

# **Global Mobile Data Traffic Forecast, 2014 – 2019: The Growth Continues**

Market Study  
First Quarter 2015





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# Global Mobile Data Traffic Forecast, 2014 – 2019: The Growth Continues

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A Market Study

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## Abstract

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Due to both the increasing number of mobile subscribers in the world and the subscribers' desire to stay constantly connected through their mobile device, the amount of data flowing over the world's mobile network is increasing exponentially. *iGR* estimates that in 2014, approximately 2.6 million terabytes of mobile data traffic flowed over the world's cellular data networks per month, and by 2019, *iGR* forecasts mobile data traffic will rise to 16.7 million terabytes per month.

To create this forecast, *iGR* has built mobile connection usage profiles based on its primary and secondary research. These profiles divide mobile data connections into four different usage categories: light, medium, heavy and extreme. These categories are defined by the activities and applications that tend to be used – checking email, downloading or streaming music or video, or checking social sites, Voice over IP (and Voice over LTE) on a per application or per use basis. Variables for each type of activity include frequency of use, such as number of times per day, week or month, duration of the activity, and transmission time where applicable. *iGR*'s model then estimates the mobile data used per month (in megabytes) for each category of mobile data connection. *iGR* then forecasts the number of connections in each category and then multiplies the per-category estimate by the number of connections. This provides an aggregate number for the given region.

This report forecasts the mobile data traffic from 2014 to 2019 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 connections, the amount of data usage per type of connection per month, the average amount of data usage per connection and subscriber per month, and the total mobile data traffic per month.

Key questions addressed:

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

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- For each region, how much mobile data traffic is used by an average mobile connection?
- For each region, how much mobile data traffic is used by an average subscriber?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers
- Content providers and distributors
- Financial analysts and investors.

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