

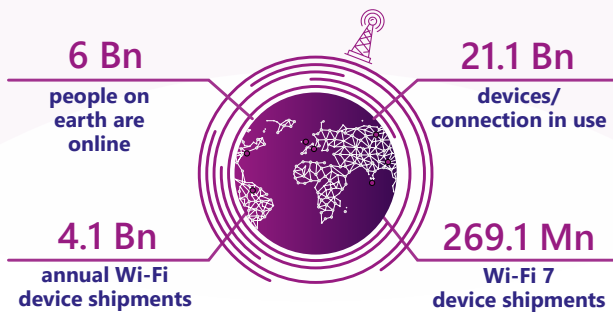
Economic

Wi-Fi's global economic impact has surpassed expectations

Economic Value of Wi-Fi

- **\$4.9 trillion** global economic value of Wi-Fi
- **7.54 million jobs generated** by Wi-Fi by 2027 in US
- **3.4% GDP contributed** by Wi-Fi across large economies

Online Population & Device Usage



Wi-Fi 7
market value growth

2030

\$26.2Bn

Social

Wi-Fi is vital for affordable connectivity

Internet Users

- 6 Bn** Internet users
- 79%** of individuals aged 15 to 24 are now online
- 2.6 Bn** Individuals worldwide are still offline, with 96% of them residing in developing countries
- 1.3 Bn** children aged 3 to 17 years old, have no internet access at home

Gender Disparity

- 70% of men** are using the internet
- 90% of adolescent girls and young women** in low-income countries remain offline.
- 65% of women** are using the internet
- Girls are 35% less likely** than their male peers to possess digital skills.

Connectivity Challenges

- **75%** of the world's population is online (**6 billion people**).
- Just **37%** of the population uses the Internet in Africa today.

[Download the WBA Rural Wi-Fi Report](#)

Environmental

Wi-Fi as a sustainable technology

- Remote Control and Monitoring:**
Wi-Fi facilitates the remote operation and monitoring of devices, enhancing IoT applications and helping reduce energy waste.
- Wi-Fi 6 & Wi-Fi 7 for Efficiency:**
Wi-Fi 6 and 7 boost network efficiency and speed, supporting the increased use of mobile and IoT devices.
- Reducing Carbon Footprint:**
Wi-Fi supports remote work and learning, e-health, and smart home technologies, contributing to reduced carbon emissions.
- Smart City Initiatives:**
Wi-Fi is crucial in smart city projects, helping reduce traffic congestion and improve traffic management for more efficient transportation.
- Wi-Fi Sensing for Energy:**
Wi-Fi Sensing aids in energy management by enabling smart devices to adjust usage based on real-time data.
- OpenRoaming for frictionless connectivity:**
Devices connect automatically, securely, and without password entry to participating Wi-Fi hotspots.

[Ready for Wi-Fi 7](#)

[Wi-Fi HaLow for IoT](#)

[OpenRoaming](#)

[Mission Critical and Emergency](#)

