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**FOR IMMEDIATE RELEASE**

## **New *iGR* study profiles a typical Netflix subscriber and estimates broadband and mobile bandwidth usage**

***Study defines a typical user according to a number of demographic variables***

**AUSTIN, Texas, March 12th, 2015** – Netflix subscribers are among the ultimate consumers of broadband data. According to many press reports, they regularly consume anywhere from 30 to 40 percent of the Internet’s total bandwidth, and even more on the day when Netflix releases a popular show like *House of Cards*.

Through its primary research, *iGR*, a market research consultancy focused on the wireless and mobile industry, has been able to profile the average Netflix consumer – not what they watch or when, but more who they tend to be, what device they own, and what devices they watch Netflix on. In addition, *iGR* has modeled how much bandwidth the average Netflix household consumes, both on wired broadband and mobile networks. This data is detailed in their newest market study, [\*A Profile of the Netflix Subscriber\*](#).

“The amount of data traffic on the mobile networks is increasing rapidly, in large part due to consumers’ ability to comfortably watch high quality video on their LTE devices,” said Iain Gillott, president and founder of *iGR*. “Because a very large portion of that video is being provided by Netflix, *iGR* sought to understand which consumers use this OTT service and exactly how their usage affects both the wired and wireless broadband networks.”

*iGR*’s new market study, [\*A Profile of the Netflix Subscriber\*](#), provides a profile of the average Netflix subscriber, including demographic variables, usage of the wireless network, usage of other OTT services, devices used, and typical wired and wireless broadband data plans used. The consumer data in this report is based on a Web-based survey of over 1,100 U.S. consumers that *iGR* fielded during January 2015.

The market study also models and estimates how much bandwidth is used by Netflix subscribers on both home broadband and LTE mobile networks.

The following key questions are addressed in the new study:

- What are the demographics, including age splits, number of children, household income and gender, of the average Netflix user?
- What devices do Netflix users have? How does their usage compare to the average U.S. household and non-Netflix households?
- What devices do Netflix users stream on?
- How much mobile bandwidth do Netflix households consume?
- How much broadband data does the average Netflix household consume at home each month?
- How much time does the average Netflix user spend watching the programming?

The information in this market study 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](http://www.igr-inc.com). Alternatively, contact Iain Gillott at (512) 263-5682 or at [iain@igr-inc.com](mailto: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](http://www.igr-inc.com).