



Contact *iGR*

Iain Gillott

[iain@iGR-inc.com](mailto:iain@iGR-inc.com)

## **New *iGR* study forecasts worldwide mobile data traffic to reach almost 39 million TB per month in 2020**

***Growth will come from subscribers' increasing use of mobile video and cloud applications, as well as additional mobile data subscribers***

**AUSTIN, Texas, March 3rd, 2016** – Due to both the increasing number of mobile subscribers in the world and the subscribers' desire to stay constantly connected through their mobile device, the amount of data flowing over the world's mobile network is increasing exponentially. *iGR*, a market research consultancy focused on the wireless and mobile industry, estimates that in 2015, approximately 2.5 million terabytes (TB) of mobile data traffic flowed over the world's mobile data networks per month. And by 2020 *iGR* forecasts mobile data traffic will increase to 39 million TB per month.

Mobile consumers use their devices for a variety of activities and applications that consume mobile data, including downloading or streaming music and video, OTT services, video calling, checking social sites, and using Voice over IP (and Voice over LTE). In the model used for its mobile data forecast, *iGR* recognizes these activities, as well as variables for each type of activity, including duration of the activity and frequency of use, such as number of times per day, week or month.

"*iGR* believes that the consumption of mobile data will grow aggressively over the forecast period in both developing markets and more mature markets," said Iain Gillott, president and founder of *iGR*. "The drivers of this growth include network rollouts, such as continued 3G expansion in developing markets and upgrades to LTE and LTE-Advanced in mature markets, reasonably priced data-centric smartphones, and the trend toward consuming content stored in the cloud."

*iGR's* new market study, [Global Mobile Data Forecast, 2015 – 2020: And Still Growing](#), forecasts the mobile data traffic from 2015 to 2020 at the global level, as well as for the following regions: North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan. For each region, *iGR* forecasts the number of connections, the amount of data usage per type of connection per month, and the total amount of mobile data traffic per month.

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

- What are the drivers of mobile data traffic?
- What are some of the limiting factors on the amount of mobile data traffic?
- What is mobile data usage today in all regions of the world and at what rate is mobile data usage expected to grow over the forecast period?
- For each region, how much mobile data traffic is used by an average mobile connection?
- For each region, how much mobile data traffic is used by each quartile?

The information in this report 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](http://www.iGR-inc.com). Alternatively, contact Iain Gillott 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 sixteenth 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).