

Asia-Pacific Wireless Statistics Forecast, 2015 – 2020

Market Study
First Quarter 2016





Asia-Pacific Wireless Statistics Forecast, 2015 – 2020

A Market Study

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Table of Contents

Abstract	1
Executive Summary	2
Figure A: Asia-Pacific Connections and Population, 2015-2020(000)	2
Figure B: Asia-Pacific Mobile Handset Sales by Handset Type, 2015-2020 (units).....	3
Figure C: Total Mobile Data Traffic (TB/month) in Asia-Pacific, 2015-2020	4
Methodology.....	5
Asia-Pacific Mobile Connections Forecast, 2014-2019	6
Table 1: Asia-Pacific Connections, Population, and Penetration, 2015-2020	6
Figure 1: Asia-Pacific Connections and Population, 2015-2020(000).....	7
Table 2: Asia-Pacific Connections by Technology Generation 2015-2020(000)	8
Figure 2: Asia-Pacific Connections by Technology Generation, 2015-2020(000).....	8
Table 3: Asia-Pacific Connections by Technology, 2015-2020(000)	9
Figure 3: Asia-Pacific Connections by Technology, 2015-2020(000)	10
Asia-Pacific Smartphone Sales Forecast: 2015-2020	11
Smartphone Sales Forecast Assumptions	11
Asia-Pacific Handset Sales Forecast by Type.....	12
Table 4: Asia-Pacific Mobile Handset Sales by Handset Type, 2015-2020	12
Figure 4: Asia-Pacific Mobile Handset Sales by Handset Type, 2015-2020 (units).....	13
Asia-Pacific Smartphone Sales Forecast by Operating System	13
Table 5: Asia-Pacific Mobile OS Sales Forecast, 2015-2020 (units)	14
Figure 5: Asia-Pacific Mobile OS Sales Forecast, 2015-2020 (units)	14
Table 6: Asia-Pacific Mobile OS Sales Forecast, 2015-2020 (Percentage Share).....	15
Figure 6: Asia-Pacific Mobile OS Forecast, 2015-2020 (Percentage Share).....	15
Asia-Pacific Tablet Sales Forecast: 2015-2020	16
Tablet Sales Forecast Assumptions	16
Asia-Pacific Tablet Sales.....	19
Table 7: Asia-Pacific Tablet Sales, 2015-2020 (units)	19
Figure 7: Asia-Pacific Tablet Sales, 2015-2020 (units)	19
Asia-Pacific Tablet Sales by Operating System	19
Table 8: Asia-Pacific Tablet Sales by OS, 2015-2020 (units)	19
Figure 8: Asia-Pacific Tablet Sales by OS, 2015-2020 (units)	20
Table 9: Asia-Pacific Tablet OS Sales Forecast, 2015-2020 (Percentage Share).....	21
Figure 9: Asia-Pacific Tablet OS Sales Forecast, 2015-2020 (Percentage Share).....	21
Asia-Pacific Tablet Sales By Form Factor	21
Table 10: Asia-Pacific Tablet Sales by Form Factor, 2015-2020	22
Figure 10: Asia-Pacific Tablet Sales by Form Factor, 2015-2020	22
Asia-Pacific Tablet Sales By Connectivity Option	22
Table 11: Asia-Pacific Tablet Sales by Connectivity Option, 2015-2020.....	23
Figure 11: Asia-Pacific Tablet Sales by Connectivity Option, 2015-2020.....	23

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Asia-Pacific Mobile Data Usage Trends by Mobile Operator	24
Vodafone.....	24
SingTel.....	24
China Mobile	26
Table 12: China Mobile Network Stats.....	27
China Unicom	27
China Telecom	28
Axiata Group	28
Vimpelcom	29
Table 13: Vimpelcom India.....	29
Reliance.....	30
Idea Cellular	31
Table 14: Growth in Data Volume	32
Table 15: Growth in Data Adoption.....	32
Table 16: Growth in Cell Sites.....	32
Mobile Data Traffic Forecast Methodology.....	33
Assumptions Around Data Traffic	33
Connections, not Subscribers	34
Quartiles	34
Asia-Pacific Mobile Data Traffic Forecast, 2015-2020	36
Table 17: Asia-Pacific Connections, Population, and Penetration, 2015-2020	36
Figure 12: Asia-Pacific Connections and Population, 2015-2020(000).....	37
Table 18: Connections per Quartile in Asia-Pacific, 2015-2020	37
Table 19: Per-Connection Mobile Data Use (MB/month) in Asia-Pacific, 2015-2020	38
Figure 13: Per-Connection Mobile Data Use (MB/month) in Asia-Pacific, 2015-2020.....	39
Table 20: Total Mobile Data Traffic (TB/month) in Asia-Pacific, 2015-2020	39
Figure 14: Total Mobile Data Traffic (TB/month) in Asia-Pacific, 2015-2020	40
Table 21: Percentage of Mobile Data Traffic by Quartile in Asia-Pacific, 2015-2020.....	40
Figure 15: Percentage of Mobile Data Traffic by Quartile in Asia-Pacific, 2015-2020.....	41
Definitions	42
General	42
Device Types.....	42
Services	43
Network Technology.....	44
About iGR.....	48
Disclaimer	48

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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.

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.

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 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

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- Financial analysts and investors.

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