

**Global Mobile Data
Forecast, 2015-2020:
*And Still Growing***

Market Study
First Quarter 2016





Global Mobile Data Forecast, 2015 – 2020: *And still growing*

A Market Study

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Abstract

Due to both the increasing number of mobile connections in the world and the subscribers' desire to stay constantly connected through their mobile device, the amount of data flowing over the world's mobile network is increasing exponentially. *iGR* estimates that in 2015, approximately 2.5 million terabytes of mobile data traffic flowed over the world's cellular data networks per month, and by 2020, *iGR* forecasts mobile data traffic will rise to 39 million terabytes per month.

This report forecasts the mobile data traffic from 2015 to 2020 at the global level, as well as for the following regions: North America, Latin America, Europe, Middle East and Africa, Asia-Pacific, and Japan.

For each region, *iGR* forecasts the number of connections, the amount of data usage per type of connection per month and the total amount of mobile data traffic per month.

Key questions addressed:

- What are the drivers of mobile data traffic?
- What are some of the limiting factors on the amount of mobile data traffic?
- What is mobile data usage today in all regions of the world and at what rate is mobile data usage expected to grow over the forecast period?
- For each region, how much mobile data traffic is used by an average mobile connection?
- For each region, how much mobile data traffic is used by each quartile?

Who should read this report:

- Mobile operators
- Device OEMs
- Mobile infrastructure and equipment OEMs
- Content providers and distributors
- Financial analysts and investors.

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