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**FOR IMMEDIATE RELEASE**

## ***iGR* studies forecast the U.S. Total Addressable Market for 4G LTE Metrocells set to grow at a 240% CAGR over the next 5 years, while U.S. Residential Femtocells could grow at a CAGR of 86 percent**

***Small cells, including both metrocells and femtocells, will be part of the het-net solution to meet the rising demand for mobile data***

**AUSTIN, Texas, December 11<sup>th</sup>, 2012** – To meet the rising demand for mobile data, operators will need to pursue a multi-pronged approach to upgrading and backfilling for capacity and throughput on their cellular voice/data networks. This approach, which combines RAN upgrades, new licensed spectrum, Wi-Fi, small cells and distributed antenna systems (DAS), is typically referred to as the heterogeneous network or het-net.

Metrocells, one part of the het-net, are low power, small cell sites that operate on an operator's licensed frequency to provide additional coverage and/or capacity in a given urban area. *iGR* differentiates between a metrocell and a picocell as follows: *iGR* uses 'picocell' to refer to enterprise and/or venue-specific indoor deployments of small cells that handle data (examples of venues include convention centers, hotels, office buildings and/or corporate campuses, stadiums). Metrocells are defined by *iGR* for outdoor deployments in urban areas.

Residential femtocells, defined as standalone, self-configuring, lower power (in the range of 20 milliwatts) small base stations that operate on a given carrier's licensed spectrum, are one way mobile operators can improve the quality of their subscribers' cellular voice service, primarily from the standpoint of creating or improving coverage inside a home. Most residential femtocells deployed in the U.S. today were rolled out to improve coverage for high-value customers. Moving forward, *iGR* believes that this will be the primary use case for residential femtocells, as well.

The following *iGR* small cell studies have recently been updated to include detailed profiles of twenty-six companies that provide solutions to the small cell market. Each profile includes an

overview of the size and history of the company, as well as a summary of its small cell solutions and deployments.

- *iGR's market research report, U.S. Metrocells Total Addressable Market, 2011 – 2017: Supplying Capacity Where It's Needed*, provides an overview of the total addressable market for metrocells and provides a forecast of the theoretical maximum size of the market.
- *iGR's market research report, U.S. Residential Femtocell Total Addressable Market, 2011 – 2017: Measuring the impact in the home*, provides an overview of the total addressable market for femtocells and provides a forecast of the theoretical maximum size of the market. In addition, the new report also forecasts the U.S. installed base for residential femtocells.
- *iGR's market research report, Residential Femtocells: Impact on Carrier Grades*, provides details on how consumers view in-home coverage, the factors that drive their assessment of their mobile operator's service, awareness and use of femtocells, and how a femtocell would improve the rating their give their operator.

"By 2016, *iGR* expects the average consumer's consumption of mobile data in the U.S. to increase by ten times over the level in 2011," said Iain Gillott, president and founder of *iGR*. "The mobile networks must adapt to this vastly increased demand and we see small cells as an important part of the solution."

The following key questions are addressed in *iGR's* research studies:

- What is a metrocell?
- How do metrocells fit into operators' evolving networks?
- Where are metrocells most likely to be located? What's their role?
- How much mobile data do U.S. end users consume and/or demand?
- How much mobile data capacity will be required in the next five years?
- What is a femtocell?
- What is the total addressable market for residential femtocells in the U.S?
- How can femtocells be used to offload macro cellular network traffic?
- How do residential femtocells impact a U.S. consumers' wireless service experience?
- Who are the vendors in the small cell industry and what products, including femtocells, picocells and metrocells, do they provide?

The information in these reports will be valuable for:

- Mobile operators
- Infrastructure OEMs
- Small cell product and solution vendors
- Backhaul service providers and equipment OEMs
- Content providers and distributors
- Financial analysts and investors.

The reports 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).