

Want to dig a little deeper?

Instant access to consumer and advertising spend data and analysis

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Internet access

Available spend data for 54 countries*

Revenue data

- Total Internet access revenue (US\$m)
- Fixed broadband access revenue (US\$m)
- Mobile Internet access revenue (US\$m)

Non-revenue data

- Total mobile phone ownership (mn)
- Smartphone ownership (mn)
- Non-smartphone ownership (mn)
- Smartphone penetration (%)
- Non-smartphone penetration (%)
- Apps (number of downloads mn)
- Tablet penetration (%)
- Tablet ownership (mn)
- Fixed broadband households (mn)
- Fixed broadband penetration (%)
- Mobile Internet subscribers (mn)
- Mobile Internet penetration (%)

* Where available



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

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