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New *iGR* study provides complete view of Latin America's mobile market

Market study provides five-year forecasts for multiple mobile industry areas

AUSTIN, Texas, March 27th, 2015 – Mobile subscribers in Latin America increasingly depend on a variety of mobile devices, including smartphones, tablets and even connected cars in some markets, to stay connected. At the same time, these mobile consumers are increasing their usage of mobile data, both on the mobile 3G/4G network and Wi-Fi. Although many general similarities exist between Latin America and other global regions, Latin America has its own distinct mobile trends.

In order to consolidate all of the information for Latin America, *iGR*, a market research consultancy focused on the wireless and mobile industry, has created a new market study that defines the region's mobile market. *iGR*'s new market study, [Latin America Wireless Statistics Forecast, 2014-2019](#) provides a five-year forecast for the following areas of the market:

- Mobile Connections
- Smartphone Sales
- Tablet Sales
- Mobile Data Traffic
- Wi-Fi Offload Traffic.

"*iGR* realized that it would be useful to look at the mobile market of Latin America holistically," said Iain Gillott, president and founder of *iGR*. "By combining information from our original global studies that only looked at one aspect of the market, such as smartphone sales or mobile data traffic, we were able to provide an overall view of Latin America's mobile market."

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

- What is the population of Latin America and what is its mobile penetration?

- How many mobile connections exist and how are they expected to grow between 2014 and 2019?
- What is the split of those connections by technology type (GSM, CDMA, UMTS/HSPA and LTE) and generation (2G, 3G and 4G)?
- What are the anticipated global handset and smartphone sales for 2014 to 2019?
- What are the anticipated tablet sales for 2014 to 2019?
- What are the mobile data traffic trends of the Latin American region's major operators?
- What is mobile data usage today 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?
- How much Wi-Fi Offload traffic (user-driven, carrier-driven, and Wi-Fi only) is expected through 2019?

The information in this new study will be valuable for:

- Mobile operators
- Device OEMs
- Mobile infrastructure and equipment 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 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.