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FOR IMMEDIATE RELEASE

New *iGR* study forecasts Wi-Fi Offload traffic for six global regions through 2019

Wi-Fi Offload, as part of the Het-Net, will provide an alternative to LTE

AUSTIN, Texas, February 17th, 2015 – Most mobile operators around the world are experimenting with Wi-Fi networks in some way. In the U.S., for example, mobile operators have rolled out Wi-Fi hotzones in congested metro areas. In South Korea and Japan, operators offload a massive amount of data traffic each month to Wi-Fi. However, in the Middle East and Africa Wi-Fi networks are really just getting started. Wi-Fi is a little more advanced in Latin America, depending on the country, but deployments still lag those in more mature wireless markets.

The reasons behind regional differences in Wi-Fi deployments are as much due to differences in GDP, regulation and taxation, as they are to availability of licensed cellular spectrum, affordability of devices relative to median income, reliable access to power, literacy levels, population and population densities.

Data traffic that occurs on a Wi-Fi network, as opposed to a 3G/4G cellular network, is referred to as Wi-Fi Offload. *iGR* defines three types of Wi-Fi Offload: Wi-Fi Only, which is generated on a network outside of the home or office on a Wi-Fi-only device; User Driven Wi-Fi Offload, which occurs when a subscriber chooses a WiFi connection rather than a 3G/4G mobile broadband connection; and Carrier Driven Wi-Fi Offload, which occurs when a mobile operator diverts a subscriber's traffic from a 3G/4G mobile broadband network to a carrier-managed Wi-Fi network.

"Wi-Fi offload is becoming a critical component of the heterogeneous network (Het-Net) and *iGR* believes that Wi-Fi data usage will grow strongly over the forecast period," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "Wi-Fi can be used as an alternative to LTE and provide needed relief for congested networks in all global regions."

iGR's new market research report, [Global Wi-Fi Offload Traffic Forecast, 2014 – 2019: An Alternative to LTE](#), provides details on Wi-Fi and forecasts three types of traffic: Wi-Fi Only, Wi-Fi Offload (user driven) and Wi-Fi Offload (carrier driven). Additionally, the report forecasts each type of Wi-Fi as a percentage of total mobile data traffic. All forecasts are projected globally and for the six global regions of North America, Europe, Latin America, Middle East and Africa, Asia-Pacific, and Japan.

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

- What is Wi-Fi?
- Where is the Wi-Fi standard headed?
- How is Wi-Fi used?
- What is Wi-Fi offload?
- What is the difference between user-driven Wi-Fi offload and carrier-driven Wi-Fi offload?
- What are some of the key standards efforts associated with Wi-Fi offload?
- What are the potential benefits associated with Wi-Fi offload?
- What are the potential issues associated with Wi-Fi offload?
- What is Wi-Fi only? How is it commonly used?
- How much Wi-Fi offload traffic is expected through 2019 both globally and in each region of the world?
- How much Wi-Fi only traffic is expected through 2019 both globally and in each region of the world?
- What percentage of total “mobile” data traffic is Wi-Fi traffic both globally and in each region of the world?

The information in this report will be valuable for:

- Mobile operators, including those with Wi-Fi networks
- Device OEMs
- Content providers and distributors
- Cable MSOs and those offering Wi-Fi services
- 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; Wi-Fi and Wi-Fi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.