

# Internet access

## Key insights at a glance

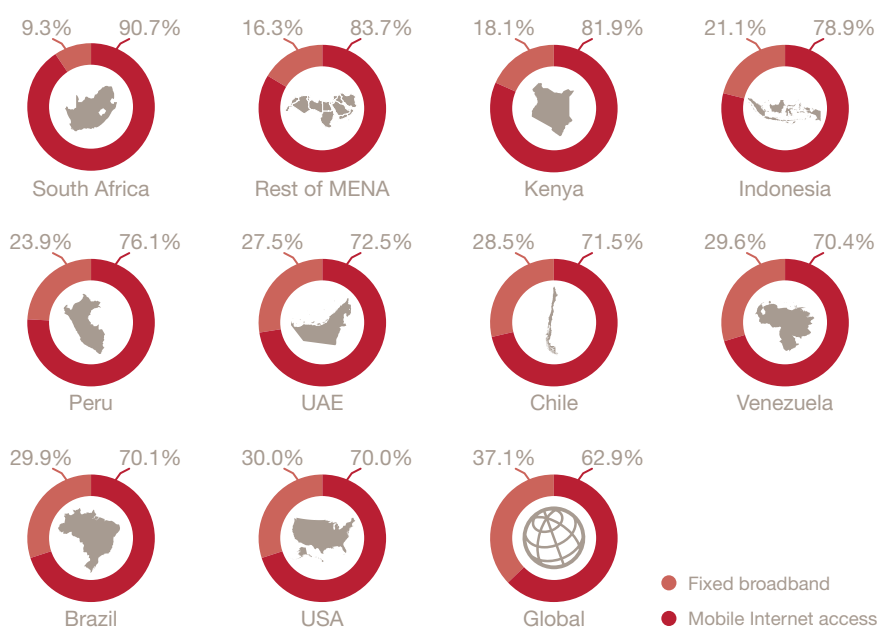


# 2

By 2019, mobile Internet access revenue will account for more than 75% of the market in five territories. Mobile Internet access revenue will soar at a 12.7% CAGR, from US\$236.83bn in 2014 to US\$441.47bn in 2019, accounting for close to two out of every three dollars spent on Internet access in that year. In 2019, Indonesia, Peru, Rest of MENA, Kenya and South Africa will see more than 75% of total Internet access revenue derived from mobile, with South Africa at an industry-leading 90.7%.

**Fig. 2: Mobile Internet access revenue begins to pull away by 2019**

Global, top ten markets by mobile Internet access share of total Internet access revenues (%), 2019



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

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

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