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**FOR IMMEDIATE RELEASE**

## **New *iGR* study shows that 60 percent of consumers want more speed from WiFi connections**

***iGR* study forecasts a 73 percent CAGR of WiFi Offload from 2011 to 2016**

**AUSTIN, Texas, July 26<sup>th</sup>, 2012** – Consumers regularly use WiFi outside of their home as an alternative to their mobile data network. Carriers are seriously looking at WiFi Offload as a way to provide these consumers with the fast, reliable wireless data they require, while at the same time relieve some of the congestion on the operators' 3G/4G mobile data networks.

*iGR*'s new study asked consumers how the WiFi networks that they use outside their home could improve, and the answer was clear: over 60 percent responded "speed." A consumer chooses a WiFi connection instead of a mobile broadband connection because he may be looking for a faster connection, better coverage or is trying to avoid hitting his monthly mobile data plan allowance. Today, this user-driven form of WiFi Offload is the most predominant.

*iGR* expects the other type of WiFi Offload – carrier-driven – to be used more extensively by the carriers in the future. Carrier-driven offload involves the mobile operator actively switching 3G/4G traffic to a WiFi network. Today, the necessary technology in the network and handsets is just starting to emerge. By 2016, *iGR* expects it to be far more prevalent.

*iGR*'s new report forecasts the amount of data traffic offloaded from 3G/4G mobile broadband networks to WiFi in two categories of WiFi usage: WiFi Only and WiFi Offload. WiFi Only includes connections from devices such as tablets, laptops, ereaders, and handheld gaming consoles that do not have a 3G/4G modem and can therefore only connect over WiFi. WiFi Offload includes traffic that would flow over 3G/4G normally, but instead goes over WiFi by end user and/or carrier selection. *iGR* forecast a 73 percent compounded annual growth rate (CAGR) in WiFi Offload from 2011 to 2016.

"The key benefits of WiFi Offload involve relieving congestion on licensed spectrum and improving the user's data experience," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "Although WiFi Offload is not extensively used by subscribers today, our new study shows strong growth in WiFi Offload in the

next four years. And if the WiFi providers can deliver faster speeds which many consumers desire, the growth could be even stronger than expected.”

*iGR's* new market research report, *U.S. WiFi Offload Traffic Forecast, 2011 – 2016: Relief for Mobile Data Networks?*, provides details on WiFi and forecasts two types of traffic, WiFi Only and WiFi Offload, through 2016.

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

- What is WiFi?
- Where is the WiFi standard headed?
- How is WiFi used?
- What is WiFi offload?
- What is the difference between user-driven WiFi offload and carrier-driven WiFi offload?
- What are some of the key standards efforts associated with WiFi offload?
- What are the potential benefits associated with WiFi offload?
- What are the potential issues associated with WiFi offload?
- What is WiFi only? How is it commonly used?
- How much WiFi offload traffic is expected through 2016?
- How much WiFi only traffic is expected through 2016?
- How do the two different types of WiFi data traffic interrelate?

The information in this report will be valuable for:

- Mobile operators, including those with WiFi networks
- Device OEMs
- Content providers and distributors
- Cable MSOs and those offering WiFi services
- 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 twelfth 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 applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; 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).