

Are we really living in a media world?

In 2001, a United Nations report stated that only about half of the world's population had ever made a phone call. True enough, if you're talking about a landline. Just a decade ago, there were about 1.2 billion landlines worldwide, covering just 19% of the total population. Today, that number has actually declined. Just about 15% of the world's population has a landline. So how connected are we globally?

How are we wired?

The answer is that it depends upon the technology.

Mobile cell phone subscriptions in the world today

6.9 billion



Number of people in the world today

7.2 billion

78.1%

Percentage of cell phones that are in the developing world today

55%

In 2005

2.9 billion

Number of people using the Internet today

66%

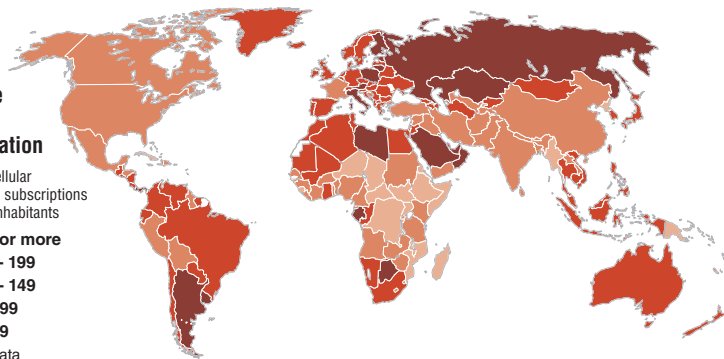
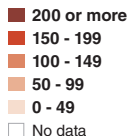
Percentage of Internet users that are in the developing world

40%

In 2005

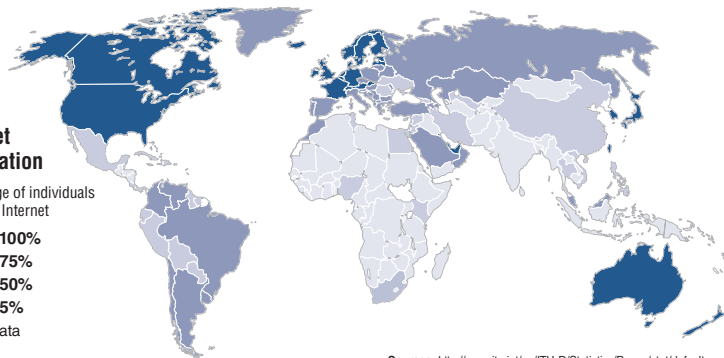
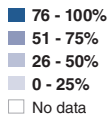
Mobile phone penetration

Mobile-cellular telephone subscriptions per 100 inhabitants



Internet penetration

Percentage of individuals using the Internet



Sources: <http://www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx>