

Het-Net Data Traffic Forecast, 2013 – 2018

Market Study
First Quarter 2014





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A Market Study

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Abstract

People move around and they use devices and data, and they use them a bit more everyday. The better the device and the network, the easier it becomes to rely less on the local storage of content (music, video, etc.) and more on accessing what they want from the “cloud.”

During certain times of the day – commute, lunch, etc. – people may move about, turn on a mobile device for entertainment or work purposes and start using data. If 1,000 people do that at the same time in a small geographic area, the macro cellular data network will likely be unable to deliver the required bandwidth thus creating data demand “pain points” in any given city or town.

The model set forth in this report, then, addresses several key questions:

- How much cellular data will be consumed in the U.S. through 2018
- How much wired home broadband data will be consumed in the U.S. through 2018
- How much WiFi offload data traffic will be used in the U.S. through 2018
- Combines each of the above forecasts with a time of day variable that shows when data usage “spikes” or “pain points” are likely to occur and the magnitude of these spikes.
- Taken all together, this creates a heterogeneous network (het-net) forecast that shows, on average, how much data is being used on which network.

Key questions addressed:

- What consists of het-net data traffic?
- What is het-net data usage like today?
- How does het-net data usage change over the forecast period?
- How does het-net data usage change by user profile?
- What are the drivers of het-net data traffic growth?
- How does the het-net data forecast change over the forecast period?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors

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- Tower companies and operators
- Mobile backhaul vendors
- Content providers and distributors
- Financial analysts and investors.

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