

Connecting the unconnected

Genaro Cruz, GSMA

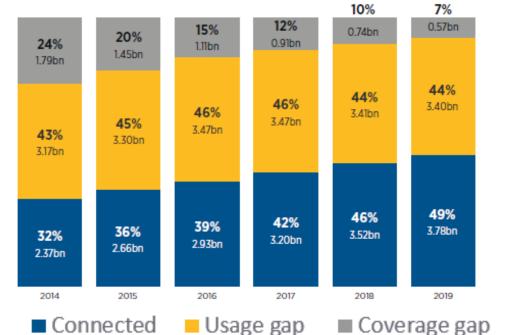




Four billion people remain unconnected

- 3.8 billion mobile internet users in 2019 (≈ ½ 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.

Source: State of Mobile Internet Connectivity Report, GSMA, September 2020



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



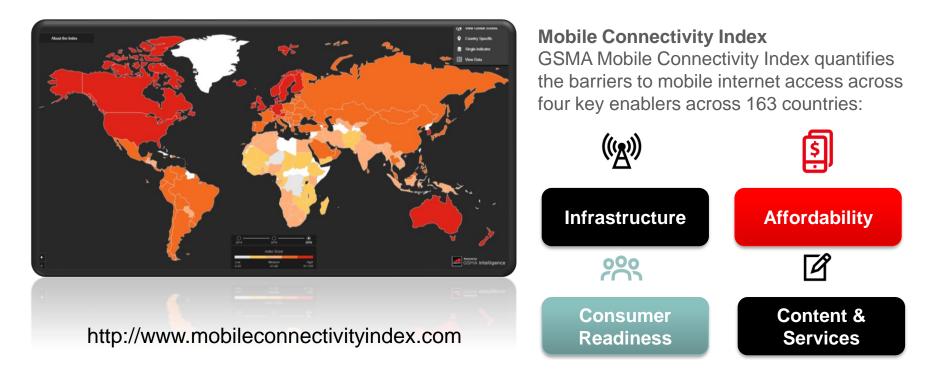
Knowledge and skills: Addressing digital skills and literacy, and increasing awareness and understanding of mobile and its benefits



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





Hyper-granular data on coverage is needed to target investment

Mobile Coverage M	aps 🗙	+							-		×
← → C 🔒 n	nobilecoveragem	aps.com/map_ci#10	0/8.3130/-5.0497					☆ () 🕈 (a 🍕) E
Mobile Ivory Coas	Coverage t	e Maps							6	i	?
STATISTICS			° 🔍			43			-		•
SETTLEMENT						selli	PAR	-	1 30	1	Dark
DISTRICT : Vallée du Bandama	REGION : Hambol	DEPARTMENT : Dabakala	n g nana ang			and the second	Country (1)		Lihouey	12	Sia
96% 2G Covered	89% 3G Covered	0% 4G Covered		A	- 2 i	1900	$\hat{\mathbf{x}}_{i}$	Nel .			
Covered pop. 1,034	Covered pop. 954	Covered pop.	· ALSA		· P · I	The second	- 1ST	H.	1.25	ALC N	<u>(</u>
Uncovered pop. 39	Uncovered pop. 119	Uncovered pop. 1,073		Bray?	6 3	201	- Wie		()) X		
ADDITIONAL DA	ATA		and the second	10	3 m	A-4-33	1200	9			Leger
Field		Value	t du	Nolo	increase of	5	and the	· CA	NOP .		
Total Population		1,073				3.	22	Ju 83	1	-	1
Area		0 km ²					the			主人	
Elevation		363 m	C		The second	E In	1 34	44	a pr		N.
	•			1	10	ALC: NO	23	12			
Coverage status is i strength.	based on medium		• - - - - - - - - - - - - -		٩	Leaflet I HRSL by Fac	ebook Connectivity L	an a clesin, cc			
Copyright 2020 GSM As	ssociation. The GSM	logo is registered and	owned by the GSM Associa	ation.					Powered by	Masae A	nalytics

www.MobileCoverageMaps.com

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



Thank you!

GSMA

Genaro Cruz

gcruz@gsma.com

