

North America

Unique mobile subscribers



2018

321m



83%

PENETRATION RATE
(% of population)

85%

CAGR
2018-25

345m

1.0%

2025

Mobile internet users



2018

282m

73%

PENETRATION RATE
(% of population)

80%

CAGR
2018-25

326m

2.1%

2025



Smartphone adoption
(% of total connections)

2018

82%

2025

90%

Internet of Things connections

2.3bn

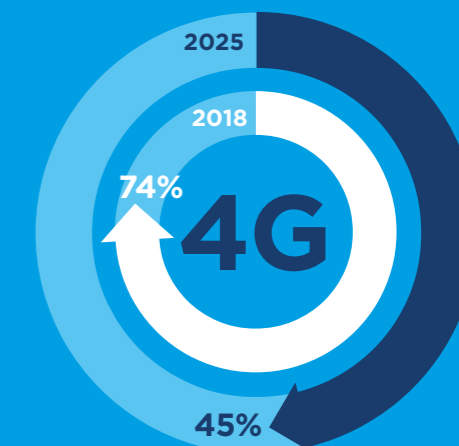
2018

5.9bn

2025



4G adoption
(% of connections)*



5G connections in 2025
(46% of total connections)*

200m

*Excluding licensed cellular IoT



Mobile industry contribution to GDP

4.2%
of GDP

\$937bn

2018

4.8%

\$1.2tn

2023

SIM connections



Excluding licensed cellular IoT

2018

400m



103%

PENETRATION RATE
(% of population)

108%

CAGR
2018-25

438m

1.3%

2025

Operator revenues and investment

Total revenues

2018

\$272bn



2025

\$317bn

Operator capex of \$384 billion for the period 2018-2025

Public funding

Mobile ecosystem contribution to public funding (before regulatory and spectrum fees)

2018

\$123bn



Employment

2018

820,000

Jobs directly supported by the mobile ecosystem

Plus 1.5m indirect jobs