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New *iG*R study forecasts a growing amount of Wi-Fi Offload traffic in the U.S. over the next five years

Study also overviews Wi-Fi, its standards and how 5G will affect its deployments

AUSTIN, Texas, January 13th, 2016 – Public Wi-Fi usage is widespread in the U.S.: it is used regularly by mobile consumers in millions of locations, including coffee shops, libraries, shopping malls, and airports. Mobile consumers often choose to use Wi-Fi as an alternative to their cellular network in order to stay under their monthly data usage cap or because the Wi-Fi network provides superior service. Data traffic that occurs on a Wi-Fi network, as opposed to a 3G/4G LTE cellular network, is referred to as Wi-Fi Offload.

*iG*R, a market research consultancy focused on the wireless and mobile industry, 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 Wi-Fi connection rather than a 3G/4G LTE mobile broadband connection; and Carrier Driven Wi-Fi Offload, which occurs when a mobile operator diverts a subscriber's traffic from a 3G/4G LTE mobile broadband network to a carrier-managed Wi-Fi network. *iG*R's latest market study forecasts these types of Wi-Fi Offload traffic in the U.S. over the next five years.

"Wi-Fi offload is a critical component of the heterogeneous network (Het-Net) and *iG*R believes that Wi-Fi data usage will grow strongly over the forecast period," said Iain Gillott, president and founder of *iG*R. "Also as mobile networks move towards 5G standards, networks and architectures, Wi-Fi hotspots are more likely to be deployed as networks are densified with small cells."

*iG*R's new market study, U.S. Wi-Fi Offload Traffic Forecast, 2014 – 2019: Uh-oh 5G!, provides an overview of Wi-Fi, its key standards, how it will be affected by upcoming 5G standards, and the recent developments related to it. It also provides a five-year forecast for the number of connections and the amount of data for the three types of Wi-Fi Offload defined by *iG*R: Wi-Fi Only, Wi-Fi Offload (user driven) and Wi-Fi Offload (carrier driven). Additionally, the study forecasts each type of Wi-Fi as a percentage of total mobile data traffic.

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 in North America?
- What percentage of total "mobile" data traffic is Wi-Fi traffic in North America

The information in this market study 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 *iG*R's website at www.*iG*R-inc.com.

About *iG*R

*iG*R 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 *iG*illottResearch, *iG*R is now in its sixteenth year of operation. *iG*R 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.

*iG*R 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.