**Internet access**

**Key insights at a glance**

1. **Internet access will generate more consumer spend than any other media product or service in the next five years.** Total Internet access revenue will grow at an impressive 9% CAGR from US$413.8bn in 2013 to US$635.5bn in 2018. Growth will be driven by both developed and developing markets, with only Japan seeing a decline in consumer spend.

2. **More than 300bn apps will be downloaded in 2018.** The number of apps downloaded globally every year will increase at a CAGR of 29.8% from 82bn in 2013 to 303bn in 2018, with the increasing availability of affordable smartphones and tablets driving adoption in both emerging and mature markets.

3. **Mobile will generate three out of every five dollars spent on Internet access in 2018.** Mobile Internet access revenue will soar at a CAGR of 13.0% from US$208bn in 2013 to US$384bn in 2018, as the number of subscribers passes 2bn in 2014. In comparison, fixed broadband revenue will rise at a CAGR of 4.1% from US$205bn to US$252bn.

4. **3G will drive global mobile Internet growth, despite 4G grabbing the headlines.** The availability of 4G mobile Internet will boost ARPU in developed markets, but 3G services will drive the majority of growth as operators in emerging markets migrate subscribers from 2G services.

5. **Nigeria will see the fastest growth rates for Internet access revenue in the next five years.** Nigeria, followed by South Africa and Kenya, will experience the fastest growth in revenue, with spend on services increasing at a CAGR of 24.6% from US$1.7bn in 2013 to nearly US$5bn in 2018. But Nigeria will also experience a sharp decline in ARPU, from US$20.60 in 2013 to US$8.68 in 2018.

6. **China and India will account for nearly half of new mobile Internet users in the next five years.** These two countries alone will account for 47% of net new mobile Internet access subscribers between 2013 and 2018, but will come with significant cultural, commercial and political challenges.

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