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New *iGR* study forecasts mobile data traffic in North America will reach 2.5 million terabytes per month in 2019

Growth will come from North American subscribers' use of multiple mobile devices and data-intensive applications

AUSTIN, Texas, January 26th, 2015 – Due to both the increasing number of mobile devices in use in North America and the subscribers' desire to stay constantly connected to their friends, movies and content, the amount of data flowing over the mobile networks in North America is increasing exponentially. *iGR* forecasts that by 2019 mobile data traffic in North America will rise to more than 2.5 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.

The next step in the mobile data traffic model is to determine the number of connections in each category. North America, with its high LTE penetration is expected to have a high number of medium and heavy data connections.

"iGR believes that the consumption of mobile data will grow aggressively over the forecast period in North America," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "The drivers of this growth include North American mobile operators' continued network upgrades to LTE and LTE-Advanced, as well as the trend toward consuming content stored in the cloud."

iGR's new market study, [North American Mobile Data Traffic Forecast, 2014 – 2019: Continued Growth in a Mature Market](#), forecasts the mobile data traffic from 2014 to 2019 in North America. *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.

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

- What are the drivers of mobile data traffic in North America?
- What are some of the limiting factors on the amount of mobile data traffic?
- What is mobile data usage today in North America 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 North America?
- How many mobile subscribers and mobile connections are there in North America?
- How much mobile data traffic is used by an average mobile connection in North America?
- How much mobile data traffic is used by an average subscriber in North America?

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. 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 fifteenth 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.