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New *iGR* study forecasts the number of North American Carrier and Cable WiFi hotspots to reach 44 million by 2018

Study examines benefits of WiFi to mobile operators, cable MSOs and independent WiFi service providers

AUSTIN, Texas, October 8th, 2014 – 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 carriers 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 carriers and cable MSOs have built a significant number of WiFi hotspots in North America over the last two years, and consumers are benefitting.

"*iGR* expects the number of WiFi hotspots to continue to increase due to the significant benefits WiFi has to offer to cellular carriers, cable MSOs, independent service providers and their subscribers," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "Over the next five years, we expect the number of hotspots, including the cable MSOs' dual-SSID WiFi solutions, to reach almost 44 million."

iGR's new market study, *North America Carrier and Cable WiFi Forecast, 2013-2018: Meeting Mobile Demand with WiFi*, 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, including both the number of access points and the installation cost.

The following key questions are answered in the new market study:

- 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?
- 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?

The information in this report will be valuable for:

- 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.

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 in 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.