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*iG*R market studies provide forecasts for rising mobile data traffic

New market studies analyze the causes of mobile data usage, as well as the methods the industry is using to meet the demand

AUSTIN, Texas, March 5, 2014 – Due to both the increasing number of mobile subscribers in the world and the subscribers' desire to stay constantly connected through their mobile device, the amount of data flowing over the world's mobile network is increasing exponentially. Smartphones are not the only type of mobile device putting demands on the network, as the use of tablets and connected cars is increasing. Furthermore, because of the faster data speeds offered by LTE, as the number of LTE subscribers increases, so does the use of mobile data. One of the ways that carriers are meeting this growing mobile data demand is through the use of small cells and the het-net.

*iG*R, a market research consultancy focused on the wireless and mobile industry, has released several major research studies recently, which provide detailed market forecasts of mobile data usage. These market studies focus on different aspects of the wireless and mobile market, but they all ultimately show the impact on mobile data. Following is a list of the studies, which can be purchased and downloaded directly from *iG*R's website, *iG*R-inc.com.

- **Global Mobile Data Traffic Forecast, 2013-2018: Up, Up and Up Some More**

This market study provides a forecast of the total mobile data traffic for the years 2013 to 2018 at the global level, as well as for these six regions: North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan. At each level, i*G*R forecasts the number of light, medium, heavy and extreme subscribers, the number of mobile connections, the amount of data usage per type of subscriber per month, the amount of data usage per connection per month, and the total mobile traffic per month.

- **Het-Net Data Traffic Forecast, 2013 - 2018**

This report is based on a traffic model that determines how much cellular data, wired home broadband data, and WiFi offload data will be used in the U.S. through 2018. The model uses a time-of-day variable, which shows exactly when data usage spikes or pain points are likely to occur and the magnitude of the spikes. This het-net forecast shows, on average, how much data is being used on which networks.

- **U.S. Connected Car Market Forecast, 2012-2017: Infotainment on Four Wheels**

This market study provides a five-year forecast of the number of connected cars in the U.S. and the associated annual mobile data usage. Additionally, it explains several connected car services, highlights the products available in the market today, and discusses the challenges in implementation. It also highlights consumers' interest in the market, as defined by a survey of over one thousand U.S. consumers. Finally, the market study includes profiles of dozens of vendors that provide products in this market.

- **Global WiFi Offload Traffic Forecast, 2012-2017: Moving Toward the Het-Net**

This market study provides a forecast of WiFi Offload traffic, both carrier driven and user driven. In addition, the forecast shows what percentage of total mobile data traffic is WiFi Offload traffic. The forecasts are provided at both the global level and the six regions of the world.

- **Global LTE Network Infrastructure CapEx and OpEx Forecast, 2012-2017**

This report forecasts the total LTE infrastructure CapEx investment and the total global LTE OpEx over a five-year period. Also included in the report is the total LTE network use in GB/year. All forecasts are at the global level, as well as for these six regions: North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan.

- **Global LTE Metrocells Forecast, 2012-2017: Addressable Market and Deployments**

This market study provides a forecast of the total addressable global market for 4G LTE metrocells (outdoor small cells) and a forecast for the expected actual global deployments of LTE metrocells. As part of the study, the total mobile data demand is forecasted. The forecasts are provided at both the global level and the six regions of the world.

More information on these market studies is available on *iG*R's website at www.*iG*R-inc.com, where the reports can also be purchased and downloaded. Alternatively, contact Iain Gillott at (512) 263-5682 or at Iain@*iG*R-inc.com for additional details.

*About iG*R

*iG*R 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 *iG*illottResearch, *iG*R is now entering its fourteenth year of operation. *iG*R 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.

*iG*R researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; 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.