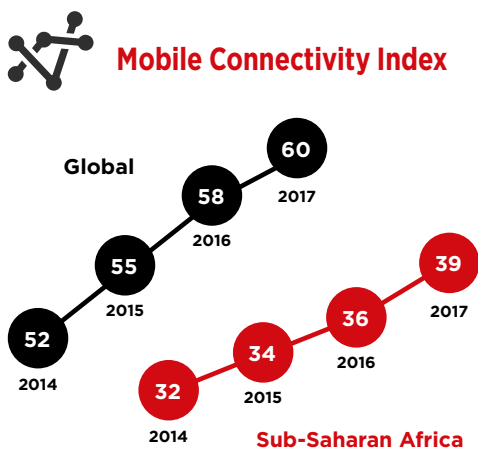# The Mobile Connectivity Index 2018

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.
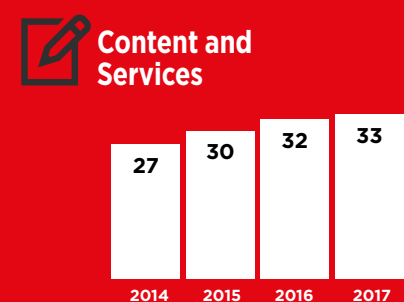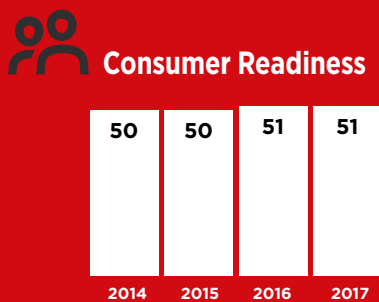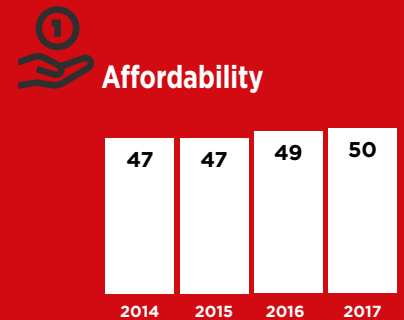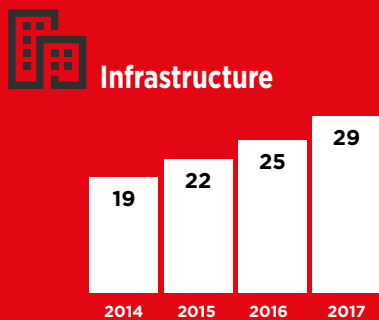
The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet and all the benefits that it can deliver. Get in touch to find out more: **connectedsociety@gsma.com**

Mobile Connectivity and Enabler Index Scores for Sub-Saharan Africa

Mobile Connectivity Index

Global

Year	Score
2014	52
2015	55
2016	58
2017	60

Sub-Saharan Africa

Year	Score
2014	32
2015	34
2016	36
2017	39

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
19	22	25	29

Affordability

2014	2015	2016	2017
47	47	49	50

Consumer Readiness

2014	2015	2016	2017
50	50	51	51

Content and Services

2014	2015	2016	2017
27	30	32	33

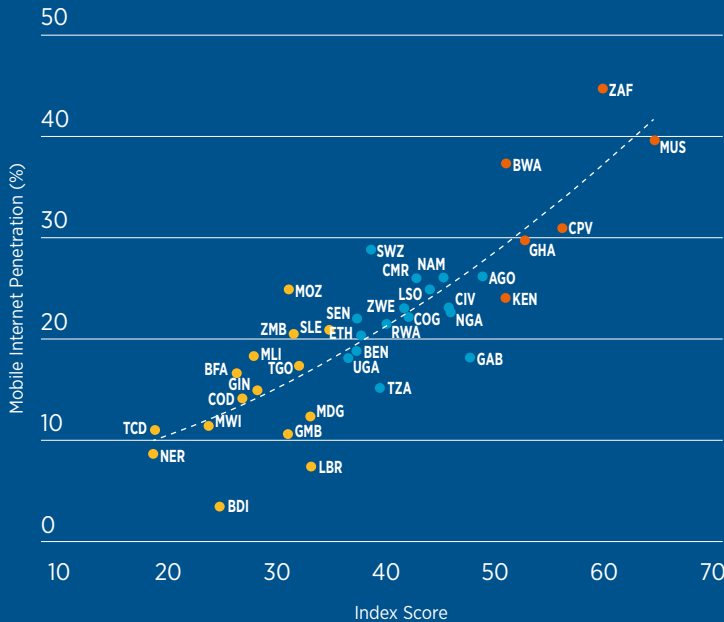9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

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

The Mobile Connectivity Index 2018

GSMA

Mobile Connectivity Index Scores vs. Mobile Internet Penetration for Sub-Saharan Africa (2017)

Mobile Internet Penetration (%)

Index Score

ZAF, MUS, BWA, CPV, GHA, SWZ, CMR, NAM, AGO, MOZ, LSO, CIV, KEN, ZWE, SEN, COG, NGA, ZMB, SLE, ETH, RWA, GAB, BEN, MLI, TGO, UGA, BFA, GIN, COD, TZA, MWI, MDG, TCD, GMB, NER, LBR, BDI

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 14 countries moving up a cluster since 2014. But no countries in Sub-Saharan Africa are in the Leader or Advanced clusters.

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

Sub-Saharan Africa Top Five Countries by Index and Enabler (2017)

Mobile Connectivity Index	Infrastructure	Affordability	Consumer Readiness	Content and services
Mauritius	South Africa	Mauritius	South Africa	Cabo Verde
South Africa	Lesotho	Cote d'Ivoire	Mauritius	Mauritius
Cabo Verde	Mauritius	Angola	Botswana	South Africa
Ghana	Rwanda	Nigeria	Namibia	Ghana
Botswana	Ghana	Kenya	Gabon	Gabon

Sub-Saharan African Countries with the most improved Index score

MOBILE CONNECTIVITY INDEX SCORE

	CAMEROON	KENYA	LESOTHO	COTE D'IVOIRE	RWANDA
2014	31	41	35	37	32
2017	43	51	44	46	40

MOBILE INTERNET PENETRATION

	CAMEROON	KENYA	LESOTHO	COTE D'IVOIRE	RWANDA
	17% ▶ 26%	16% ▶ 24%	13% ▶ 25%	16% ▶ 23%	13% ▶ 22%