

**Global Mobile Video  
Traffic Forecast, 2013  
– 2018: *A Growing  
Share of Mobile Data***

Market Study  
Second Quarter 2014





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# **Global Mobile Video Traffic Forecast, 2013 – 2018: A *Growing Share of Mobile Data***

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A Market Study

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# Table of Contents

<b>Abstract</b> .....	<b>1</b>
<b>Executive Summary</b> .....	<b>3</b>
<b>Drivers of Mobile Video</b> .....	<b>4</b>
<b>Consumers Video Trends</b> .....	<b>4</b>
<b>Mobile Video Bandwidth Forecast</b> .....	<b>5</b>
Figure A: Total Global Mobile Video and Mobile Data Usage (TB/Month), 2013-2018.....	5
Figure B: Total Mobile Video as Percent of Total Mobile Data Usage, 2013-2018.....	6
Figure C: Total Global Mobile Video Traffic by Region, 2013-2018 (percent) .....	7
<b>General Methodology</b> .....	<b>8</b>
<b>Mobile Video Defined</b> .....	<b>9</b>
<b>Drivers of Mobile Video</b> .....	<b>10</b>
<b>Mobile Device Functionality</b> .....	<b>10</b>
<b>Mobile Software Functionality</b> .....	<b>10</b>
<b>Mobile Device Availability</b> .....	<b>10</b>
<b>OTT Services</b> .....	<b>10</b>
<b>Network Availability</b> .....	<b>11</b>
<b>Network Pricing</b> .....	<b>11</b>
<b>Consumer Preference</b> .....	<b>11</b>
<b>Content</b> .....	<b>12</b>
<b>Cloud-based Repositories</b> .....	<b>12</b>
<b>Limiting Factors on Mobile Video Traffic</b> .....	<b>13</b>
<b>Hardware, Software and Network Capabilities</b> .....	<b>13</b>
<b>Data Prices and Data Usage Caps</b> .....	<b>13</b>
<i>Pricing practices by region</i> .....	14
<b>Key Data on Worldwide Regions</b> .....	<b>17</b>
<b>U.S. Consumer Video Trends</b> .....	<b>20</b>
<b>Activities at Home and On the Go</b> .....	<b>20</b>
Table 1: Activities at Home and On-the-Go .....	20
Figure 1: Activities at Home and On-the-Go .....	21
<b>On the Go Activities – WiFi or Mobile Data</b> .....	<b>22</b>
Table 2: On the Go Activities - WiFi or Mobile Data .....	22
Figure 2: On the Go Activities - WiFi or Mobile Data .....	23
<b>Formats for Watching Video</b> .....	<b>23</b>
Table 3: Formats for Watching Video .....	24
Figure 3: Formats for Watching Video .....	24
<b>Devices Used for Movies at Home</b> .....	<b>24</b>
Table 4: Devices Used for Watching Movies.....	25
Figure 4: Devices Used for Watching Movies .....	25

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<b>Streaming and Downloading Video .....</b>	<b>25</b>
Table 5: Downloading or Streaming Video .....	26
Figure 5: Downloading or Streaming Video .....	26
<b>On-demand Services .....</b>	<b>27</b>
Table 6: On-demand Services .....	27
Figure 6: On-demand Services .....	28
<b>Streaming Service Subscriptions .....</b>	<b>28</b>
Table 7: Streaming Service Subscriptions .....	29
Figure 7: Streaming Service Subscriptions .....	29
Table 8: Devices Used for Streaming Service .....	30
Figure 8: Devices Used for Streaming Service .....	31
Table 9: WiFi versus Mobile Data for Streaming Service .....	32
Figure 9: WiFi versus Mobile Data for Streaming Service .....	32
<b>Forecast Methodology .....</b>	<b>33</b>
<b>Measurements of Data Traffic .....</b>	<b>33</b>
<b>Subscribers and Connections .....</b>	<b>35</b>
<b>Estimating Data Use per Activity .....</b>	<b>35</b>
<b>Subscriber Data Usage Categories .....</b>	<b>36</b>
<b>Subscriber Types by Region .....</b>	<b>37</b>
<b>Subscriber Video Usage Forecast .....</b>	<b>38</b>
Table 10: Mobile Video as a Percentage of Total Data Usage per Subscriber Type, 2013-2018 .....	38
Figure 10: Mobile Video as a Percentage of Total Data Usage per Subscriber Type, 2013-2018 .....	39
Table 11: Mobile Video Usage per Subscriber Type per Month (MB), 2013-2018 .....	40
Figure 11: Mobile Video Usage per Subscriber Type per Month (MB), 2013-2018 .....	40
<b>Global Mobile Video Traffic Forecast .....</b>	<b>41</b>
Table 12: Total Global Mobile Video Traffic (TB) per month by region, 2013-2018 .....	41
Figure 12: Total Global Mobile Video Traffic (TB) per month by region, 2013-2018 .....	42
Table 13: Total Global Mobile Data Traffic by Region, 2013-2018 (percent) .....	42
Figure 13: Total Global Mobile Video Traffic by Region, 2013-2018 (percent) .....	43
Table 14: Total Global Mobile Video and Mobile Data Usage (TB/Month), 2013-2018 .....	44
Figure 14: Total Global Mobile Video and Mobile Data Usage (TB/Month), 2013-2018 .....	44
Figure 15: Total Global Mobile Video as Percent of Total Mobile Data Usage, 2013-2018 ..	45
<b>North America Mobile Video Traffic Forecast .....</b>	<b>46</b>
<b>Subscribers per Usage Category .....</b>	<b>46</b>
Table 15: North America Subscribers per Usage Category .....	46
Figure 16: North America Subscribers per Usage Category .....	47
<b>Mobile Video Traffic by Subscriber Type .....</b>	<b>47</b>
Table 16: Total North America Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018 .....	48
Figure 17: Total North America Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018 .....	48

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Table 17: Total North America Mobile Video Traffic by Subscriber Type, 2013-2018 (percent) .....	49
Figure 18: Total North America Mobile Video Traffic by Subscriber Type, 2013-2018 (percent) .....	49
<b>Latin America Mobile Video Traffic Forecast .....</b>	<b>50</b>
<b>Subscribers per Usage Category .....</b>	<b>50</b>
Table 18: Latin America Subscribers per Usage Category, 2013-2018 .....	50
Figure 19: Latin America Subscribers per Usage Category, 2013-2018 .....	51
<b>Mobile Video Traffic by Subscriber Type .....</b>	<b>51</b>
Table 19: Total Latin America Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018 .....	52
Figure 20: Total Latin America Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018 .....	52
Table 20: Total Latin America Mobile Video Traffic by Subscriber Type, 2013-2018 (percent) .....	53
Figure 21: Total Latin America Mobile Video Traffic by Subscriber Type, 2013-2018 (percent) .....	54
<b>Europe Mobile Video Traffic Forecast .....</b>	<b>55</b>
<b>Subscribers per Usage Category .....</b>	<b>55</b>
Table 21: Europe Subscribers per Usage Category, 2013-2018 .....	55
Figure 22: Europe Subscribers per usage category, 2013-2018 .....	56
<b>Mobile Video Traffic by Subscriber Type .....</b>	<b>56</b>
Table 22: Total Europe Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018 .....	56
Figure 23: Total Europe Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018 .....	57
Table 23: Total Europe Mobile Video Traffic by Subscriber Type, 2013-2018 (percent) .....	58
Figure 24: Total Europe Mobile Video Traffic by Subscriber Type, 2013-2018 (percent) .....	58
<b>Asia Pacific Mobile Video Traffic Forecast .....</b>	<b>59</b>
<b>Subscribers per Usage Category .....</b>	<b>59</b>
Table 24: Asia Pacific Subscribers per usage category, 2013-2018 .....	59
Figure 25: Asia Pacific Subscribers per usage category, 2013-2018 .....	60
<b>Mobile Video Traffic by Subscriber Type .....</b>	<b>60</b>
Table 25: Total Asia Pacific Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018 .....	60
Figure 26: Total Asia Pacific Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018 .....	61
Table 26: Total Asia Pacific Mobile Video Traffic by Subscriber Type, 2013-2018 (percent) .....	62
Figure 27: Total Asia Pacific Mobile Video Traffic by Subscriber Type, 2013-2018 (percent) .....	62
<b>Japan Mobile Video Traffic Forecast .....</b>	<b>63</b>
<b>Subscribers per Usage Category .....</b>	<b>63</b>
Table 27: Japan Subscribers per Usage Category, 2013-2018 .....	63
Figure 28: Japan Subscribers per Usage Category, 2013-2018 .....	64
<b>Mobile Video Traffic by Subscriber Type .....</b>	<b>64</b>

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Table 28: Total Japan Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018	64
Figure 29: Total Japan Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018	65
Table 29: Total Japan Mobile Video Traffic by Subscriber Type, 2013-2018 (percent)	65
Figure 30: Total Japan Mobile Video Traffic by Subscriber Type, 2013-2018 (percent)	66
<b>The Middle East and Africa Mobile Video Traffic Forecast</b>	<b>67</b>
<b>Subscribers per Usage Category</b>	<b>67</b>
Table 30: Middle East and Africa Subscribers per Usage Category, 2013-2018	67
Figure 31: Middle East and Africa Subscribers per Usage Category, 2013-2018	68
<b>Mobile Video Traffic by Subscriber Type</b>	<b>68</b>
Table 31: Total Middle East and Africa Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018	69
Figure 32: Total Middle East and Africa Mobile Video Traffic (TB) per Month by Subscriber Type, 2013-2018	69
Table 32: Total Middle East and Africa Mobile Video Traffic by Subscriber Type, 2013-2018 (percent)	70
Figure 33: Total Middle East and Africa Mobile Video Traffic by Subscriber Type, 2013-2018 (percent)	70
<b>Definitions</b>	<b>71</b>
<b>General</b>	<b>71</b>
<b>Device Types</b>	<b>71</b>
<b>Services</b>	<b>72</b>
<b>Network Technology</b>	<b>73</b>
<b>Regions</b>	<b>77</b>
<b>About iGR</b>	<b>78</b>
<b>Disclaimer</b>	<b>78</b>

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## Abstract

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Due to consumers' infatuation with video, both viewing and sharing, as well as the increasing number of mobile subscribers in the world, the amount of traffic generated by mobile video on worldwide networks is rapidly increasing. *iGR* estimates that mobile video will account for over half of all mobile data traffic by 2018.

This market study overviews the drivers and challenges of mobile video and analyzes consumer behaviors regarding video, including downloading and streaming files, preferred streaming services, and typical access methods – WiFi or mobile data.

The study also forecasts the mobile video traffic from 2013 to 2018 at the global level, as well as for the following regions: North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan. For each region, *iGR* forecasts the number of light, medium, heavy and extreme subscribers (usage categories which are described more fully in the report), the amount of mobile video traffic used per month by each type of subscriber, and the total mobile video traffic per month. Finally, the study forecasts the percentage of total global mobile data traffic that is generated by mobile video traffic.

Key questions addressed:

- What are the drivers of mobile video traffic?
- What are some of the limiting factors on the amount of mobile video traffic?
- How many mobile subscribers are there in each region?
- What is mobile video usage today in all regions of the world and at what rate is mobile video usage expected to grow over the forecast period?
- How does mobile video usage differ between light, medium, heavy and extreme subscribers? What types of subscribers dominate each regional market?
- What percentage of total global mobile data traffic is mobile video traffic?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers

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