



Contact iGR

Iain Gillott

(512) 263-5682

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

**FOR IMMEDIATE RELEASE**

## **New iGR study forecasts 86 percent of broadband data use in U.S. households will be on WiFi devices in 2017**

### ***Consumers' in-home usage a factor in their use of mobile broadband data***

**AUSTIN, Texas, June 27<sup>th</sup>, 2013** – Today's users expect a world in which they always have high-speed access to anything they want – cloud music, cloud information, etc. Internet and data access is inextricably woven into the personal, social and business fabric of modern life. In-home WiFi allows consumers to perform these data-intensive activities on laptops, smartphones, and tablets while they are at home.

"In-home data usage is a precursor to outside-the-home usage. If a user gets accustomed to streaming music over an in-home cable / WiFi network, then that same user is likely to stream their music when they step outside the home," said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. "This, of course, is why wireless operators (and device OEMs) care about the in-home data usage."

Today's users expect a world in which they always have high-speed access to anything they want – cloud music, cloud information, etc. Internet and data access is inextricably woven into the personal, social and business fabric of modern life.

iGR's new market research report, *U.S. Home Broadband & WiFi Usage Forecast, 2012-2017*, estimates the amount of data used by fixed broadband connections at U.S. households. This report also estimates the amount of data usage that is driven by devices that primarily connect via WiFi – laptops, tablets, smartphones, e-readers, game consoles, etc.

In creating its new forecast, iGR created four different usage categories (Light, Medium, Heavy and Extreme) and then grouped U.S. households, subscribed to broadband, into those four categories based on an FCC report detailing the real-world throughputs of U.S. broadband connections.

To illustrate the range in usage, a Light household (per iGR's definition) consumed about 29 GB/month in 2012 of which about 15.5 GB was driven by WiFi. An Extreme household in 2012

consumed about 395 GB / month of which about 225 GB was driven by WiFi. Note that the phrase “driven by WiFi” is shorthand for data that originates and/or terminates on a WiFi-capable device. An example might be a smartphone connected via WiFi that is used to watch Netflix inside a home. A desktop computer connected via Ethernet that is used to watch Netflix would count only as wired data usage.

More qualitatively, a Light household would typically have a lower-speed fixed broadband connection, probably only one computer and use the Internet for basic purposes – email, Web, etc. An Extreme household, by way of contrast, would have a high-speed connection, stream video on a regular basis, play online games, and/or download HD movies several times a month.

The following key concepts are addressed in iGR’s new research study:

- Amount of in-home wired broadband usage per household
- Amount of in-home broadband usage that is driven by WiFi
- Forecasted in-home broadband usage per household
- Number of broadband-enabled U.S. households
- Key in-home usage metrics – devices, applications.

The information in this report will be valuable for:

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device 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 (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 thirteenth 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).