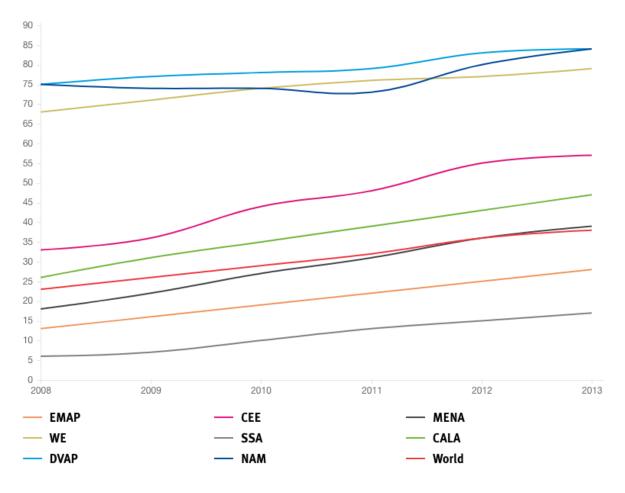# Internet Society

Internet Society Global Internet Report 2015
Mobile Evolution and Development of the Internet - Data

Proportion of population using the Internet

Proportion of individuals in a region using the Internet in the previous 12 month period. Data is based on surveys carried out by individual national statistical offices or extrapolated from information on Internet subscriptions.
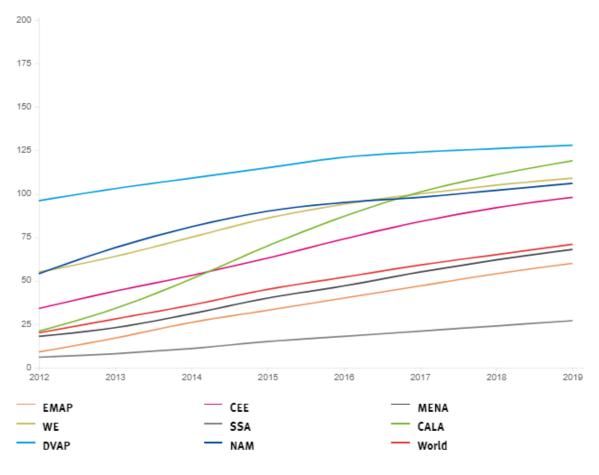
Percentage Internet users

Legend: EMAP, CEE, MENA, WE, SSA, CALA, DVAP, NAM, World

Source: ITU, 2014
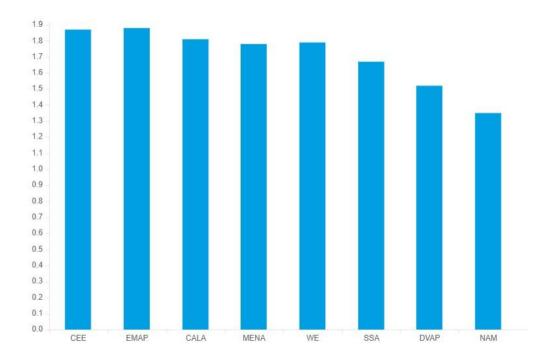
Mobile Internet device penetration

Mobile Internet device penetration considers the number of mobile Internet devices in a region divided by the population. Our data for mobile Internet access devices includes 3G and 4G capable phones as well as mid-screen device connections, such as via tablets, but excludes 2.5G mobile Internet devices, meaning that it may slightly underestimate the penetration level.

Source: Analysys Mason, 2015

Total mobile SIMs per unique subscriber
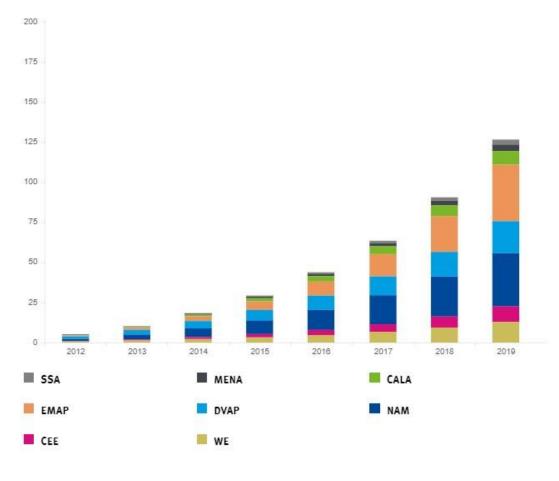
SIMs per unique subscriber – Region

Source: GSMA, Q4 2014

Annual global Mobile Internet traffic

Total annual data traffic originating from mobile Internet devices, 3G and 4G handsets and mid-screen devices.
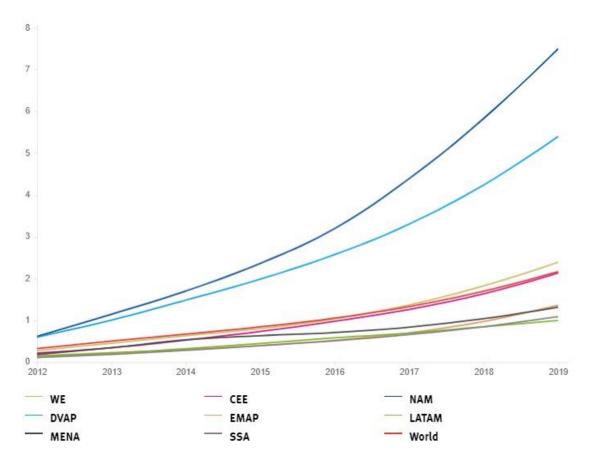
Mobile Internet data traffic (PB thousand)

Source: Analysys Mason, 2015

Monthly traffic per mobile Internet connection

Monthly data traffic carried by the average mobile Internet device.

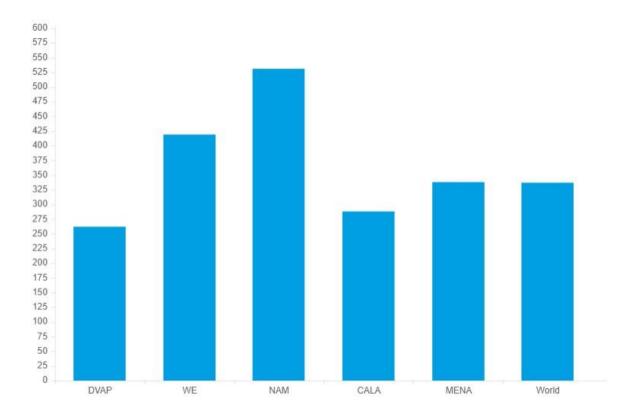Traffic per mobile Internet connection (MB/month thousand)

Source: Analysys Mason, 2015

Average selling price of smartphones

The average selling price for smartphone handsets is calculated by region as the total spend on smartphones divided by the total number of units sold.

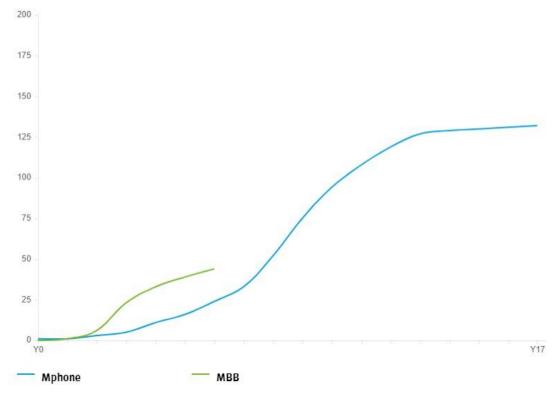Average selling price of smartphones (USD) – Region
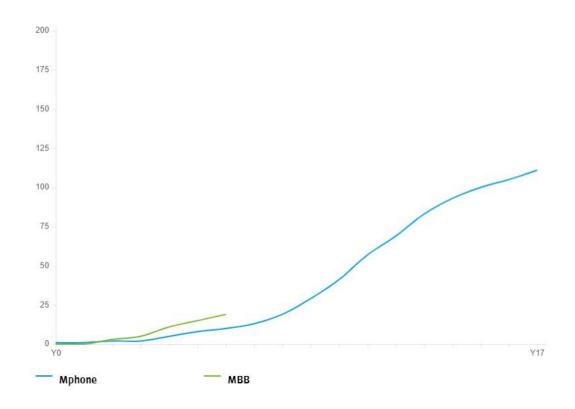

Source: IDC, 2015

MBB and mobile phone penetration CEE

We have compared the growth in mobile broadband subscriptions to the growth of mobile cellular subscriptions per 100 inhabitants for the regions in which mobile can be considered the dominant method of Internet access. Y0 on the chart indicates the year in which the respective services launched in that region; for example in Central and Eastern Europe, mobile phones launched in 1996 while mobile broadband launched in 2007.
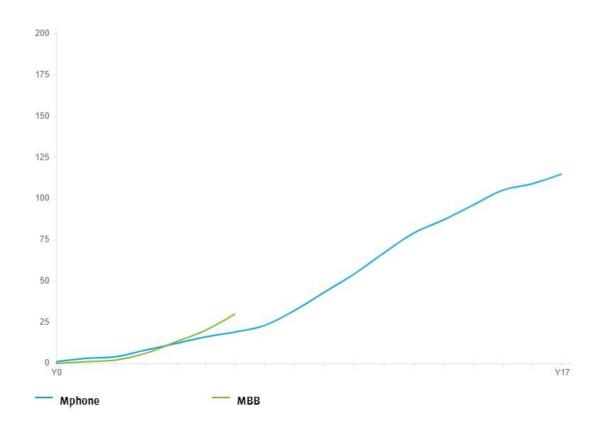

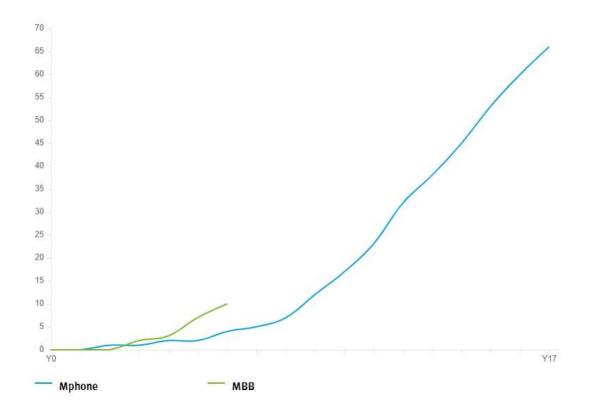Source: ITU, 2014

MBB and mobile phone penetration MENA
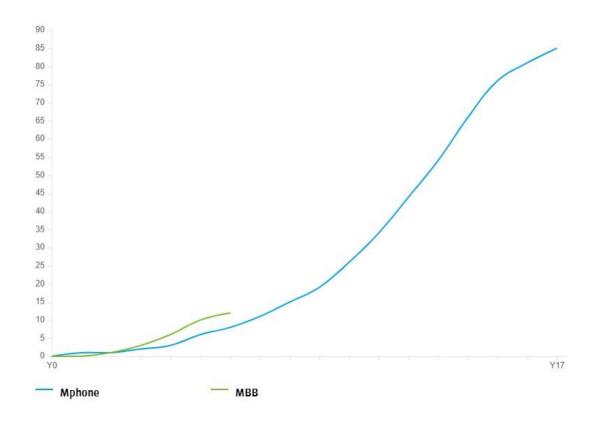
MBB and mobile phone penetration CALA
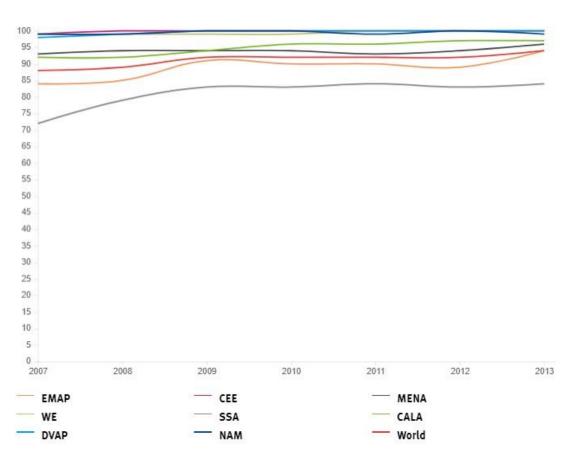
MBB and mobile phone penetration SSA

MBB and mobile phone penetration EMAP

Proportion of population covered by a mobile cellular network

Percentage of the population covered by a mobile-cellular network refers to the percentage of inhabitants within range of a mobile-cellular signal, irrespective of whether or not they are subscribers or users.
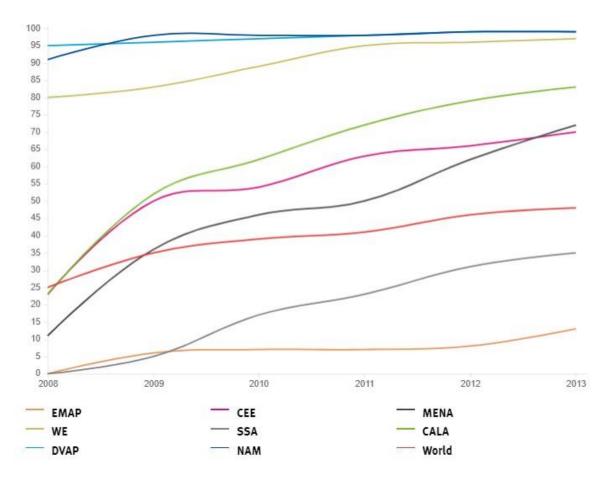
Population coverage

Source: ITU, 2014

Proportion of population covered by at least 3G

The ITU data here focus on 3G coverage as an indicator for the coverage of mobile broadband services. This is a narrower definition of mobile Internet services than our definition, which includes 2.5G services such as GPRS and EDGE. Thus, these numbers understate the proportion of population who are covered by the mobile Internet.
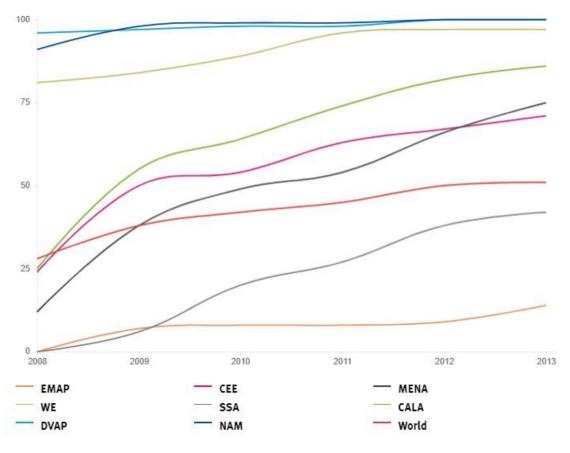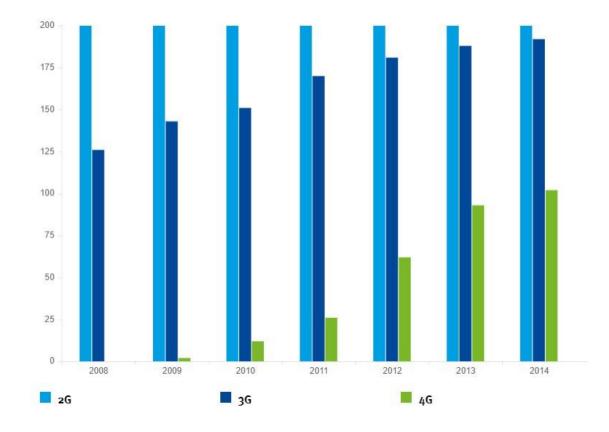
Population coverage

Source: ITU, 2014

3G population coverage as % of mobile cellular population coverage

We have calculated the proportion of the population covered by mobile-Internet-capable 3G services divided by the proportion of population covered by any mobile cellular services.

Legend:
- EMAP
- WE
- DVAP
- CEE
- SSA
- NAM
- MENA
- CALA
- World

Source: ITU, 2014

Number of countries with mobile network deployments using different technologies
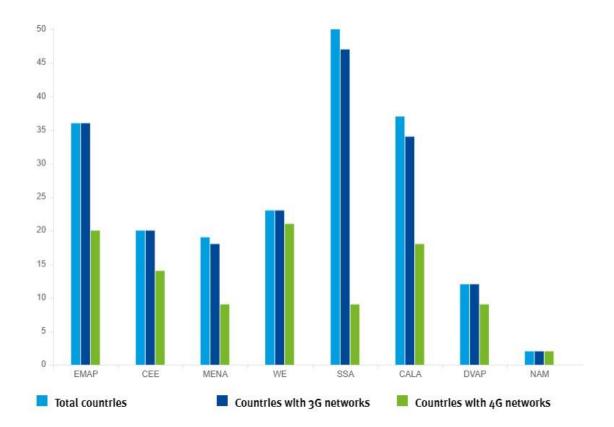
Countries with access to network technology

Source: TeleGeography, 2015

3G and 4G deployments by region in 2014
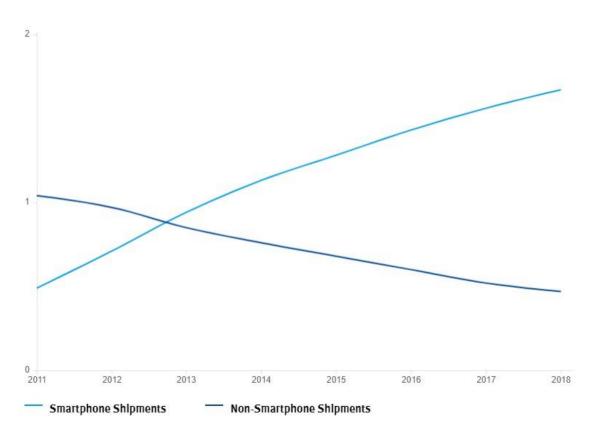
Number of Countries per Region

Source: TeleGeography, 2015

Global shipments of handsets

Billions

Source: Analysys Mason, 2015

Global shipments of tablets and PCs

Beyond smartphones, we are also interested in the move from PCs (both desktop and laptop) to tablets because tablets have greater mobile capabilities, including access to the App stores, and potential for integrated SIMs.

Shipments (million)
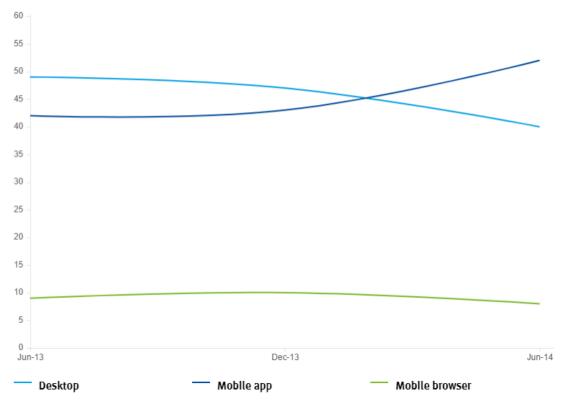
Share of time spent using digital media in the United States

The share of time spent engaging with digital media in the United States, both mobile and fixed.
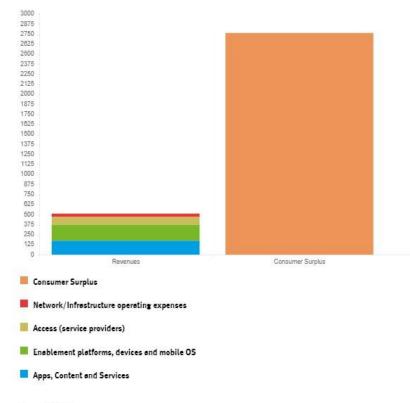
Share of US digital media time

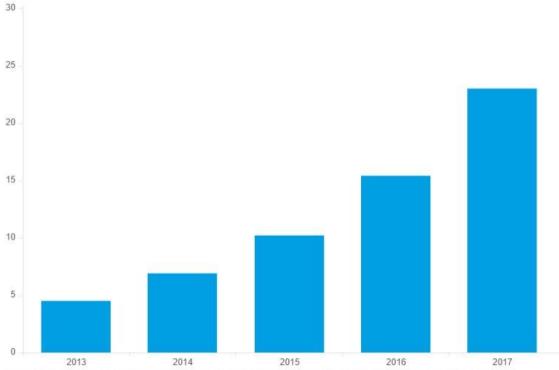# 2013 Mobile Internet revenues

Mobile Internet revenues (EUR billion)

Legend:
- **Consumer Surplus** (orange)
- **Network/Infrastructure operating expenses** (red)
- **Access (service providers)** (khaki)
- **Enablement platforms, devices and mobile OS** (green)
- **Apps, Content and Services** (blue)

Source: BCG, 2014

Worldwide mobile health revenue

Worldwide mobile health revenue (USD billion)
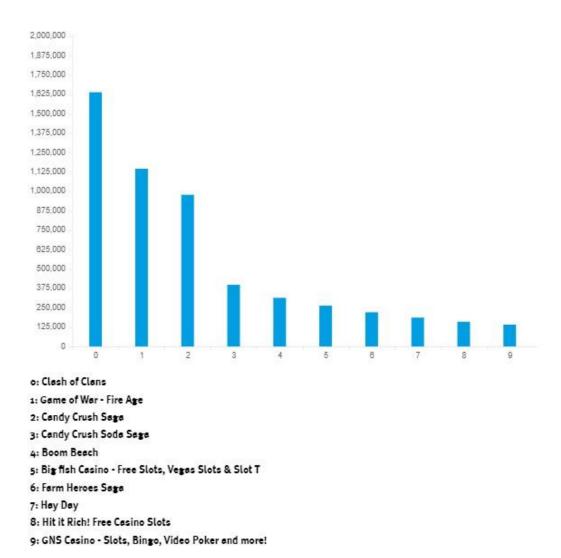

Source: "Touching lives through mobile health: Assessment of the global market opportunity", GSMA report by pwc, February 2012

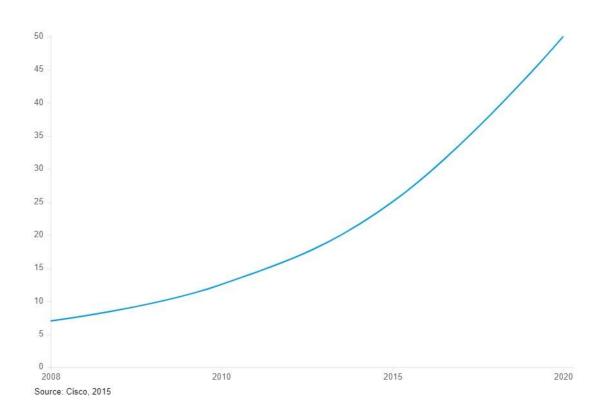# Top grossing iOS mobile gaming apps in the United States as of February 2015
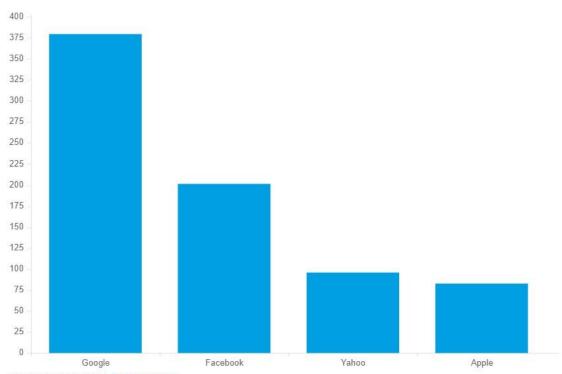
Daily revenue in U.S. dollars

o: Clash of Clans

1: Game of War - Fire Age

2: Candy Crush Saga

3: Candy Crush Soda Saga

4: Boom Beach

5: Big fish Casino - Free Slots, Vegas Slots & Slot T

6: Farm Heroes Saga

7: Hay Day

8: Hit it Rich! Free Casino Slots

9: GNS Casino - Slots, Bingo, Video Poker and more!

Source: Statista, 2015

Connections to the Internet of Things

Connections to the Internet of Things (billion)

Source: Cisco, 2015

Aggregate unique visitors to US top 25 apps by ownership
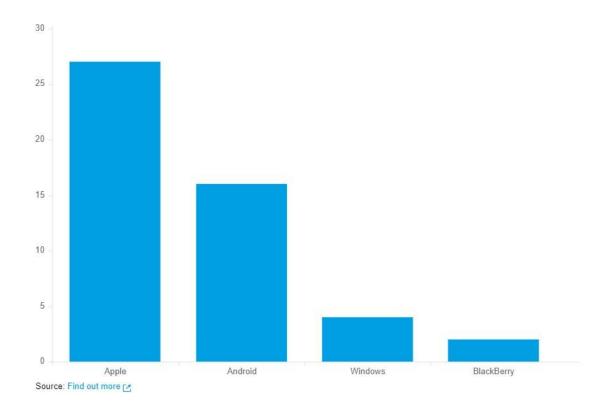
Aggregate unique visitors (millions)
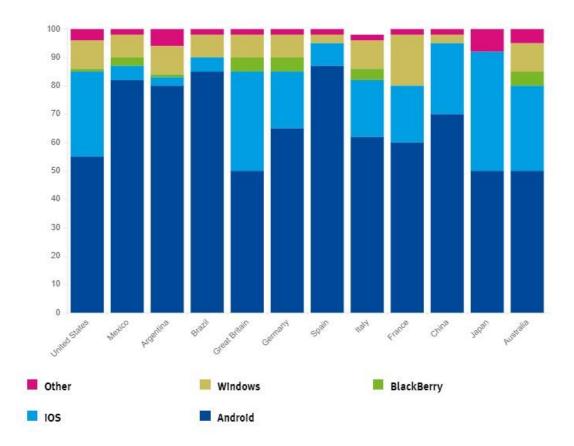

Source: ComScore, 2014. Find out more

Availability of EU apps for each platform
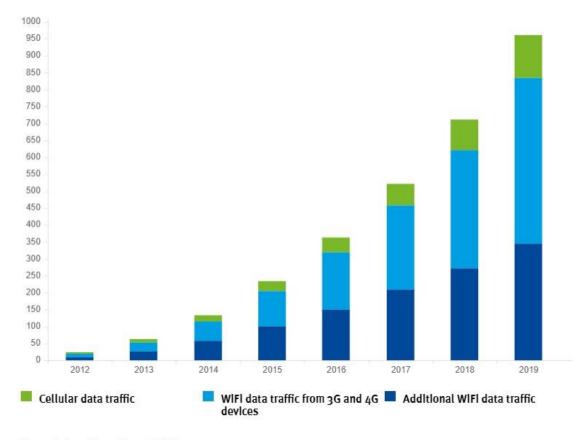

Source: Find out more ↗

Market Share Q1 2015

Source: Kantar Worldpanel, 2015

Forecast mobile Internet traffic on both cellular and Wi-Fi offload networks

Mobile data traffic (PB thousand)

Source: Analysys Mason Research, 2015