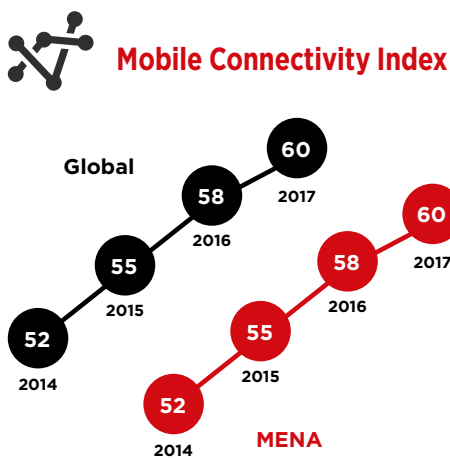# The Mobile Connectivity Index 2018
MENA Scores

The Mobile Connectivity Index

There are now 3.3 billion mobile internet subscribers globally - but adoption has not been equitable. The GSMA Mobile Connectivity Index supports the mobile industry's commitment to connect everyone and everything to a better future by measuring the performance of 163 countries - representing 99% of the global population - against the four key enablers of mobile internet adoption. The data this index 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.
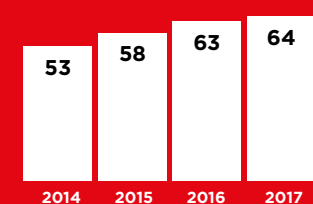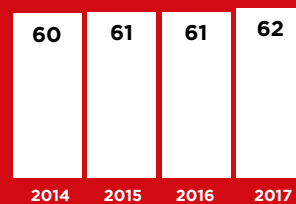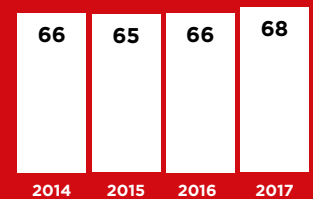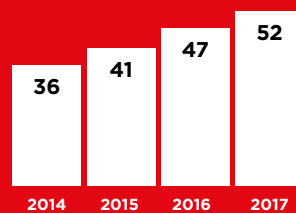
The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet and all the benefits that it can deliver. Get in touch to find out more: **connectedsociety@gsma.com**

Mobile Connectivity and Enabler Index Scores for MENA

Mobile Connectivity Index

Global

Year	Global
2014	52
2015	55
2016	58
2017	60

MENA

Year	MENA
2014	52
2015	55
2016	58
2017	60

The index is built up through 35 indicators feeding into 12 dimensions that are aggregated to give a score for each of the four enablers. Scores fall within a range of 0-100.

THE FOUR ENABLERS

Infrastructure

2014	2015	2016	2017
36	41	47	52

Affordability

2014	2015	2016	2017
66	65	66	68

Consumer Readiness

2014	2015	2016	2017
60	61	61	62

Content and Services

2014	2015	2016	2017
53	58	63	64

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

How does your country score?
Visit: **www.mobileconnectivityindex.com**

Mobile Connectivity Index Scores vs. Mobile Internet Penetration for MENA (2017)

Scatter plot — Index Score (x-axis, 30–80) vs. Mobile Internet Penetration (%) (y-axis, 0–80). Plotted countries: QAT, ISR, SAU, ARE, DZA, KWT, BHR, TUN, OMN, IRN, LBN, TUR, MAR, LBY, JOR, EGY, IRQ, MRT, SDN, YEM.
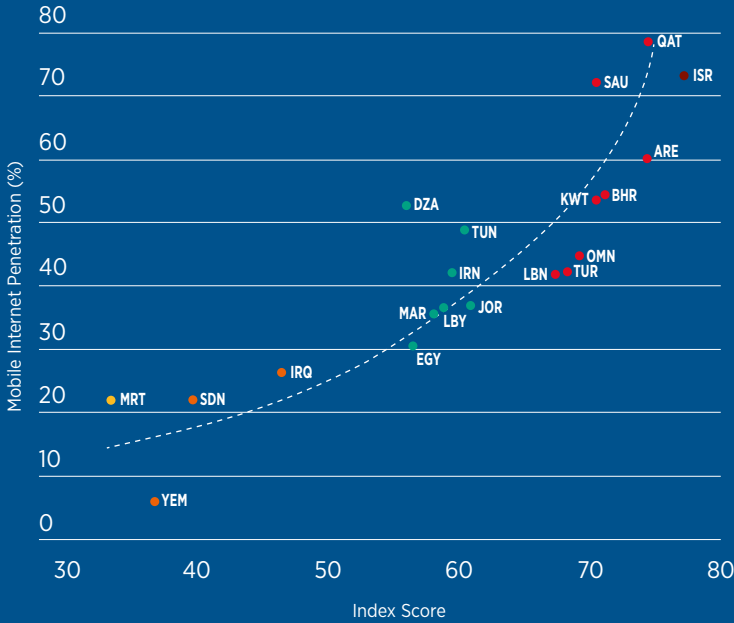
There is a strong positive correlation between the mobile connectivity index score and mobile internet adoption. The index is therefore an effective tool to help identify priorities to drive mobile internet adoption and usage.

There are no shortcuts to creating a strong enabling environment for mobile internet adoption. Countries need high performance across all four enablers.

Performance has improved with 12 countries moving up a cluster since 2014.

Leaders: Index Score>75
Score well on all enablers and have very high adoption rates

Advanced: Index Score>65
Score well on three enablers and usually have high adoption rates

Transitioners: Index Score>50
Score well on at least two enablers and have average adoption rates

Emerging: Index Score>35
Score fairly well in one or two enablers and have low adoption rates

Discoverers: Index Score<35
Need to improve all four enablers and have very low adoption rates

MENA Top Five Countries by Index and Enabler (2017)

Mobile Connectivity Index	Infrastructure	Affordability	Consumer Readiness	Content and services
Israel	Turkey	Qatar	Israel	Israel
Qatar	Qatar	Saudi Arabia	Bahrain	UAE
UAE	UAE	Iran	Turkey	Turkey
Bahrain	Oman	UAE	Saudi Arabia	Bahrain
Saudi Arabia	Kuwait	Kuwait	Oman	Lebanon

MENA Countries with the most improved Index score

MOBILE CONNECTIVITY INDEX SCORE

	IRAN	TURKEY	LIBYA	JORDAN	MOROCCO
2014	41	54	47	50	48
2017	59	68	59	61	58

MOBILE INTERNET PENETRATION

IRAN	TURKEY	LIBYA	JORDAN	MOROCCO
32% ▶ 42%	37% ▶ 42%	26% ▶ 37%	32% ▶ 37%	25% ▶ 36%