



Contact *iGR*

Iain Gillott

(512) 263-5682

iain@iGR-inc.com

FOR IMMEDIATE RELEASE

New *iGR* study forecasts that almost 98 percent of broadband data use in U.S. households will be on WiFi devices by 2018

Consumers' in-home usage a precursor to their outside-the-home usage

AUSTIN, Texas, June 18th, 2014 – Today when LTE subscribers step outside their home, they potentially have a connection to their smartphone that is as fast as the fixed broadband connection in their home. Never before has the in-home and out-of-home broadband experience been as close in terms of throughput.

In-home data usage is a precursor to outside-the-home usage. If a user gets accustomed to streaming music over an in-home cable / WiFi network, then that same user is likely to stream their music when they step outside the home. This, of course, is why wireless operators and device OEMs care about the in-home data usage. Key companies are making a concerted effort to get inside the home while making the user experience as comparable across platforms as possible.

“Today’s users expect a world in which they always have high-speed access to anything they want, such as music and information in the cloud,” said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “And that expectation does not change if the user is inside or outside the home.”

iGR’s new market research report, *U.S. Home Broadband & WiFi Usage Forecast, 2013-2018*, estimates the amount of data used by fixed broadband connections at U.S. households. This report also estimates the amount of data usage that is driven by devices that primarily connect via WiFi – laptops, tablets, smartphones, e-readers, game consoles, etc.

In creating its new forecast, *iGR* created four different usage categories (Light, Medium, Heavy and Extreme) and then grouped U.S. households, subscribed to broadband, into those four categories based on an FCC report detailing the real-world throughputs of U.S. broadband connections.

To illustrate the range in usage, a Light household (per *iGR*'s definition) consumed approximately 32 GB per month in 2013 of which 21 GB was driven by WiFi. An Extreme household in 2013 consumed approximately 363 GB per month of which approximately 292 GB was driven by WiFi. Note that the phrase "driven by WiFi" is shorthand for data that originates and/or terminates on a WiFi-capable device. An example might be a smartphone connected via WiFi that is used to watch Netflix inside a home. A desktop computer connected via Ethernet that is used to watch Netflix would count only as wired data usage.

More qualitatively, a Light household would typically have a lower-speed fixed broadband connection, probably only one computer and use the Internet for basic purposes – email, Web, etc. An Extreme household, by way of contrast, would have a high-speed connection, stream video on a regular basis, play online games, and/or download HD movies several times a month.

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

- Amount of in-home wired broadband usage per household
- Amount of in-home broadband usage that is driven by WiFi
- Forecasted in-home broadband usage per household
- Number of broadband-enabled U.S. households
- Key in-home usage metrics – devices, applications.

The information in this report will be valuable for:

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- 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 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.