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**FOR IMMEDIATE RELEASE**

## **New *iGR* study forecasts global mobile video traffic will account for more than half of all mobile data by 2018**

***Increasing availability of LTE networks, among other factors, will drive growth***

**AUSTIN, Texas, May 28th, 2014** – Due to consumers' infatuation with all types of 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.

Many factors are driving the use of mobile video, including the rollout of LTE networks and the availability of mobile devices that easily support video. As video usage increases, trends in consumer behavior, such as downloading or streaming files, preferred streaming services, and typical access methods (WiFi or mobile data), are forming.

"*iGR* believes that mobile video traffic will increase over the forecast period due to consumers' fascination with video and their increasingly connected, mobile lifestyle," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "Even subscribers who only casually and infrequently use mobile data features today will watch increasing amounts of video content on their mobile devices by the end of the forecast period."

In addition to analyzing drivers and trends of this market, *iGR's* new market study, *Global Mobile Video Traffic Forecast, 2013 – 2018: A Growing Share of Mobile Data*, 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.

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

- 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?

The information in this report will be valuable for:

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers
- 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](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 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 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](http://www.igr-inc.com).