

Asia-Pacific Wireless Statistics Forecast, 2014 – 2019

Market Study
First Quarter 2015





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A Market Study

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Abstract

Mobile subscribers in most corners of the vast Asia-Pacific region increasingly depend on a variety of mobile devices, including smartphones, tablets and even connected cars in some markets, to stay connected. At the same time, they are increasing their usage of mobile data, both on the mobile 3G/4G network and Wi-Fi.

This market study overviews the Asia-Pacific mobile market and includes detailed information and a five-year forecast for the following areas of the market:

- Mobile Connections
- Smartphone Sales
- Tablet Sales
- Mobile Data Traffic
- Wi-Fi Offload Traffic.

Key questions addressed:

- What is the population of the Asia-Pacific region and what is its mobile penetration?
- How many mobile connections exist and how are they expected to grow between 2014 and 2019?
- What is the split of those connections by technology type (GSM, CDMA, UMTS/HSPA and LTE) and generation (2G, 3G and 4G)?
- What are the anticipated global handset and smartphone sales for 2014 to 2019?
- What are the anticipated tablet sales for 2014 to 2019?
- What is mobile data usage today 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?
- How much Wi-Fi Offload traffic (user-driven, carrier-driven, and Wi-Fi only) is expected through 2019?

Who should read this report?

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