

**North America  
Carrier and Cable  
WiFi Forecast, 2013 –  
2018: *Meeting  
Mobile Demand with  
WiFi***

Market Study  
Fourth Quarter, 2014





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# **North America Carrier and Cable WiFi Forecast, 2013 – 2018: *Meeting Mobile Demand with WiFi***

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A Market Study

Published Fourth Quarter, 2014  
Version 1.0  
Report Number: 4Q2014-02

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# Abstract

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In public places throughout North America, it is not at all uncommon to see consumers on their mobile devices, and often these consumers are using WiFi instead of mobile cellular data. An ever-increasing number of WiFi hotspots operated by the mobile operators, cable MSOs and other service providers are becoming available to subscribers.

As the amount of traffic on the mobile data network continues to grow, North American mobile operators are increasingly looking to WiFi as an alternative to cellular data. In addition, cable MSOs have built a large WiFi network in major North American cities and they offer it as a value-add to their subscribers. Although motivated by different factors, both mobile operators and cable MSOs have built a significant number of WiFi hotspots in North America over the last two years, and consumers are benefitting.

This report provides an overview of the carrier and cable MSO WiFi market in the U.S. and Canada, the standards that are enabling the growth of WiFi, and data regarding U.S. Consumers' use of WiFi. Additionally, the market study provides a five-year forecast on the build-out of carrier and cable MSO WiFi.

Key questions addressed:

- What is Carrier WiFi? Which cellular operators are offering WiFi services?
- Which cable MSOs are offering WiFi services? How are they marketed?
- Which other service providers offer WiFi services?
- What are the relationships between the cellular operators, cable MSOs and independent service providers?
- What types of WiFi networks and business models exist?
- Which standards are guiding the evolution of WiFi?
- What are the opportunities for VoWiFi?
- How can users roam on WiFi? How is this ability changing?
- What are the strengths, weaknesses, opportunities and threats of carrier and cable WiFi?
- How do consumers in the U.S. use WiFi while they are at home, school or on the go?

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- What is the five-year forecast for the build-out of WiFi hotspots in North America? How does this differ between cellular operators and cable MSOs?
- What is the impact of dual-SSID WiFi in the cable MSO networks?
- Which vendors are providing products and services to the WiFi market?
- How big is the carrier and cable MSO WiFi opportunity in North America?

Who should read this report?

- Mobile operators, including those with WiFi networks
- Cable MSOs and those offering WiFi services
- Other independent WiFi service providers
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

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