



# TELENOR ASIA DIGITAL LIVES DECODED

## Part One: Live

Telenor Asia's **Digital Lives Decoded** study surveyed over 8,000 mobile internet users across eight markets in South and Southeast Asia on the impact mobile devices are having on the way they live, with a focus on quality of life, relationships, and outlook for the future.

### A common appreciation for an "always-on" life

**93%** mobile usage improves quality of life

With women leading this trend



**64%**  
women



**52%**  
men

say mobile phones have "significantly improved" their lives

Greatest improvement in quality of life in Southeast Asia

 Vietnam  
**98%**

 Indonesia  
**97%**

With South Asian markets less convinced

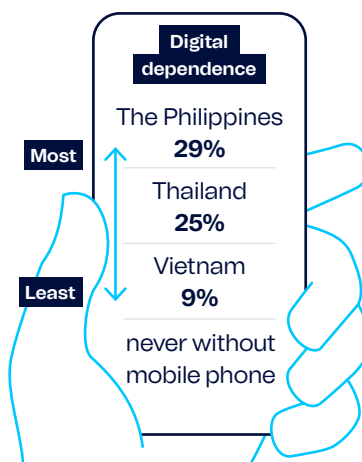
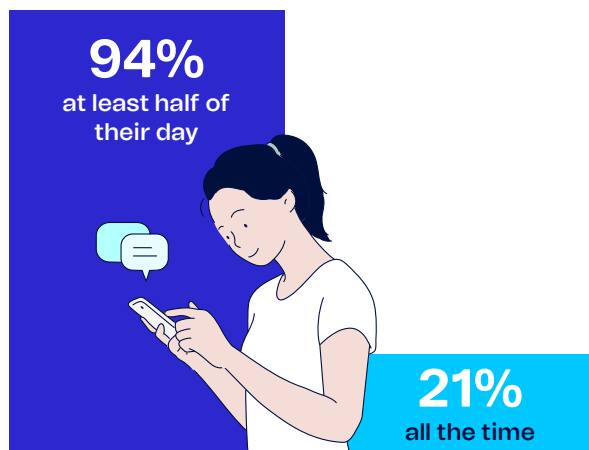
 Bangladesh  
**91%**

 Pakistan  
**88%**

### Five key trends for continued surge in digital adoption

#### 1. Swiping up for an always-on lifestyle

Respondents surveyed have their phone with them for large parts of the day



**74%**  
expect to increase mobile usage in next 12 to 24 months

Trend greatest in **Thailand** at **82%**  
**Vietnam catching up** with **81%** forecasting increased mobile use

Gen Z more likely to feel they are overusing technology

Average **19%** | Gen Z **26%**

...**76%** believe they have struck a good balance on technology usage

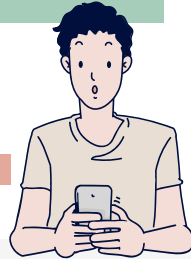
## 2. Keeping up as digital life charges ahead

85% worry about skills keeping pace with technology changes

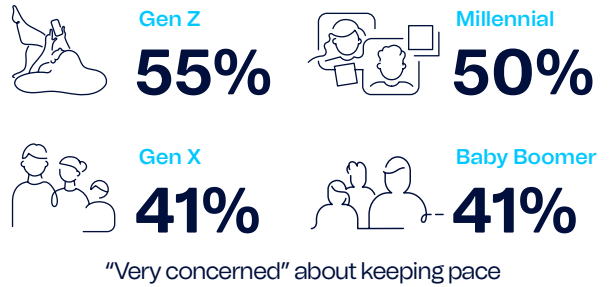
Most concerned



Least concerned



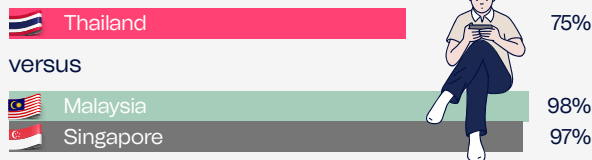
Younger respondents also more concerned about digital skills keeping pace with technology changes



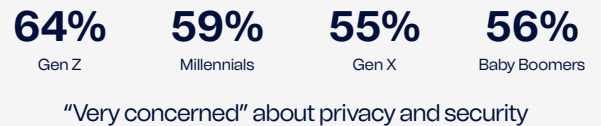
## 3. (Lack of) trust in the digital world

Privacy and security of mobile devices a concern for 93% of respondents

People in Thailand are least concerned



Younger respondents are more concerned



## 4. Tapping into a more sustainable life

People are optimistic about the potential of mobile technology to lead more sustainable lives

67% of those surveyed believe that digital access is "very important" for them to lead greener lives in the future.

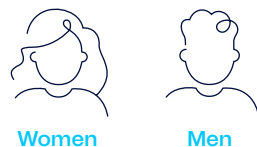


Key benefits

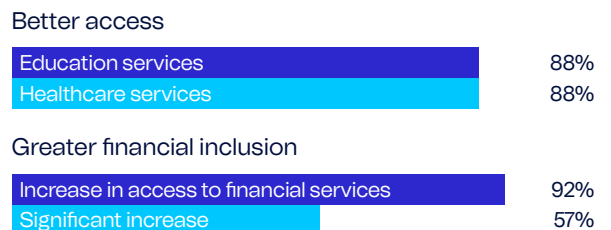


## 5. Mobile technology is closing divides

Women see greater potential in mobile usage



Levelling the playing field



Disparities persist between urban and rural areas

