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**FOR IMMEDIATE RELEASE**

## **New *iGR* study forecasts WiFi Offload for six global regions from 2012 to 2017**

***WiFi Offload, as part of the Het-Net, will provide needed relief to congested 3G/4G Mobile Data Networks***

**AUSTIN, Texas, October 7<sup>th</sup>, 2013** – Most mobile operators around the world are experimenting with WiFi networks in some way. Major operators in the U.S., for example, are rolling out WiFi hotzones in congested metro areas, and operators in Korea and Japan offload a massive amount of data traffic each month to WiFi. However, in the Middle East and Africa WiFi networks are really just getting started. WiFi is a little more advanced in Latin America, depending on the country, but deployments still lag.

The reasons behind regional differences in WiFi deployments are as much due to differences in GDP, regulation and taxation, as they are to availability of spectrum, affordability of devices relative to median income, literacy levels, population and population densities.

“WiFi offload is becoming a critical component of the Het-Net and *iGR* believes that WiFi data usage will grow strongly over the forecast period,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “WiFi offload can provide needed relief for congested 3G and 4G networks in all global regions.”

Today, the predominant form of WiFi Offload is user-driven. That is, an end user chooses a WiFi connection over his/her mobile broadband connection. This might be because of coverage or because they want a faster connection or because they are rationing usage to avoid hitting their monthly mobile data plan allowance.

*iGR* expects the other type of WiFi Offload – carrier-driven – to take greater hold. Carrier-driven offload involves the mobile operator actively switching 3G/4G traffic to a WiFi network. The main issue here is technology; operators have to have the right equipment both in the network and in handsets. Today, the necessary technology is just starting to emerge. By 2017, *iGR* expects it to be far more prevalent.

*iGR's* new market research report, *Global WiFi Offload Traffic Forecast, 2012 – 2017: Moving Toward the Het-Net*, provides details on WiFi and forecasts three types of traffic: WiFi Only, WiFi Offload (user driven) and WiFi Offload (carrier driven), through 2017, as well as WiFi as a percentage of total cellular data traffic. All forecasts are projected globally and for the six global regions: North America, Europe, Latin America, Middle East and Africa, Asia-Pacific, and Japan.

The following key questions are addressed in the new research study:

- What is WiFi?
- Where is the WiFi standard headed?
- How is WiFi used?
- What is WiFi offload?
- What is the difference between user-driven WiFi offload and carrier-driven WiFi offload?
- What are some of the key standards efforts associated with WiFi offload?
- What are the potential benefits associated with WiFi offload?
- What are the potential issues associated with WiFi offload?
- What is WiFi only? How is it commonly used?
- How much WiFi offload traffic is expected through 2017 both globally and in each region of the world?
- How much WiFi only traffic is expected through 2017 both globally and in each region of the world?
- What percentage of total “mobile” data traffic is WiFi traffic both globally and in each region of the world?

The information in this report will be valuable for:

- Mobile operators, including those with WiFi networks
- Device OEMs
- Content providers and distributors
- Cable MSOs and those offering WiFi services
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR's* website at [www.iGR-inc.com](http://www.iGR-inc.com). Alternatively, contact Iain Gillott at (512) 263-5682 or at [Iain@iGR-inc.com](mailto:Iain@iGR-inc.com) for additional details.

## ***About iGR***

*iGR* is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now entering its thirteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

*iGR* researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at [www.igr-inc.com](http://www.igr-inc.com).