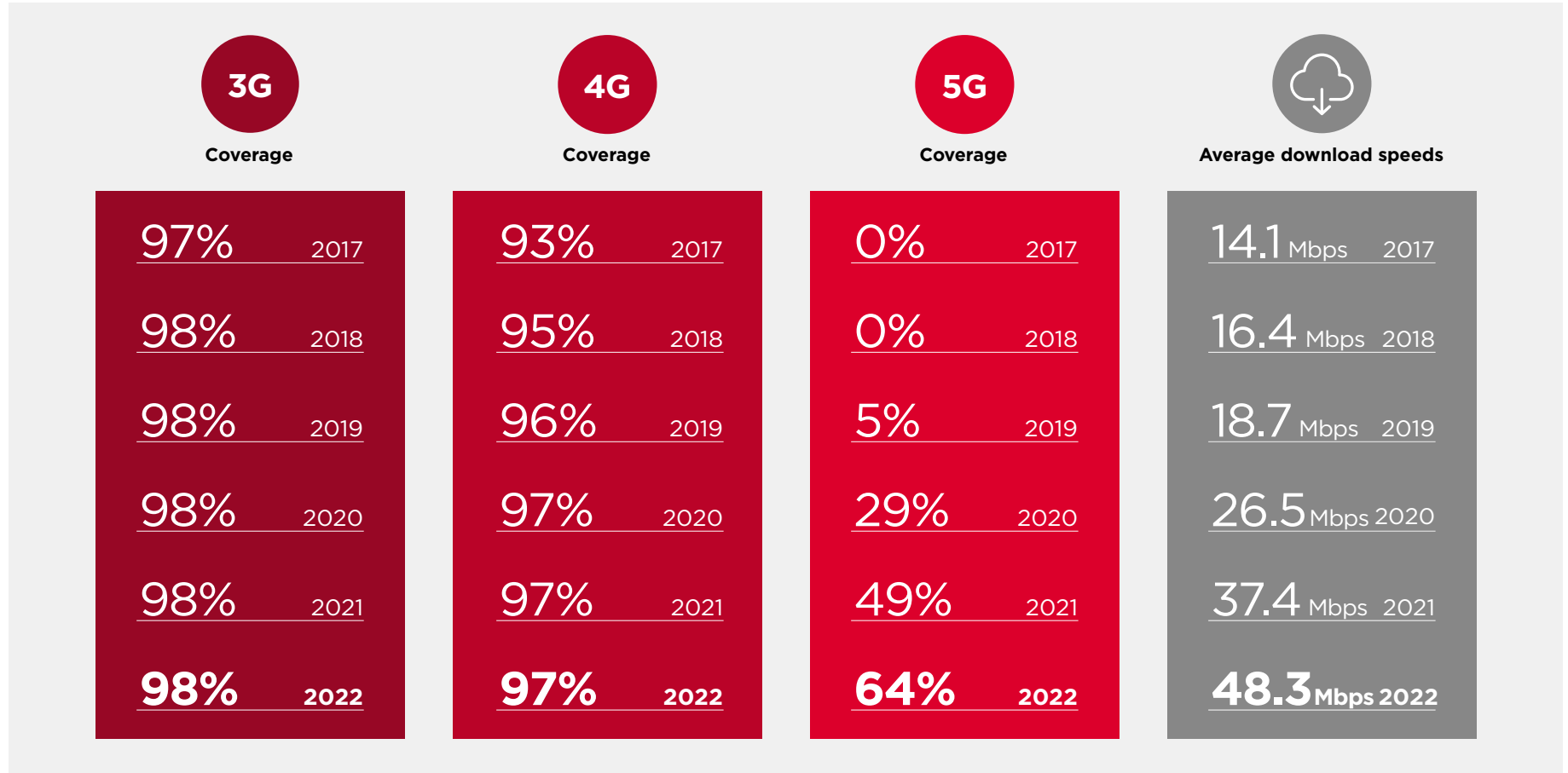


Source: GSMA Intelligence. 'Usage gap' refers to populations that live within the footprint of a mobile broadband network but who are not using mobile internet. 'Coverage gap' refers to populations that do not live within the footprint of a mobile broadband network (3G or above). NB: totals may not add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

Coverage and download speeds in East Asia & Pacific

→ East Asia & Pacific (together with North America) has the most widespread 5G coverage, with 64% of the population covered by a 5G network.

→ Average download speeds have tripled in the past five years, from 14.1Mbps in 2017 to 48.3Mbps in 2022.



Affordability of data plans and cheapest internet-enabled handsets across low- and middle-income countries in East Asia & Pacific

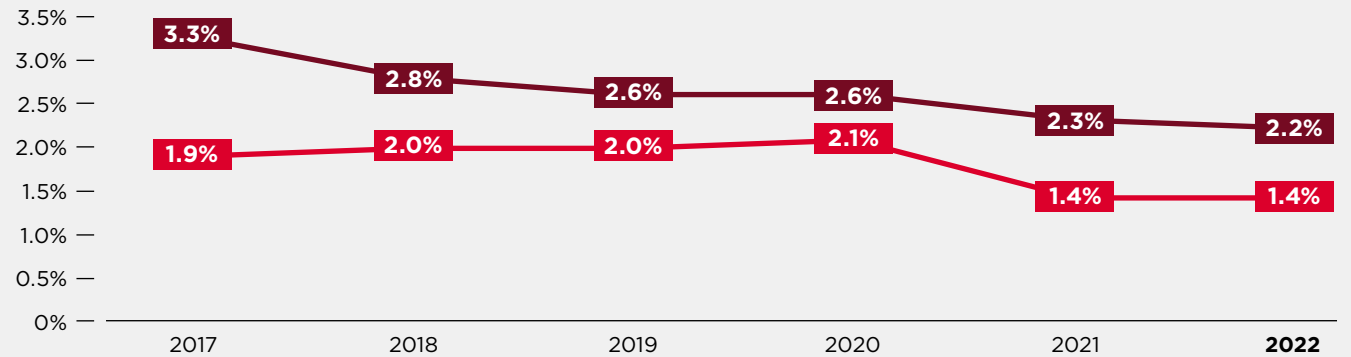
→ The affordability of 1GB and 5GB of data remained flat from 2021 to 2022.

→ In 11 out of 21 countries, the affordability of 1GB remains below the UN Broadband Commission affordability target of less than 2% of monthly income.

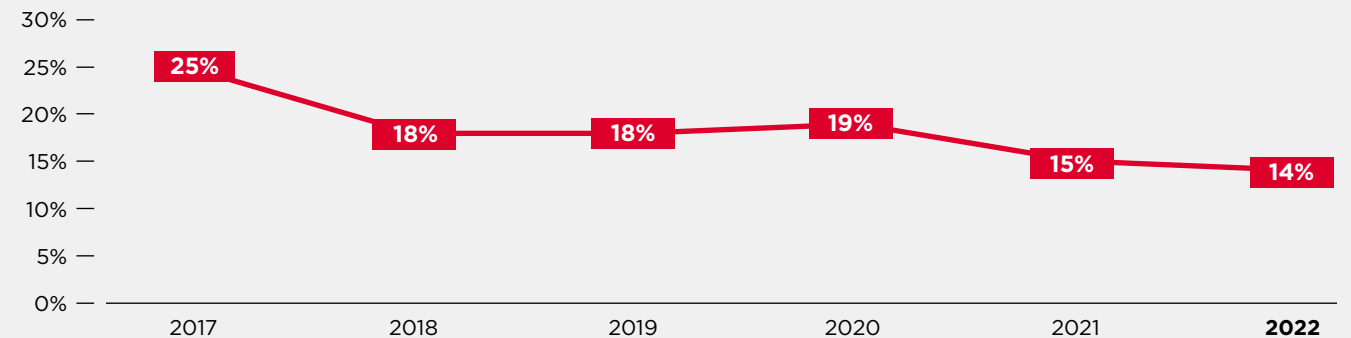
→ The affordability of the cheapest entry-level internet-enabled handset has slightly improved since 2020, decreasing from 19% of monthly income to 14%.

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

— 1GB
— 5GB



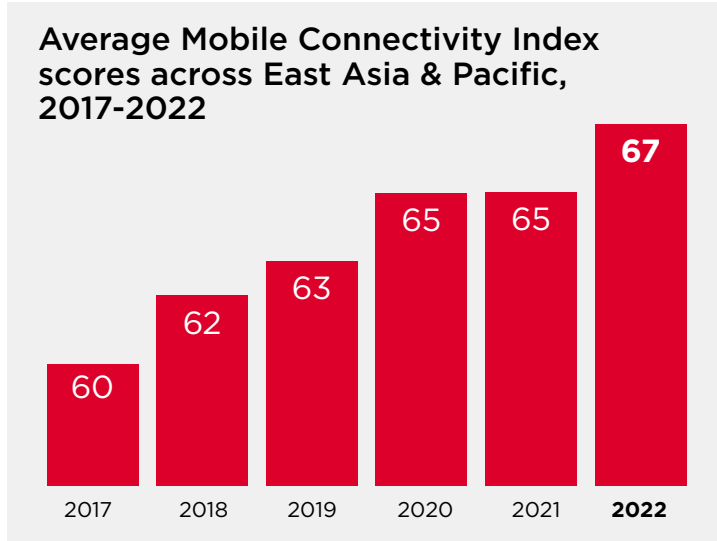
Cost of cheapest internet-enabled handset as % of monthly GDP per capita



NB: Percentages are rounded

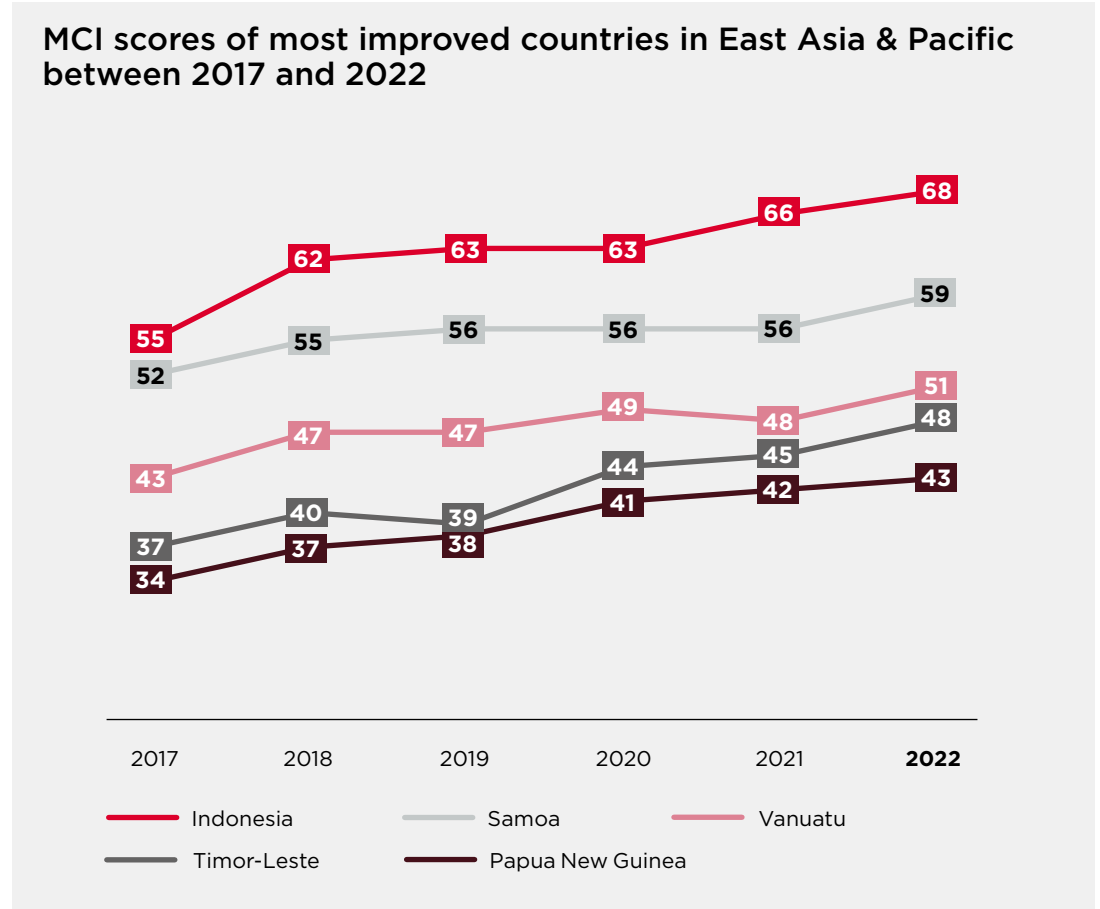
East Asia & Pacific Mobile Connectivity Index scores

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 32 indicators feeding into 11 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 2022

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



<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/X: [@GSMA](https://twitter.com/GSMA)

This material has been funded by UK Aid from the UK Government; however, the views expressed do not necessarily reflect the UK Government's official policies.



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

This document has been financed by the Swedish International Development Cooperation Agency, Sida. Sida does not necessarily share the views expressed in this material. Responsibility for its contents rests entirely with the author.



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