

**North American  
Mobile Data Traffic  
Forecast, 2014 –  
2019: Continued  
Growth in a Mature  
Market**

Market Study  
First Quarter 2015





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# **North American Mobile Data Traffic Forecast, 2014 – 2019: Continued Growth in a Mature Market**

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A Market Study

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## Abstract

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Due to both the increasing number of mobile devices in use in North America and the subscribers' desire to stay constantly connected to their friends, movies and content, the amount of data flowing over the mobile networks in North America is increasing exponentially. *iGR* estimates that in 2014, approximately 585,000 terabytes of mobile data traffic flowed over the cellular data networks per month, and by 2019, *iGR* forecasts mobile data traffic in North America will rise to more than 2.5 million terabytes per month.

To create this forecast, *iGR* has built mobile connection usage profiles based on its primary and secondary research. These profiles divide mobile data connections into four different usage categories: light, medium, heavy and extreme. These categories are defined by the activities and applications that tend to be used – checking email, downloading or streaming music or video, or checking social sites, Voice over IP (and Voice over LTE) on a per application or per use basis. Variables for each type of activity include frequency of use, such as number of times per day, week or month, duration of the activity, and transmission time where applicable.

The next step in the mobile data traffic model is to determine the number of connections in each category. North America, with its high LTE penetration would be expected to have a high number of medium and heavy data connections.

This report forecasts the mobile data traffic from 2014 to 2019 in North America. *iGR* forecasts the number of light, medium, heavy and extreme connections, the amount of data usage per type of connection per month, the average amount of data usage per connection and per subscriber per month, and the total mobile traffic per month.

Key questions addressed:

- What are the drivers of mobile data traffic in North America?
- What are some of the limiting factors on the amount of mobile data traffic?
- What is mobile data usage today in North America and at what rate is mobile data usage expected to grow over the forecast period?
- How does mobile data usage differ between light, medium, heavy and extreme connections in North America?
- What types of connections dominate in North America?
- How many mobile subscribers and mobile connections are there in North America?

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- How much mobile data traffic is used by an average mobile connection in North America?
- And how much mobile data traffic is used by an average subscriber in North America?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile infrastructure vendors
- Mobile backhaul services and solutions providers
- Content providers and distributors
- Financial analysts and investors.

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