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New *iGR* white paper discusses the increasing need for Wireless Infrastructure to meet the demand for Mobile Entertainment

Sponsored by WIA, the white paper also discusses U.S. mobile consumers' demand for video and entertainment on-the-go

AUSTIN, Texas, December 14th, 2016 – It is no exaggeration to say that the future of entertainment is mobile and that the future of mobile depends on reliable networks that are able to deliver more capacity. As more and more people watch video on their mobile devices (tablets and laptops as well as smartphones), so the strains on the mobile infrastructure continue to mount. For the mobile industry, this is a never-ending challenge.

But this challenge is one that, to date, the industry has met. Mobile video is now more than half of all mobile data consumed in the U.S. And more people are not just downloading video to mobile devices, but streaming content directly and often. In its most recent survey, *iGR*, a market research consultancy focused on the wireless and mobile industry, found that 60 percent of those that stream video said that they do so at least once per day.

The entertainment and mobile infrastructure industries are therefore tied together in a common goal – enable wireless networks that are capable of delivering the content consumers demand, no matter their location or the time of day. Without responsible deployment of wireless infrastructure, including towers and small cells, the future of entertainment will simply not exist.

“U.S. mobile consumers expect access to their entertainment wherever they are, and at all times of the day,” said Iain Gillott, president and founder of *iGR*. “Thus, the continued success of video streaming services is very much dependent on the ability of mobile operators to provide fast, reliable connections. The entertainment industry therefore has a vested interest in the wireless infrastructure and its continued development.”

iGR's white paper, [Entertainment Services: The future is mobile](#), discusses the use of video entertainment services by U.S. mobile consumers while they are at home and on the go. The white paper also explores the variances in usage among different age groups.

The following key questions are addressed in the white paper:

- What types of mobile networks, including Wi-Fi and LTE, do U.S. consumers use while they are at home and on the go?
- What activities do U.S. mobile consumers engage in while they are on the go?
- How many U.S. mobile consumers stream video while they are on the go? How does this number differ for 18 to 24 year olds?
- What mobile devices are used to watch video services, such as Netflix and YouTube?
- Where do U.S. consumers look for video content - traditional TV or online services? How does this differ between age groups?

iGR's new white paper, [Entertainment Services: The future is mobile](#), can be downloaded at no charge directly from *iGR's* website.

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 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.

About WIA

The Wireless Infrastructure Association represents the businesses that develop, build, and own the nation's wireless infrastructure. Members include wireless carriers, infrastructure providers, and professional services firms that are responsible for telecommunications facilities around the globe. Through public affairs and advocacy efforts – on the local, state and federal level – WIA works to support the widespread deployment of wireless infrastructure in order to deliver mobile broadband access to all citizens and communities. For more information, visit www.wia.org.