

**Europe Wireless
Statistics Forecast,
2015 – 2020**

Market Study
First Quarter 2016





Europe Wireless Statistics Forecast, 2015 – 2020

A Market Study

Published First Quarter, 2016
Version 1.0
Report Number: 1Q2016-19

iGR
12400 W. Hwy 71
Suite 350 PMB 341
Austin TX 78738

Table of Contents

Abstract	1
Executive Summary	2
Figure A: Europe Connections and Population, 2015-2020(000)	2
Figure B: Europe Mobile Handset Sales by Handset Type, 2015-2020 (units)	3
Figure C: Total Mobile Data Traffic (TB/month) in Europe, 2015-2020	4
Methodology	5
Europe Mobile Connections Forecast, 2015-2020	6
Table 1: Europe Connections, Population, and Penetration, 2015-2020	6
Figure 1: Europe Connections and Population, 2015-2020(000)	7
Table 2: Europe Connections by Technology Generation, 2015-2020(000).....	7
Figure 2: Europe Connections by Technology Generation, 2015-2020(000)	8
Table 3: Europe Connections by Technology, 2015-2020(000).....	9
Figure 3: Europe Connections by Technology, 2015-2020(000).....	9
Europe Smartphone Sales Forecast, 2015-2020	10
Smartphone Sales Forecast Assumptions	10
Europe Handset Forecast by Type	11
Table 4: Europe Mobile Handset Sales by Handset Type, 2015-2020	11
Figure 4: Europe Mobile Handset Sales by Handset Type, 2015-2020 (units)	12
Europe Smartphone Sales Forecast by Operating System	12
Table 5: Europe Mobile OS Sales Forecast, 2015-2020 (units).....	12
Figure 5: Europe Mobile OS Sales Forecast, 2015-2020 (units).....	13
Table 6: Europe Mobile OS Sales Forecast, 2015-2020 (Percentage Share)	13
Figure 6: Europe Mobile OS Sales Forecast, 2015-2020 (Percentage Share)	14
Europe Tablet Sales Forecast, 2015-2020	15
Tablet Sales Forecast Assumptions	15
Europe Tablet Sales	17
Table 7: Europe Tablet Sales, 2015-2020 (units).....	18
Figure 7: Europe Tablet Sales, 2015-2020 (units).....	18
Europe Tablet Sales by Operating System	18
Table 8: Europe Tablet Sales by OS, 2015-2020 (units).....	19
Figure 8: Europe Tablet Sales by OS, 2015-2020 (units).....	19
Table 9: Europe Tablet OS Sales Forecast, 2015-2020 (Percentage Share).....	20
Figure 9: Europe Tablet OS Sales Forecast, 2015-2020 (Percentage Share)	20
Europe Tablet Sales By Form Factor	20
Table 10: Europe Tablet Sales by Form Factor, 2015-2020	21
Figure 10: Europe Tablet Sales by Form Factor, 2015-2020.....	21
Europe Tablet Sales By Connectivity Option	21
Table 11: Europe Tablet Sales by Connectivity Option, 2015-2020	22
Figure 11: Europe Tablet Sales by Connectivity Option, 2015-2020	22

Quoting information from an iGillottResearch publication: external – any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company’s internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2016 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Europe Mobile Data Usage Trends by Mobile Operator	23
Orange	23
Table 12: Orange’s 4G subscribers, Third Quarter 2015	23
Vodafone.....	23
Table 13: Vodafone Germany, Usage Statistics.....	24
Table 14: Vodafone Italy, Usage Statistics.....	24
Table 15: Vodafone Spain, Usage Statistics.....	24
Table 16: Vodafone UK, Usage Statistics	25
Telefonica.....	26
Vimpelcom	26
Table 17: Vimpelcom Russia.....	27
Table 18: Vimpelcom Algeria.....	28
Table 19: Vimpelcom Pakistan	28
Table 20: Vimpelcom Bangladesh	28
Table 21: Vimpelcom Kazakhstan.....	28
Table 22: Vimpelcom Italy.....	29
Telenor	29
Mobile Data Traffic Forecast Methodology.....	30
Assumptions Around Data Traffic	30
Connections, not Subscribers.....	31
Quartiles	31
Europe Mobile Data Traffic Forecast, 2015-2020	33
Table 23: Europe Connections, Population, and Penetration, 2015-2020	33
Figure 12: Europe Connections and Population, 2015-2020(000)	34
Table 24: Connection per Quartile in Europe, 2015-2020.....	34
Table 25: Per-Connection Mobile Data Use (MB/month) in Europe, 2015-2020.....	35
Figure 13: Per-Connection Mobile Data Use (MB/month) in Europe, 2015-2020	35
Table 26: Total Mobile Data Traffic (TB/month) in Europe, 2015-2020.....	36
Figure 14: Total Mobile Data Traffic (TB/month) in Europe, 2015-2020.....	36
Table 27: Percentage of Mobile Data Traffic by Quartile in Europe, 2015-2020	37
Figure 15: Percentage of Mobile Data Traffic by Quartile in Europe, 2015-2020	37
Definitions	38
General	38
Device Types.....	38
Services	39
Network Technology.....	40
About iGR.....	44
Disclaimer	44

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company’s internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2016 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Abstract

Mobile subscribers in Europe increasingly depend on a variety of mobile devices, including smartphones, tablets and connected cars, to stay connected. At the same time, they are increasing their usage of mobile data.

This market study overviews the European 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.

Key questions addressed:

- What is the population of Europe and what is its mobile penetration?
- How many mobile connections exist and how are they expected to grow between 2015 and 2020?
- 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 2015 to 2020?
- What are the anticipated tablet sales for 2015 to 2020?
- 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 quartiles?

Who should read this report?

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

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2016 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.

Quoting information from an iGillottResearch publication: external — any iGillottResearch information that is to be used in press releases, sales presentations, marketing materials, advertising, or promotional materials requires prior written approval from iGillottResearch. iGillottResearch reserves the right to deny approval of external usage for any reason. Internal-quoting individual sentences and paragraphs for use in your company's internal communications activities does not require permission from iGillottResearch. The use of large portions or the reproduction of any iGillottResearch document in its entirety does require prior written approval and may have some financial implications.

Copyright © 2016 iGillottResearch, Inc. Reproduction is forbidden unless authorized.

FOR INFORMATION PLEASE CONTACT IAIN GILLOTT (512) 263-5682.