

# Network Readiness Index 2025

With support from:



## Serbia

The Network Readiness Index (NRI) is one of the leading global indices on the application and impact of information and communication technology (ICT) in economies around the world. In its latest version of 2025 the NRI Report maps the network-based readiness landscape of 127 economies based on their performances in four different pillars: Technology, People, Governance, and Impact. Each of these pillars is itself comprised of three sub-pillars (see Figure 1) that have been populated by a total of 53 variables.

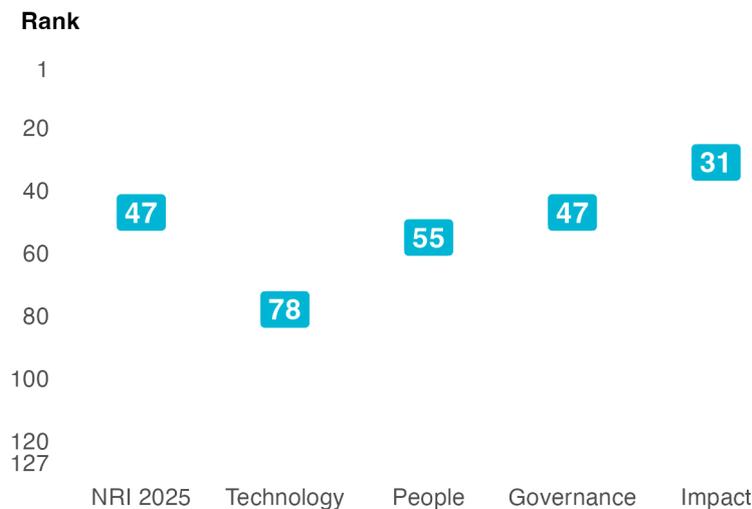
Figure 1: The NRI 2025 model



### Global NRI position of Serbia

Serbia ranks 47 out of the 127 economies included in the NRI 2025 (Figure 2). Its main strength relates to Impact. The greatest scope for improvement, meanwhile, concerns Technology.

Figure 2: Serbia global ranking, overall and by pillar



### Performance at sub-pillar level

When it comes to sub-pillars, the strongest showings of Serbia relate to Economy, Individuals and Quality of Life, among others (Table 1). More could be done, though, to improve the economy's performances in the Access, Businesses and Future Technologies sub-pillars.

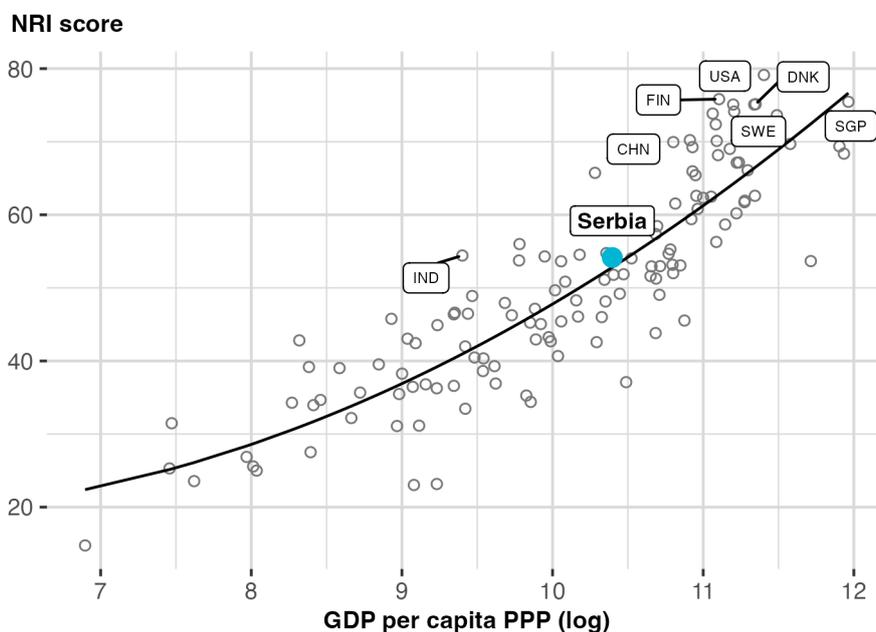
**Table 1: Serbia rankings by sub-pillar**

Sub-pillar	Rank	Sub-pillar	Rank
Economy	16	Content	55
Individuals	35	SDG Contribution	59
Quality of Life	44	Governments	64
Regulation	47	Access	65
Inclusion	48	Businesses	66
Trust	53	Future Technologies	99

### NRI score and income

Figure 3 shows the position of Serbia in terms of both NRI score and GDP per capita (PPP). The trend line shows the expected NRI score given an economy's income level. As can be seen, Serbia is slightly above the trend line, which suggests that its network readiness is more or less in line with what would be expected given its income level.

**Figure 3: NRI score and GDP per capita PPP (log)**



Note: USA = United States of America (rank: 1), FIN =Finland (rank: 2), SGP = Singapore (3), DNK =Denmark (4), SWE = Sweden (5), CHN =China (24), and IND = India (45).

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## Performance against its income group and region

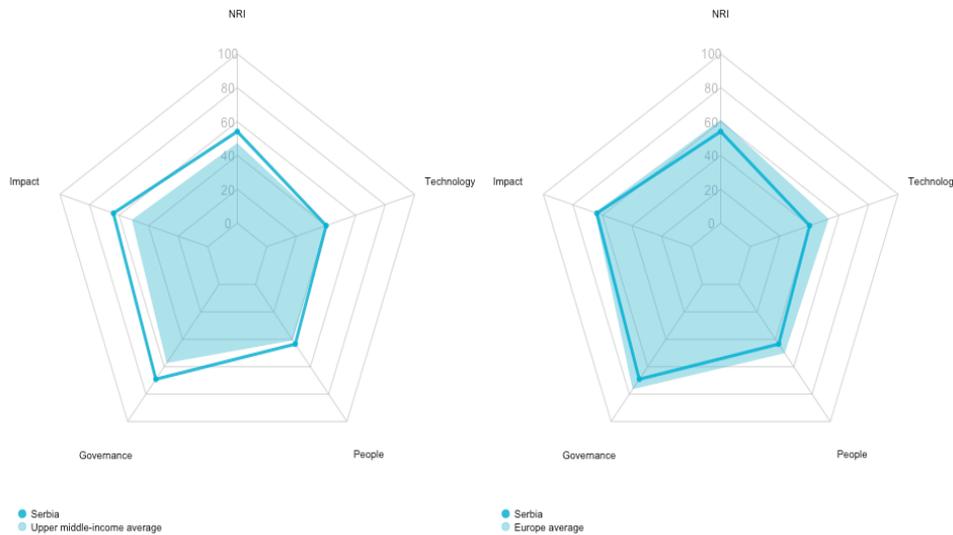
### Upper-middle-income countries

Serbia is ranked 5th in the group of upper-middle-income countries (Figure 4, left panel). In terms of pillar performance, it has a score higher than the income group average in each of the four pillars. At the sub-pillar level, it outperforms upper-middle-income countries in ten of the twelve sub-pillars: Access, Content, Individuals, Governments, Trust, Regulation, Inclusion, Economy, Quality of Life and SDG Contribution.

### Europe

Serbia is ranked 30th within Europe (Figure 4, right panel). It lags behind its region in each of the four pillars. With regard to sub-pillars, it outperforms the average in Europe in two of the twelve sub-pillars: Individuals and Economy.

**Figure 4: Performance of Serbia against its income group and region, overall and by pillar**



**Table 2: Serbia scores vs. averages of its income group and region, overall and by pillar**

Dimension	Serbia	Upper-middle-income countries	Europe
NRI	54.15	47.32	61.14
Technology	40.17	39.95	53.04
People	43.47	40.75	50.07
Governance	69.15	57.29	76.41
Impact	63.82	51.31	65.05

# NRI 2025 At-A-Glance: Serbia

Network Readiness Index

Rank: 47 (out of 127)

Score: 54.15

Pillar/sub-pillar	Rank	Score	Pillar/sub-pillar	Rank	Score
A. Technology pillar	78	40.17	C. Governance pillar	47	69.15
1st sub-pillar: Access	65	68.64	1st sub-pillar: Trust	53	67.04
2nd sub-pillar: Content	55	27.42	2nd sub-pillar: Regulation	47	68.21
3rd sub-pillar: Future Technologies	99	24.46	3rd sub-pillar: Inclusion	48	72.20
B. People pillar	55	43.47	D. Impact pillar	31	63.82
1st sub-pillar: Individuals	35	58.38	1st sub-pillar: Economy	16	54.31
2nd sub-pillar: Businesses	66	30.05	2nd sub-pillar: Quality of Life	44	71.51
3rd sub-pillar: Governments	64	41.97	3rd sub-pillar: SDG Contribution	59	65.64

## The Network Readiness Index in detail

Indicator	Rank	Score	Indicator	Rank	Score
A. Technology pillar	78	40.17	C. Governance pillar	47	69.15
1st sub-pillar: Access	65	68.64	1st sub-pillar: Trust	53	67.04
1.1.1 Mobile tariffs	59	69.50	3.1.1 Secure Internet servers	41	76.26
1.1.2 Handset prices	57	70.25	3.1.2 Cybersecurity	41	96.17
1.1.3 FTTH/building Internet subscriptions	64	31.08	3.1.3 Online access to financial account	20	56.38
1.1.4 Population covered by at least a 3G mobile network	56	97.58	3.1.4 Internet shopping	53	39.34
1.1.5 International Internet bandwidth	46	74.76	2nd sub-pillar: Regulation	47	68.21
1.1.6 Internet access in schools	n/a	n/a	3.2.1 Regulatory quality	64	45.68
2nd sub-pillar: Content	55	27.42	3.2.2 ICT regulatory environment	48	79.06
1.2.1 GitHub commits	37	26.31	3.2.3 Regulation of emerging technologies	81	33.97
1.2.2 Internet domain registrations	54	6.29	3.2.4 E-commerce legislation	1	100.00
1.2.3 Mobile apps development	37	70.37	3.2.5 Privacy protection by law content	23	82.35
1.2.4 AI scientific publications	58	6.70	3rd sub-pillar: Inclusion	48	72.20
3rd sub-pillar: Future Technologies	99	24.46	3.3.1 E-Participation	19	88.40
1.3.1 Adoption of emerging technologies	63	61.18	3.3.2 Socioeconomic gap in use of digital payments	69	70.32
1.3.2 Investment in emerging technologies	89	31.25	3.3.3 Gender gap in Internet use	81	57.40
1.3.3 Robot density	42	2.95	3.3.4 Rural gap in use of digital payments	24	72.68
1.3.4 Computer software spending	111	2.47	D. Impact pillar	31	63.82
B. People pillar	55	43.47	1st sub-pillar: Economy	16	54.31
1st sub-pillar: Individuals	35	58.38	4.1.1 ICT patent applications	n/a	n/a
2.1.1 Mobile broadband internet traffic within the country	67	13.77	4.1.2 Domestic market scale	74	49.71
2.1.2 ICT skills in the education system	77	44.33	4.1.3 Technology-Enabled Work Flexibility	n/a	n/a
2.1.3 Use of virtual social networks	42	76.95	4.1.4 ICT services exports	9	58.92
2.1.4 Adult literacy rate	16	98.46	2nd sub-pillar: Quality of Life	44	71.51
2.1.5 AI talent concentration	n/a	n/a	4.2.1 Happiness	28	74.75
2nd sub-pillar: Businesses	66	30.05	4.2.2 Freedom to make life choices	69	68.10

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Indicator	Rank	Score	
2.2.1 Firms with website	57	57.75	
2.2.2 Number of venture capital deals invested in AI	72	3.76	o
2.2.3 Annual investment in telecommunication services	38	48.48	
2.2.4 Public cloud computing market scale	52	10.24	
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3rd sub-pillar: Governments	64	41.97	
2.3.1 Government online services	36	82.43	•
2.3.2 Data Capabilities	n/a	n/a	
2.3.3 Government promotion of emerging technologies	77	29.70	
2.3.4 Gross expenditure on R&D	44	13.79	

Indicator	Rank	Score	
4.2.3 Income inequality	39	77.04	
4.2.4 Healthy life expectancy at birth	64	66.32	
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3rd sub-pillar: SDG Contribution	59	65.64	
4.3.1 SDG 3: Good Health and Well-Being	69	82.22	
4.3.2 SDG 4: Quality Education	41	43.51	
4.3.3 SDG 5: Women's economic opportunity	28	90.91	•
4.3.4 SDG 7: Affordable and Clean Energy	95	63.08	o
4.3.5 SDG 11: Sustainable Cities and Communities	83	47.88	

NOTE: • indicates a strength and o indicates a weakness.

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