



Connecting the unconnected

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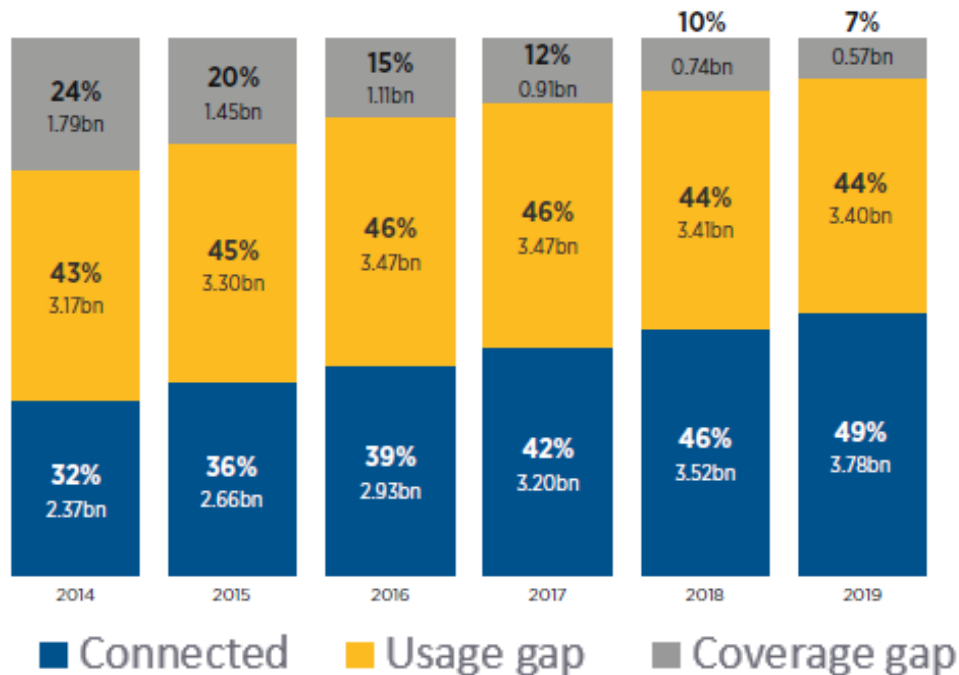




Four billion people remain unconnected

- **3.8 billion** mobile internet users in 2019 ($\approx \frac{1}{2}$ world's population)
- **4 billion are unconnected**, but 85% of those live within coverage of a mobile network
- **The coverage gap** continues to narrow – 93% of global population is now covered by mobile broadband internet.

Evolution of global mobile internet connectivity, 2014-2019





The five barriers to digital inclusion



Access: Increasing access to networks and enablers (quality network coverage, handsets, electricity, agents and formal IDs) and usability of handsets, content and services



Affordability: Improving affordability of handsets, tariffs, data and service fees



Relevance: Ensuring availability of relevant content, products and services



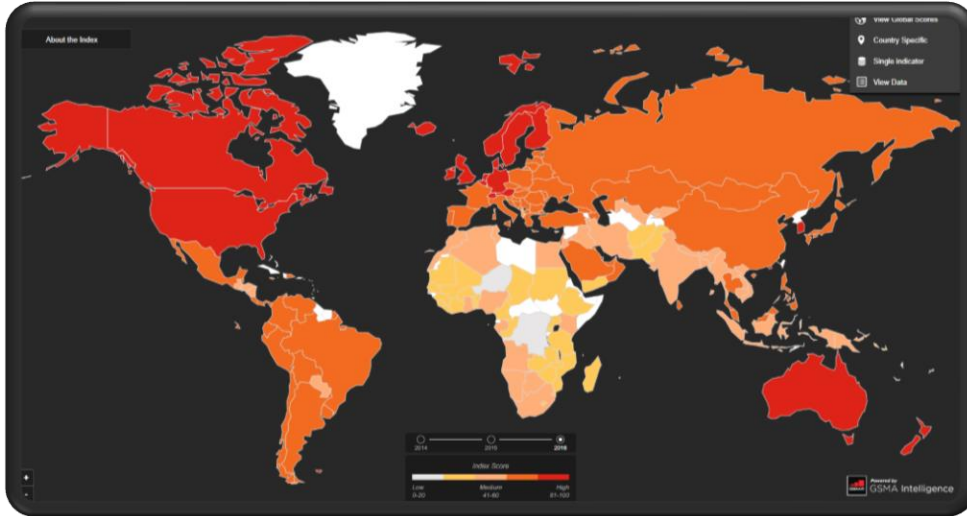
Knowledge and skills: Addressing digital skills and literacy, and increasing awareness and understanding of mobile and its benefits



Safety and security: Tackling harassment, theft, fraud and security, and building consumer trust



Measuring demand and supply barriers and enablers is key to inform action and measure progress



<http://www.mobileconnectivityindex.com>

Mobile Connectivity Index

GSMA Mobile Connectivity Index quantifies the barriers to mobile internet access across four key enablers across 163 countries:



Infrastructure



Affordability



Consumer Readiness



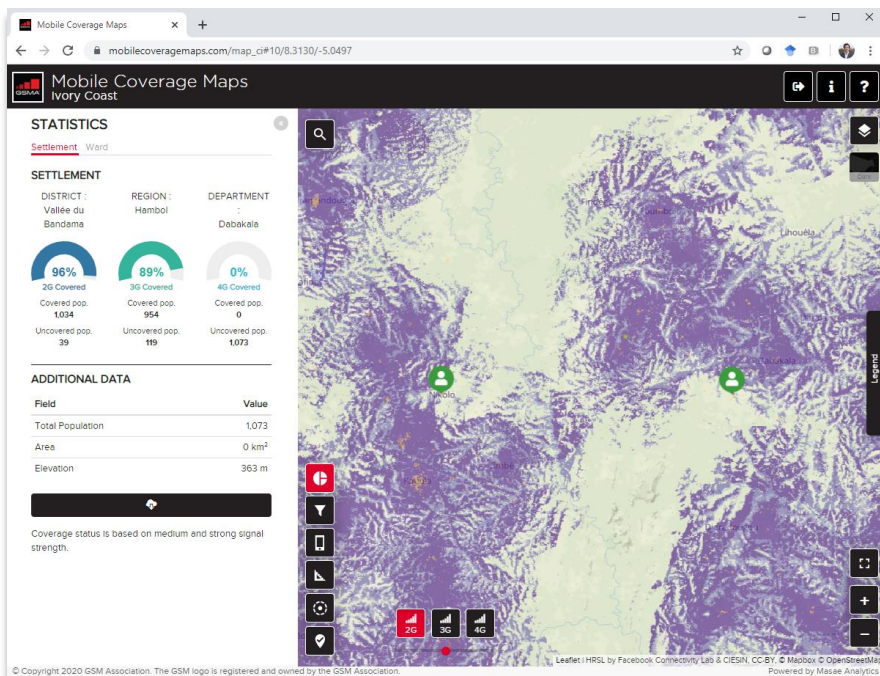
Content & Services



Hyper-granular data on coverage is needed to target investment

GSMA Mobile Coverage Maps
Provides critical connectivity data to inform the expansion and use of mobile networks in emerging markets

- ✓ Support MNOs finding suitable uncovered areas to expanding their networks
- ✓ Provide data for governments to inform decision making on connectivity policy
- ✓ Enable research on the drivers, barriers, and impact of connectivity
- ✓ Help the humanitarian or the private sector reaching vulnerable areas using mobile



www.MobileCoverageMaps.com



Thank you!

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