

Internet access

Key insights at a glance

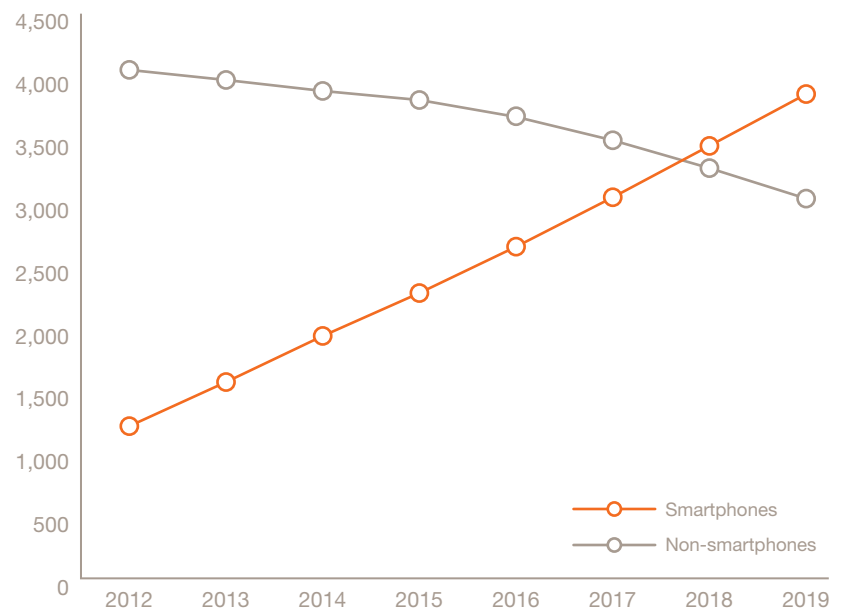


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Smartphone connections will double to account for over half of all mobile phone connections in 2019. As smartphones become cheaper, the number of smartphone connections will increase at a CAGR of 14.9%, from 1.92bn in 2014 to 3.85bn in 2019, equal to 56.0% of all mobile phone connections, with these additional users driving growth.

Fig. 4: Majority of mobile phone connections will be smartphones by 2018

Global, mobile phone ownership (mn) by device type, 2012–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

www.pwc.com/outlook



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