Network competition remains the most effective force in driving mobile broadband coverage.

Broadband access is widely recognised as a key driver of economic growth. As a result, governments worldwide are increasingly focused on expanding national broadband coverage.

In rural areas, mobile technology plays a vital role in providing broadband coverage, and in many cases is the only viable option.

The right government policies can incentivise operators to invest in otherwise uneconomic areas.

Evidence from more than 200 countries over 15 years shows that network competition has driven mobile coverage for 1G, 2G and 3G further and faster than single networks:

- In 2000, the same amount of countries were served by a single mobile network as by network competition.
- Today, only 30 countries (less than 3% of the global population) are served by a single network.

TARGET: Mobile broadband coverage
APPROACH: Network competition
ISSUE: Uneconomic rural areas
The optimal choice of supply-side measures may be country specific. The measures are complementary and a combination may deliver the best coverage.

A copy of the full report 'Benefits of network competition and complementary policies to promote mobile broadband coverage' is available at gsma.com/digital-inclusion-resources