

The Mobile Economy



Unique mobile subscribers

2024

5.8bn

71% penetration rate*

2030

6.5bn

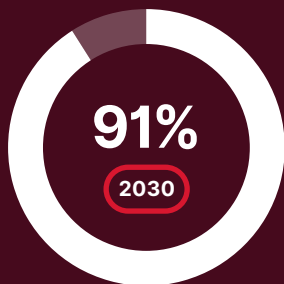
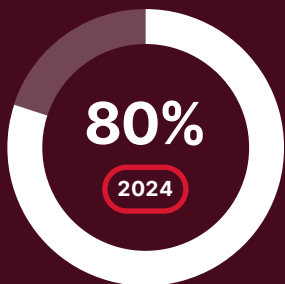
76% penetration rate*

*Percentage of population



Smartphones

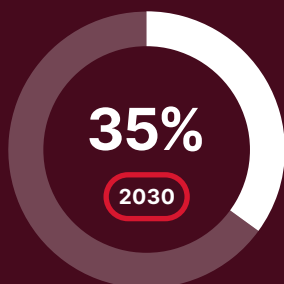
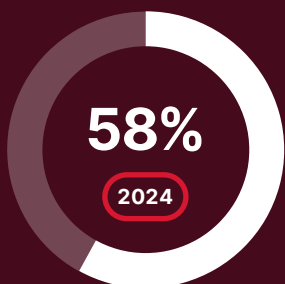
(percentage of connections)



Excluding licensed cellular IoT



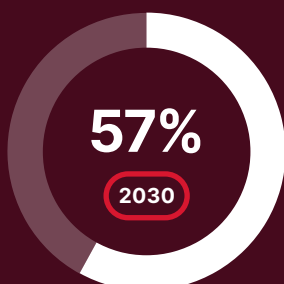
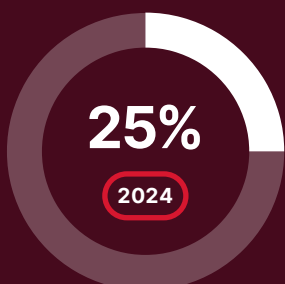
4G (percentage of connections)



Excluding licensed cellular IoT



5G (percentage of connections)



Excluding licensed cellular IoT



Mobile internet subscribers

2024

4.7bn

58% penetration rate*

2030

5.5bn

64% penetration rate*

*Percentage of population



Operator revenues and investment

2024

\$1.08tn

2030

\$1.25tn

Operator capex of **\$1.3 trillion** for the period 2024–2030



Mobile's contribution to GDP

2024

\$6.5tn

5.8% of GDP

2030

\$11tn

8.4% of GDP



Public funding

\$600bn

Mobile ecosystem contribution to public funding (before regulatory and spectrum fees)



Employment

24m jobs directly supported by the mobile ecosystem

16m jobs indirectly supported