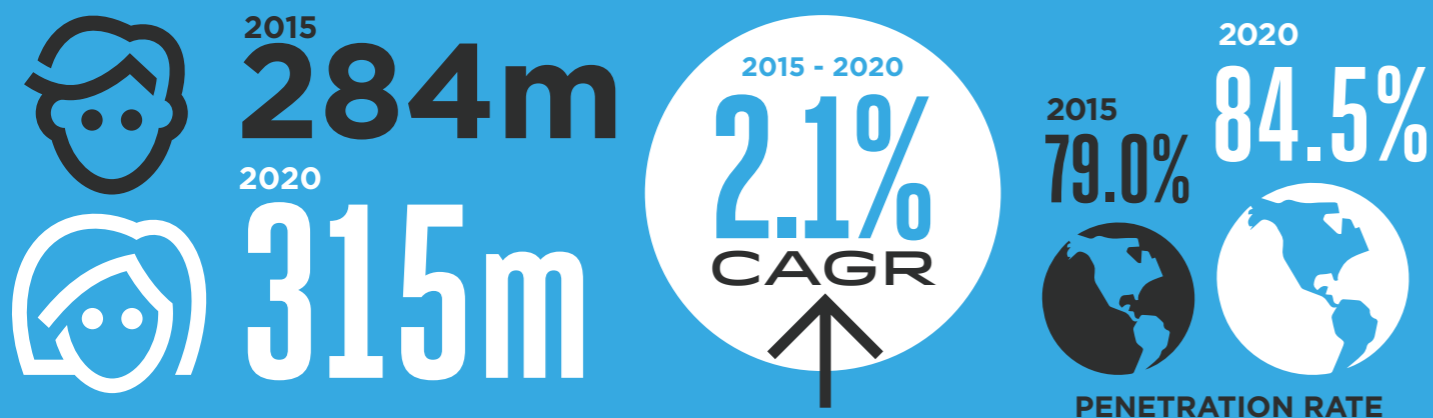


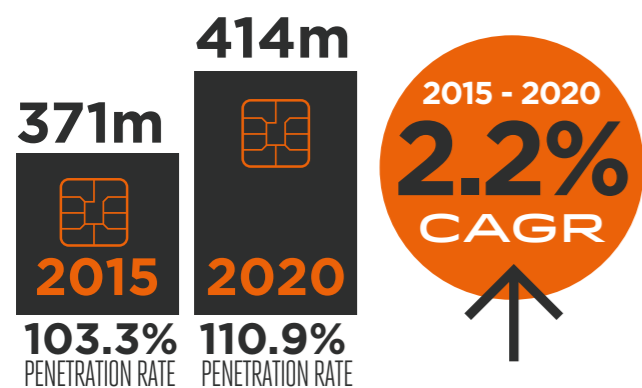
# MOBILE ECONOMY NORTH AMERICA

## Unique subscribers



## SIM connections

Excluding M2M



## Data traffic and revenue growth

Mobile data traffic per user expected to grow at

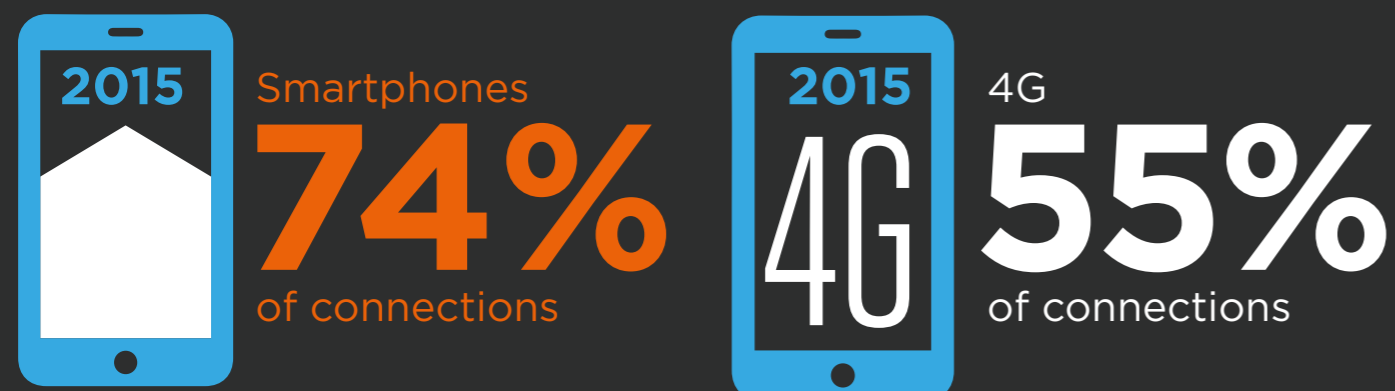
**38% CAGR**

over 2015-2020 to nearly 9 GB per month compared to a global average of 48% and 5 GB

(source: Cisco)



## Smartphones and 4G



## North America at the centre of the mobile ecosystem



Operating systems from the region accounted for over **95%** of sales globally in **2015**



The region is home to many of the most innovative companies in the broader mobile ecosystem, while VC investments in North America across the telecoms sector totalled **\$17 billion** in **2015**, up **41%** on 2014



Cellular M2M connections totalled over **60 million** in **2015** and will grow at a **24% CAGR** to over **175 million** in **2020**

## Mobile industry contribution to GDP



## Public funding

2015

Direct contribution to public funding of

**\$82bn**



Additional contribution of

**\$46bn**

through spectrum auctions

## Employment

Jobs directly and indirectly supported by mobile ecosystem in 2015



**2.3m**