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The Mobile World has completed its Q3 2008 survey of the global mobile industry. With over 170m new connections, this was the third best quarter on record, bettered only by Q2 08 and Q4 07. Over the past twelve months, some 690m new connections have been made, equivalent to more than 10% of the world's population. Global penetration now stands at 57.4%, up from 47.6% at the end of September 2007. These new connections took the total global market to 3.84bn at the end of the quarter.

John Tysoe, Co-founder and principal analyst at The Mobile World commented:

"Strong growth in the developing world has helped fuel progress this quarter, with the Asia Pacific and MEA regions adding over 120m new connections between them. The recent adverse economic developments threaten this and every other industry, but telecommunications has held up well in past recessions and will, we expect, do so again. In all probability, the 4bn milestone will be reached either by the year end or very shortly thereafter."

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