



Mobile Internet Connectivity 2019

East Asia and Pacific Factsheet



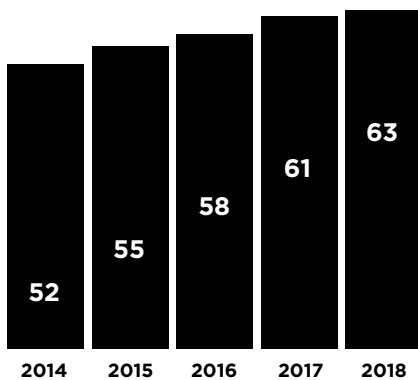
THE MOBILE CONNECTIVITY INDEX

There are now more than 3.5 billion mobile internet subscribers globally, representing 47 per cent of the world's population. In East Asia and the Pacific more than half of the population are connected to the mobile internet. However, sizeable gaps remain. In particular, of the 1 billion people in the region that are not connected, eight per cent are not covered by any mobile broadband network.

The GSMA Connected Society's Mobile Connectivity Index (MCI) supports the mobile industry's commitment to connect everyone and everything to a better future by measuring the performance of 165 countries – representing 99 per cent of the global population – against the four key enablers of mobile internet adoption: infrastructure; affordability; consumer readiness, and; content and services. The data the MCI 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.

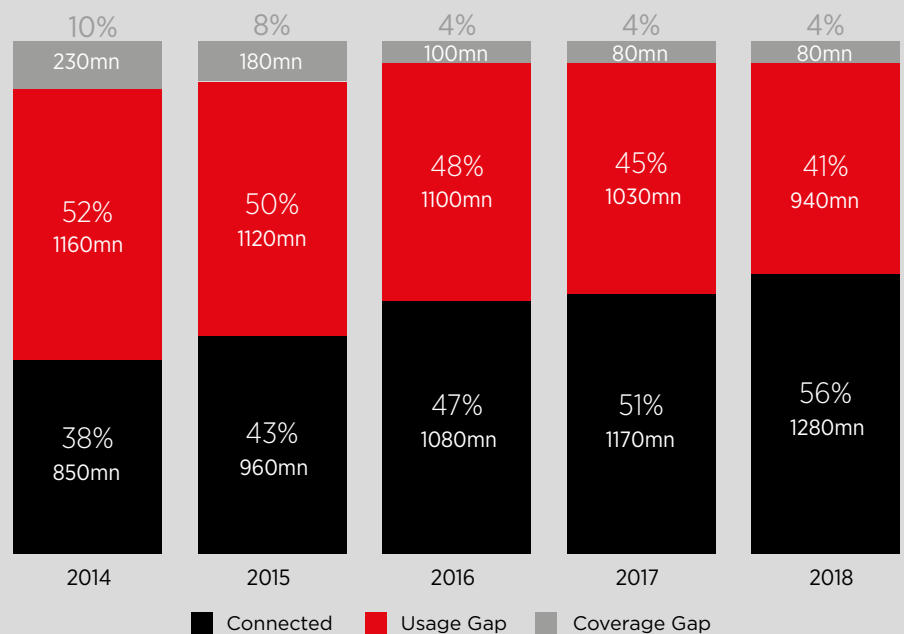
STATE OF MOBILE INTERNET CONNECTIVITY

East Asia and Pacific Mobile Connectivity Index Scores over time



The index is built up through 38 indicators feeding into 14 dimensions that are aggregated to give a score for each of the four enablers. Scores fall within a range of 0-100.

Percentage of the East Asia and Pacific population connected to mobile internet over time



Source: GSMA Intelligence, 2018. 'Connected' refers to the number (in millions) of unique people who have used internet services on a mobile device. Mobile internet services are defined as any activity that consumes mobile data. 'Usage' gap refers to those who live within the footprint of a mobile broadband network but are not using mobile internet. 'Coverage gap' refers to those who do not live within the footprint of a mobile broadband network.

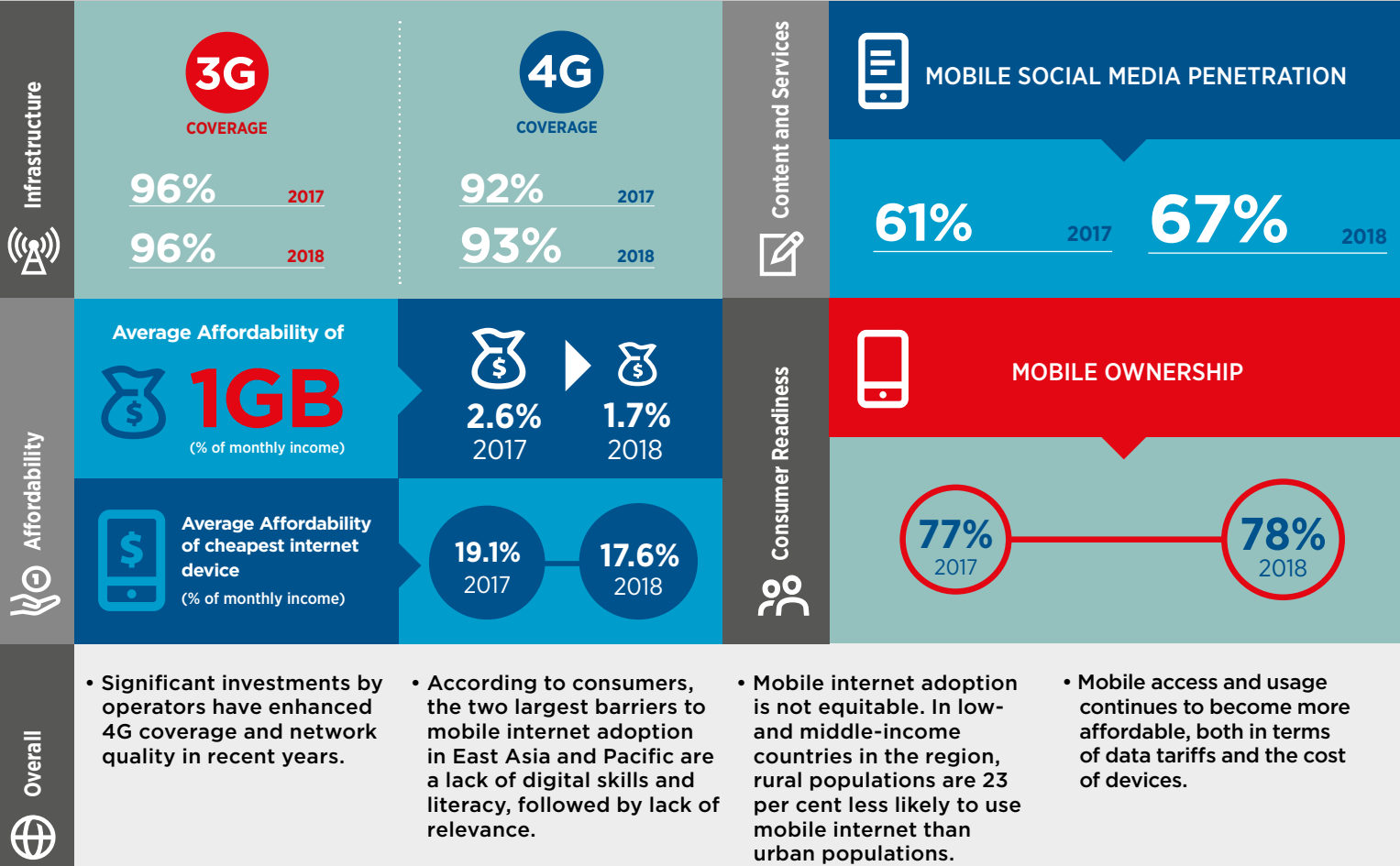
The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet and all the benefits that it can deliver. Get in touch to find out more: connectedsociety@gsma.com



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KEY STATISTICS



Top Five Countries by Index and Enabler (2018)

Mobile Connectivity Index	Infrastructure	Affordability	Consumer Readiness	Content and Services
Australia	Singapore	Australia	Australia	Singapore
Singapore	Australia	Hong Kong	New Zealand	Australia
New Zealand	New Zealand	New Zealand	Singapore	New Zealand
Japan	South Korea	Singapore	South Korea	South Korea
South Korea	Japan	Brunei Darussalam	Hong Kong	Japan

Most Improved Countries (2014-2018)

