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New *iGR* study forecasts U.S. mobile data traffic on cellular network, WiFi, and home broadband

Traffic forecast shows at what time of day and on what type of network data usage spikes are likely to occur

AUSTIN, Texas, March 11th, 2014 – Every day people move around with their mobile devices and use data. The better the device and the network, the easier it becomes to access what they want, such as music and video, from the “cloud.” During certain times of the day, such as during commuting or lunch, more people move about, turn on a mobile device for entertainment or work purposes and start using data. If one thousand 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.”

Instead of relying solely on the macro cellular network, a heterogeneous network, or het-net, will be required. The het-net combines a less dense macro cellular network with a much more dense underlay comprised of small cells operating on the carrier’s licensed spectrum.

“*iGR* believes that data usage will grow strongly over the forecast period due to changing consumer behaviors, such as streaming music and video,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “Understanding exactly when and on what type of network this data usage will occur is an important first step in providing adequate coverage.”

Therefore, in this market study *iGR* forecasts consumer data usage in three different categories:

- Mobile data - on 3G and 4G cellular networks
- Home broadband – both wired and on in-home WiFi
- WiFi offload – including user-driven, carrier-driven and on WiFi-only devices

By using a time of day variable, the forecast shows when data usage occurs and how traffic is likely to increase during the five years of the forecast.

iGR's new market research report, *Het-Net Data Traffic Forecast, 2013 – 2018*, details how much cellular data traffic, home broadband data traffic, and WiFi offload data traffic will occur in the U.S. through 2018. The data usage is forecasted by time of day, which clearly illustrates how pain points are likely to occur. The report also provides a description of het-nets and how small cells and WiFi relate to them.

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

- Of what does het-net data traffic consist?
- 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?

The information in this report will be valuable for:

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Tower companies and operators
- Mobile backhaul vendors
- Content providers and distributors
- Financial analysts and investors

The new report can be purchased and downloaded directly from *iGR's* website at www.igr-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at 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 fourteenth 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 wearables; 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.