

Laptops and Netbooks: Mobile Broadband Traffic Across Regions 2009-2017

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Abstract

- In this report we present **forecasts concerning mobile broadband access via laptops and netbooks ('portables')**. These forecasts consist of 37 graphs and tables covering traffic up to and including 2017, split by five key regions (Europe, Asia Pacific [incl. Japan and China], North America, Latin America, and Middle East and Africa). Included in these are commentary, and separate forecasts for LTE (Long Term Evolution).
- Key Questions answered in this report:
 - What types of traffic will each region generate?
 - What proportions of this traffic will be generated by LTE?
 - What are the trends, drivers and constraints impacting and shaping the development of the mobile broadband, including LTE, market?
- Methodology: The report derives from extensive statistical and qualitative data analysis and modelling conducted over two months across the regions specified. It takes into account current and future technological, social, demographic, economic and political conditions and changes
- Who this report is for:
 - Device and component vendors
 - Mobile network operators
 - Media organisations
 - Consultants
 - Financial analysts
 - Application, content and service providers

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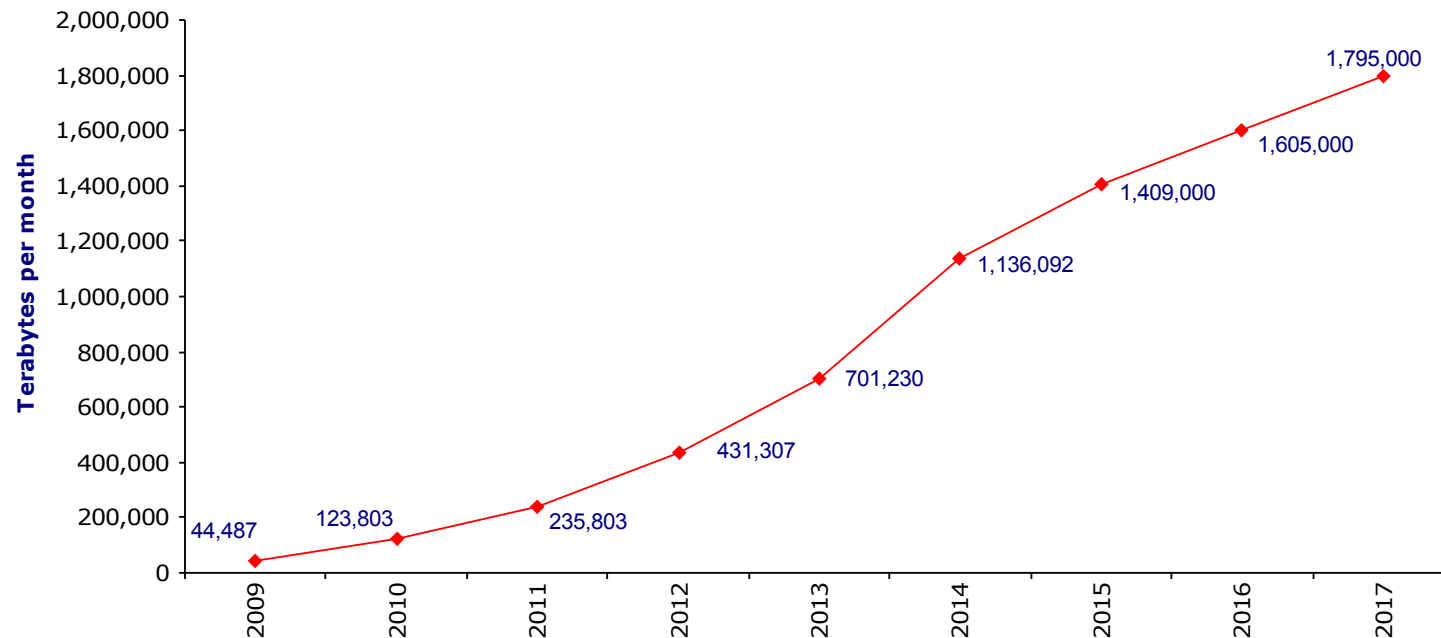
Mobile broadband traffic forecasts

(note: tabular data appear in appendices)

Worldwide mobile broadband traffic forecast – 2009-2017

- As shown in later pages, growth in traffic vastly outstrips both revenue and users, meaning increased stress upon and need for investment in network capabilities. This is particularly the case for Asia Pacific and Europe.
- Global monthly data traffic will grow from 44,487 terabytes per month in 2009, to 1.8 exabytes per month in 2017
- This is a CAGR of 59%, and a 40 fold increase
- Growth will rise significantly following 2012, when a ramp up in production in LTE takes place. However, UK risks being left behind due to 900 MHz spectrum not being opened up to all operators

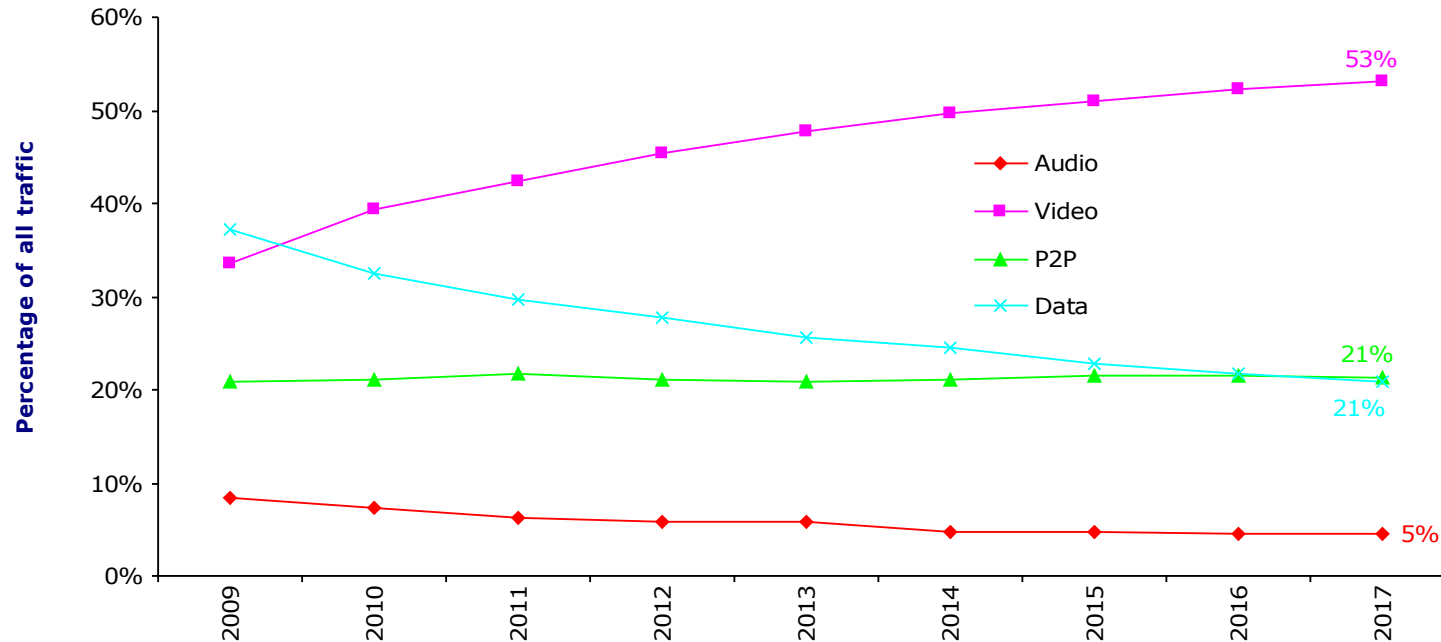
Mobile broadband data traffic forecast. Terabytes per month



Worldwide mobile broadband traffic forecast by type percentage split – 2009-2017

- By 2015, video will account for half of all mobile broadband traffic, and 53% by 2017. This is up from a third in 2009
- Whilst we project P2P traffic will remain approximately the same, video will grow mostly at the expense of growth in data traffic
- In developing countries of Central and South America, Middle East and Africa, traffic will be characterised much more by P2P and straightforward data such as email and web pages. This should be of obvious concern to video rights' holders and content owners
- In the rest of the world, the sheer amount of data video users will consume – made available through legal sources such as Hulu and Project Canvas - should be of concern to mobile broadband providers.
- Providers will need to make significant investment to meet rising demand for mobile broadband access and increased speeds. In many parts of Europe and the UK, as many three quarters of users are currently dissatisfied with the speeds they receive

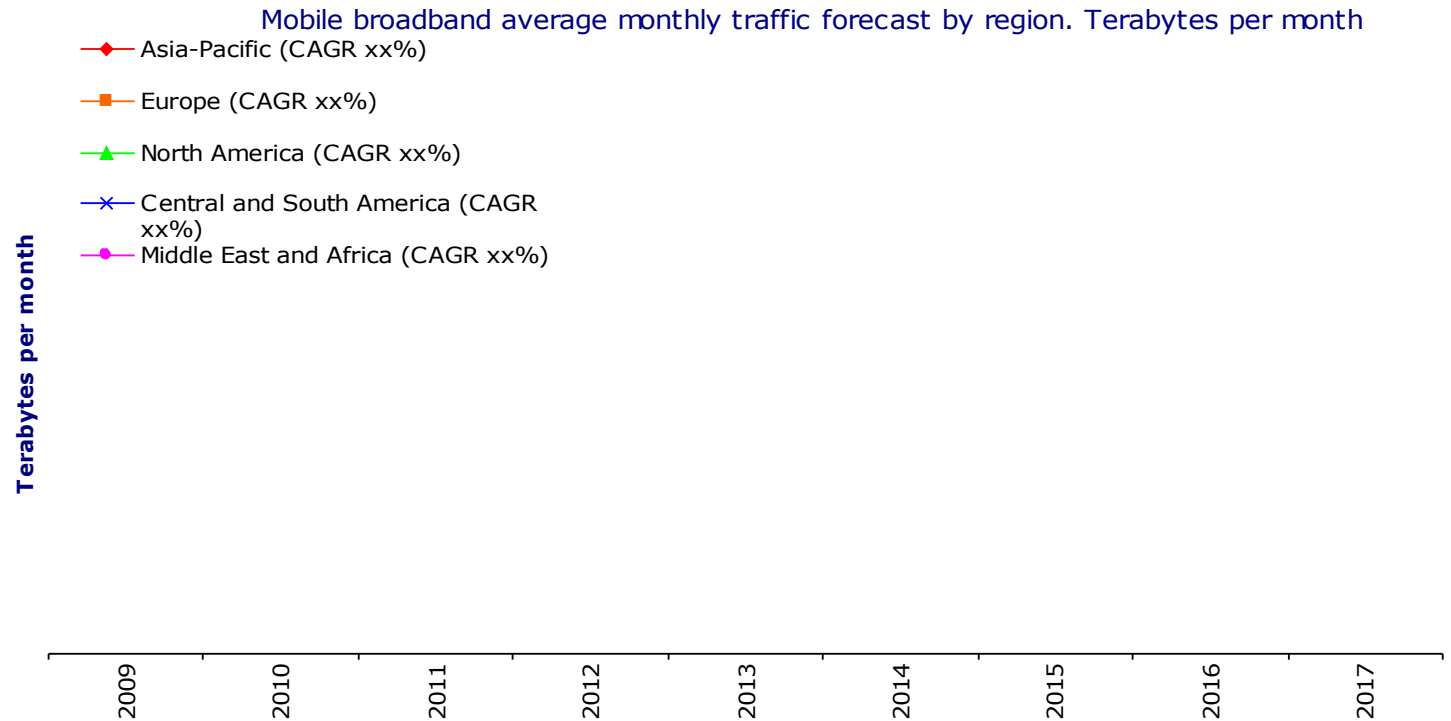
Mobile broadband data traffic forecast percentage split by type



The following slides, along with charts, commentary and other data, appear in the full report

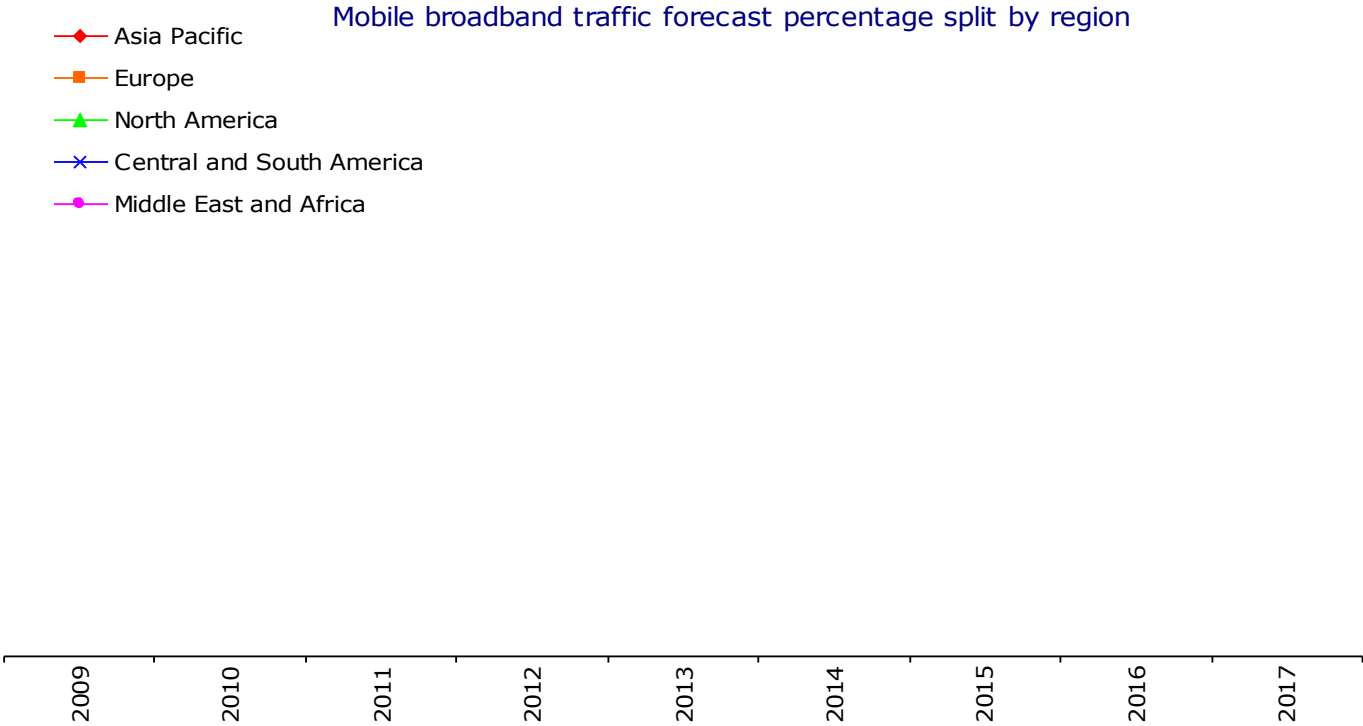
Regional mobile broadband traffic forecast – 2009-2017

- Commentary



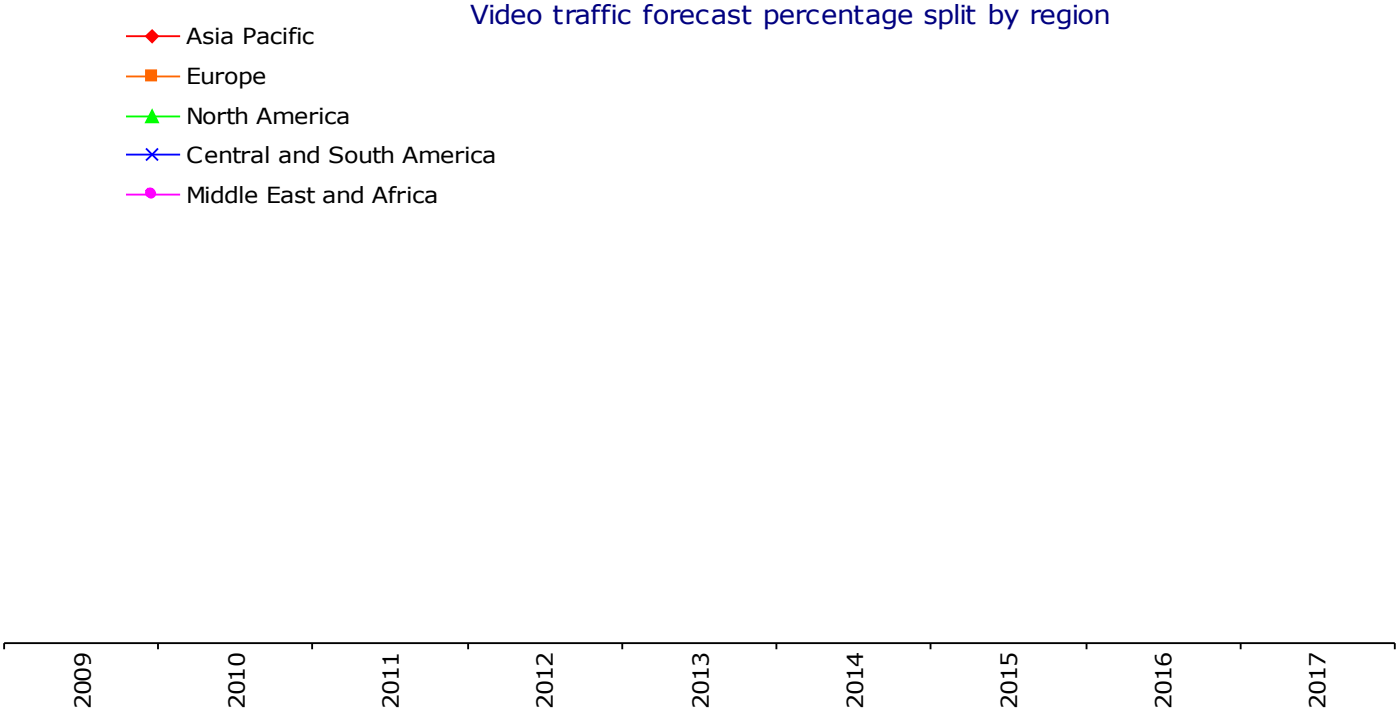
Regional mobile broadband traffic forecast percentage split – 2009-2017

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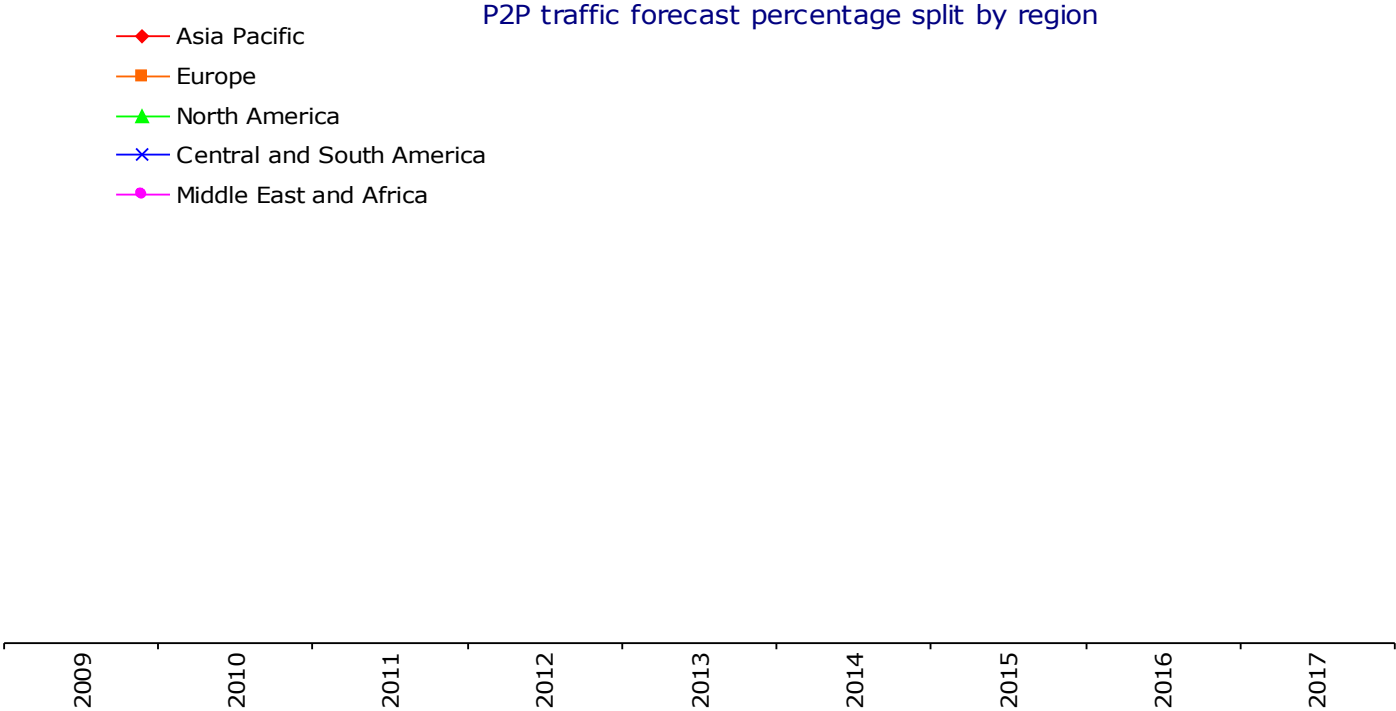
Mobile broadband video traffic forecast percentage split by region – 2009-2017

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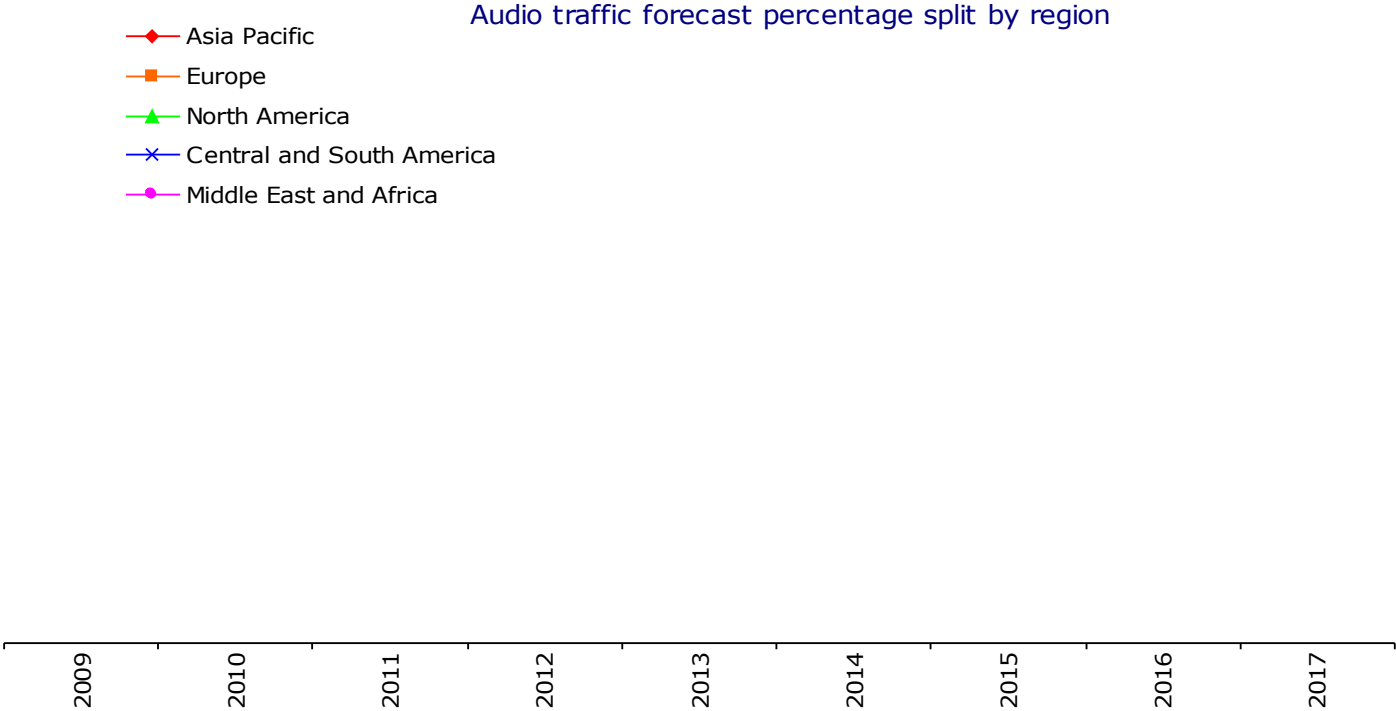
Mobile broadband P2P traffic forecast percentage split by region – 2009-2017

- Commentary



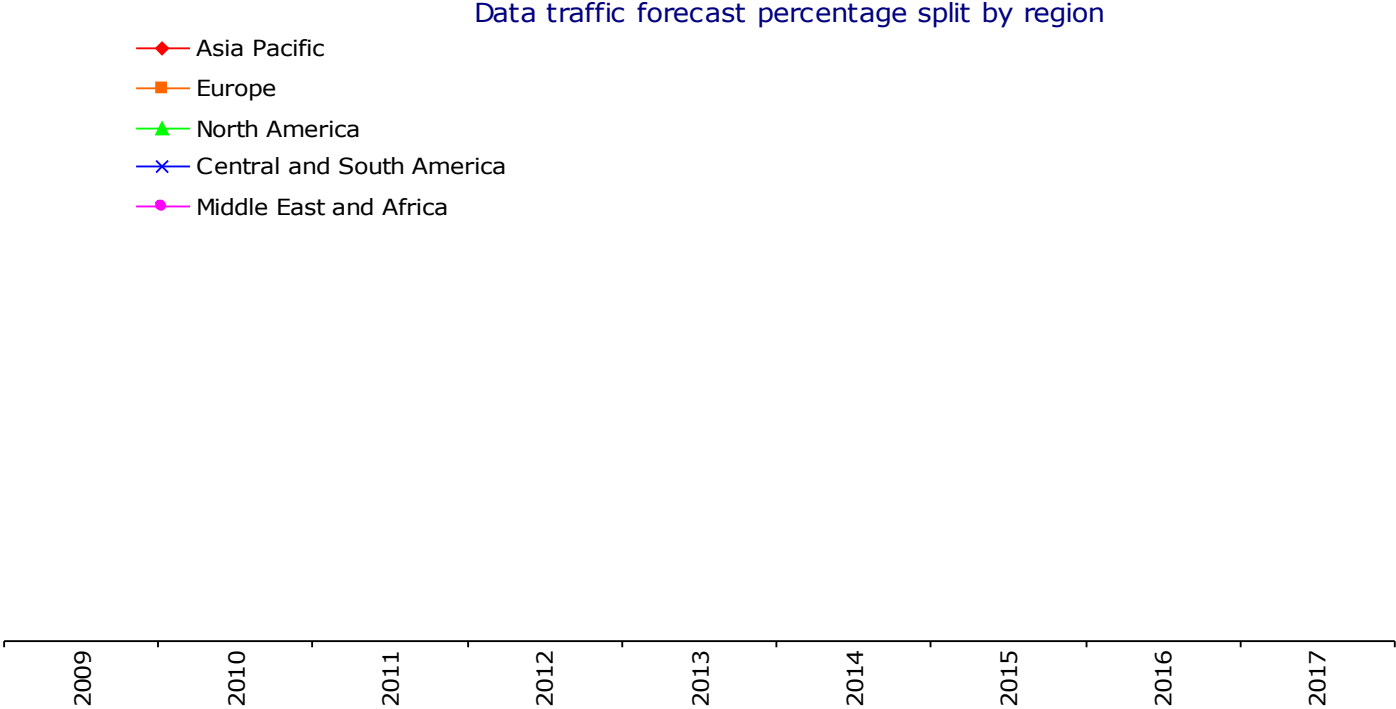
Mobile broadband audio traffic forecast percentage split by region – 2009-2017

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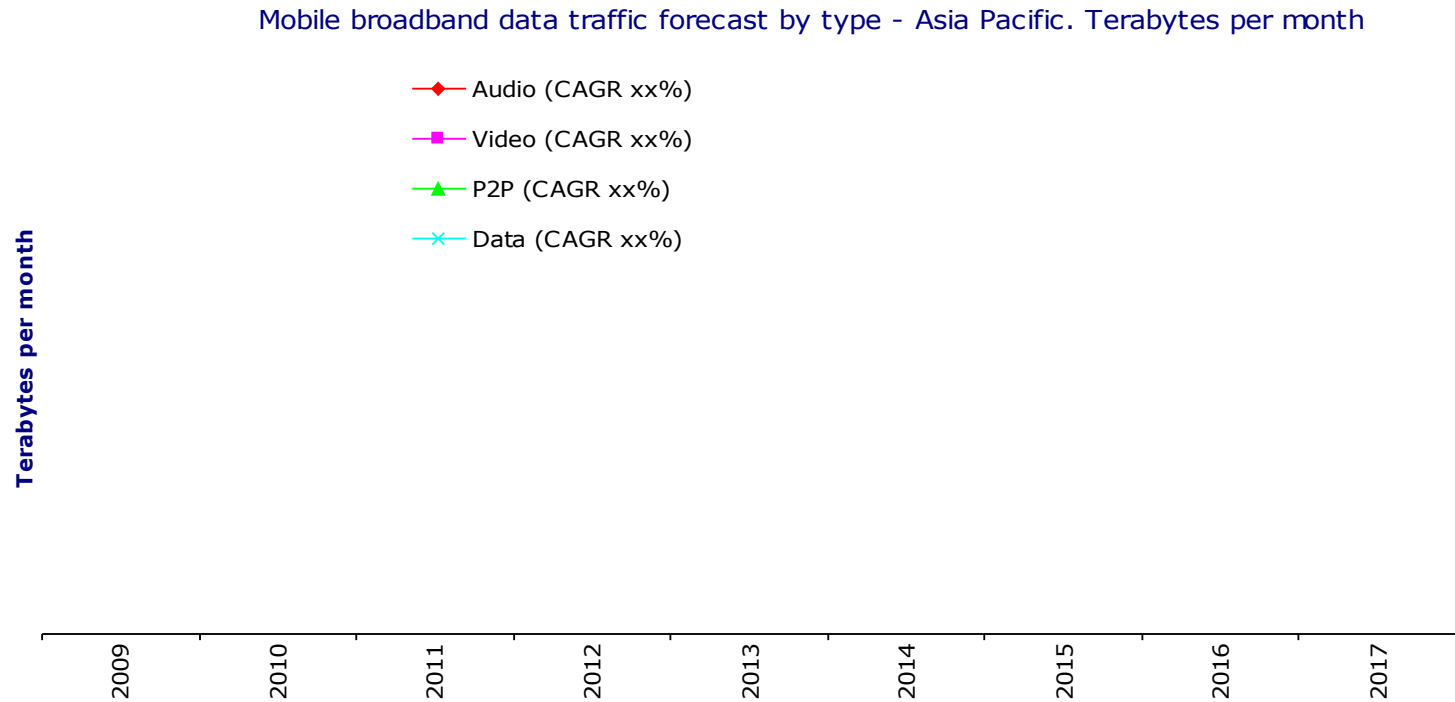
Mobile broadband data traffic forecast percentage split by region – 2009-2017

- Commentary



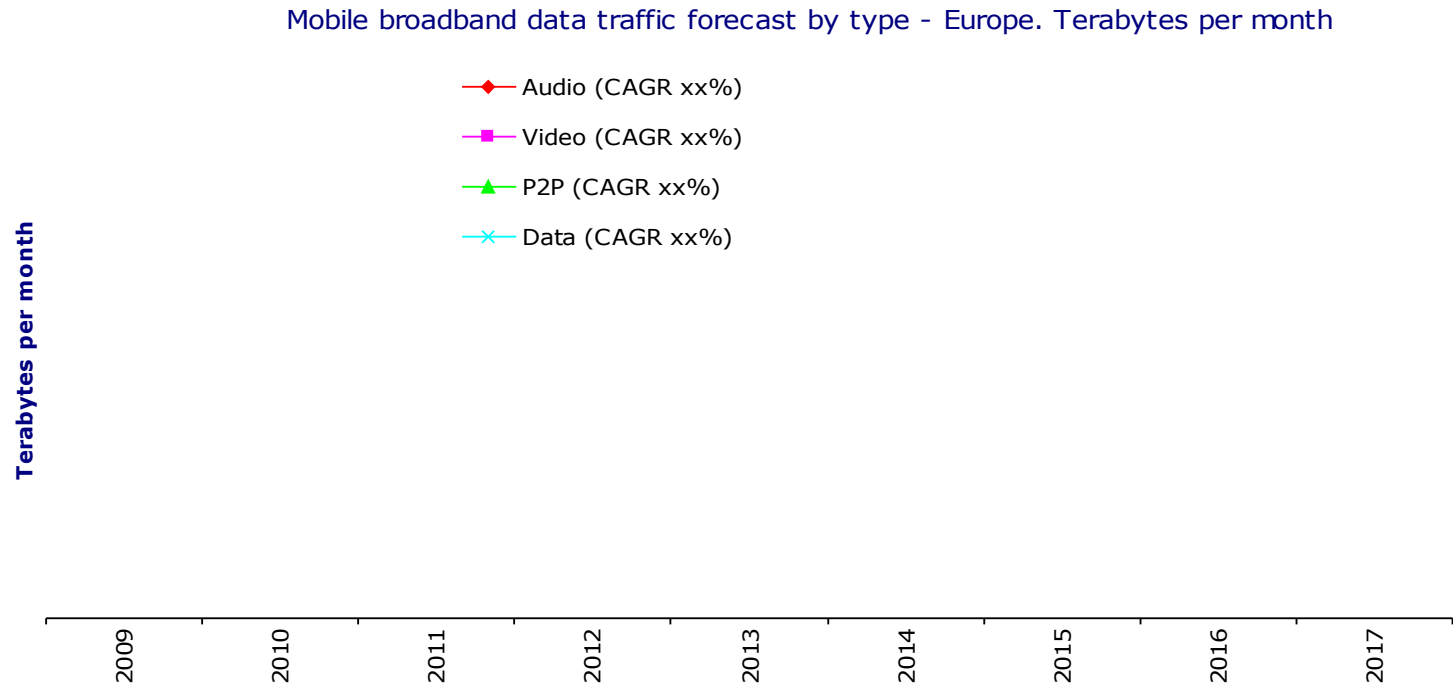
Asia Pacific mobile broadband traffic forecast – 2009-2017

- Commentary



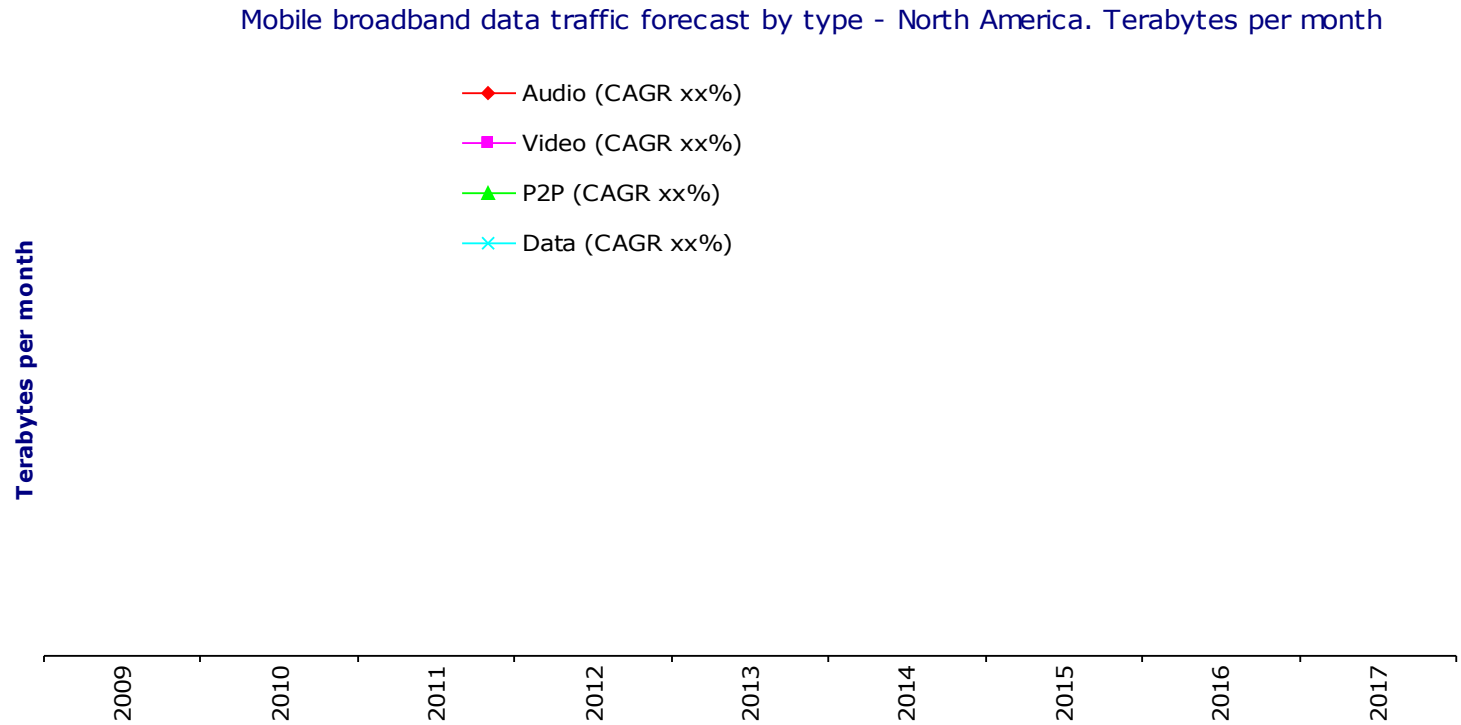
Europe mobile broadband traffic forecast – 2009-2017

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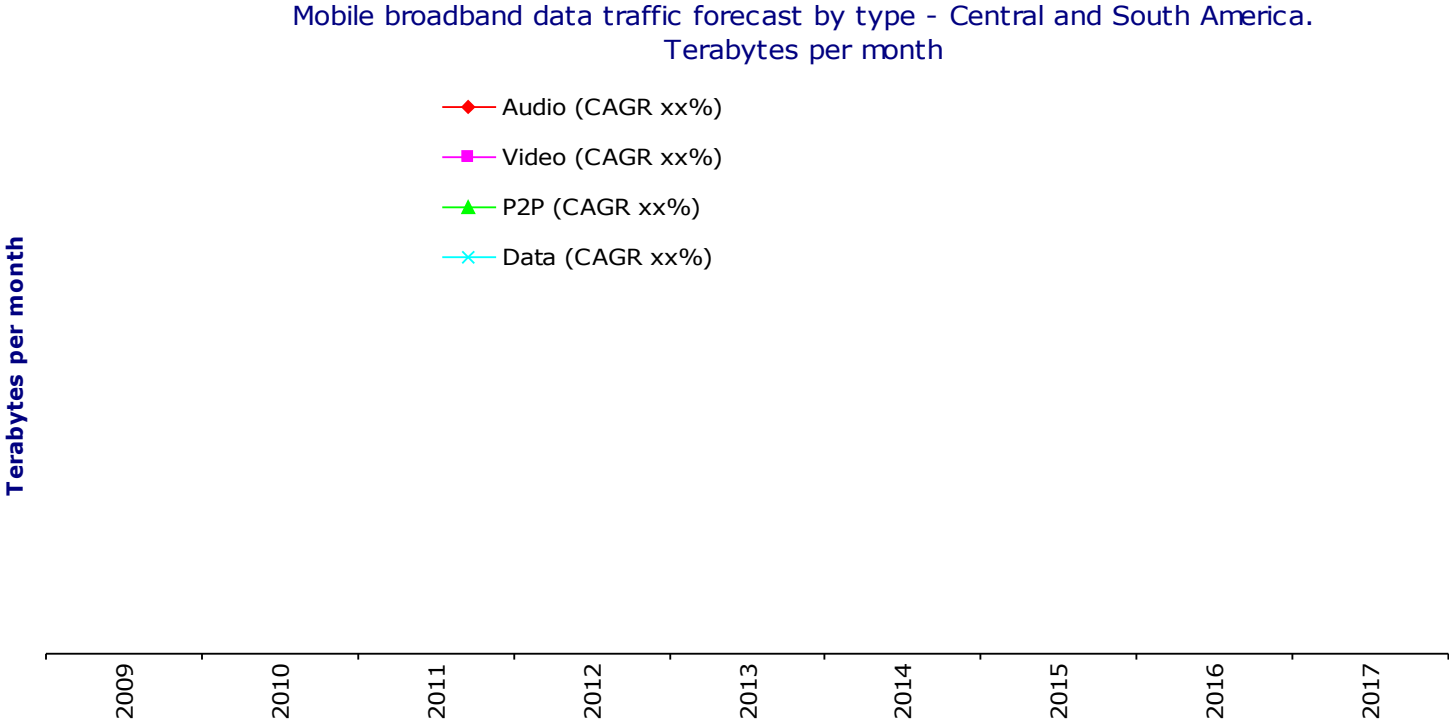
North America mobile broadband traffic forecast – 2009-2017

- Commentary



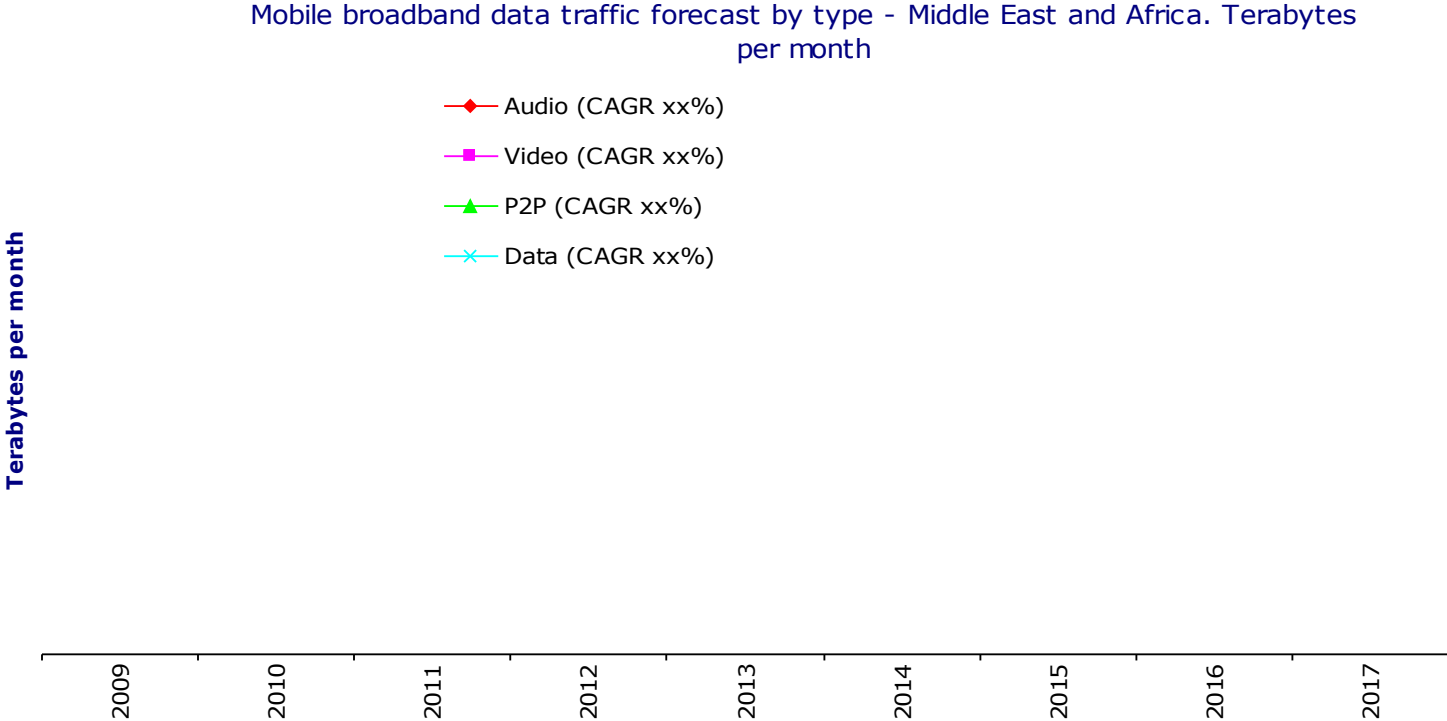
Central and South America mobile broadband traffic forecast – 2009-2017

- Commentary



Middle East and Africa mobile broadband traffic forecast – 2009-2017

- Commentary

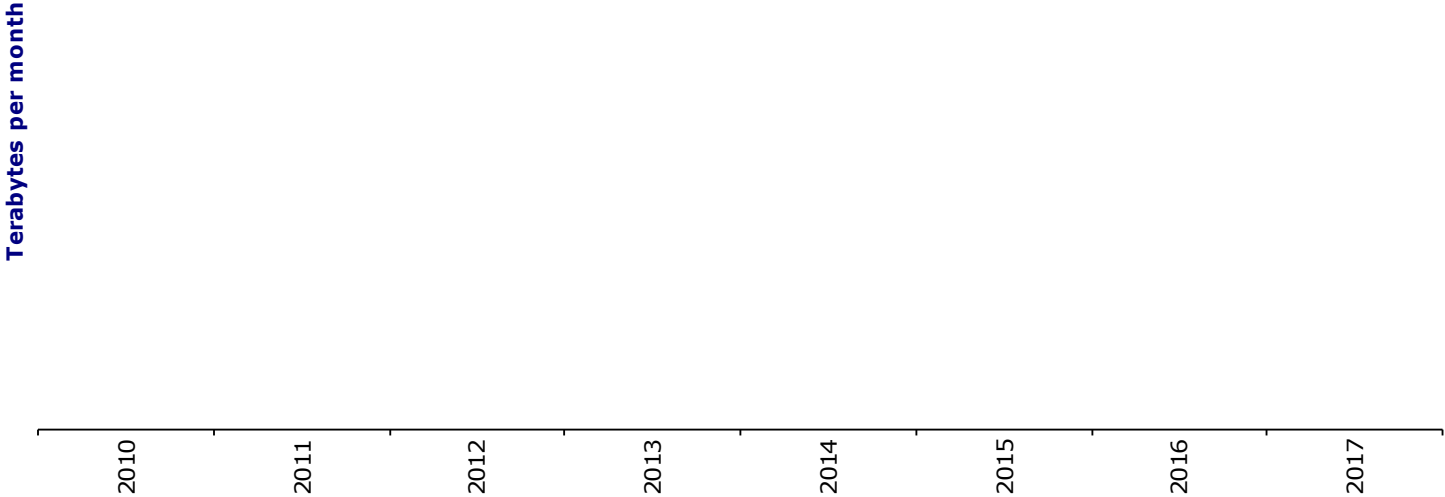


Mobile broadband LTE forecasts

Worldwide LTE mobile broadband traffic forecast – 2010-2017

- Commentary

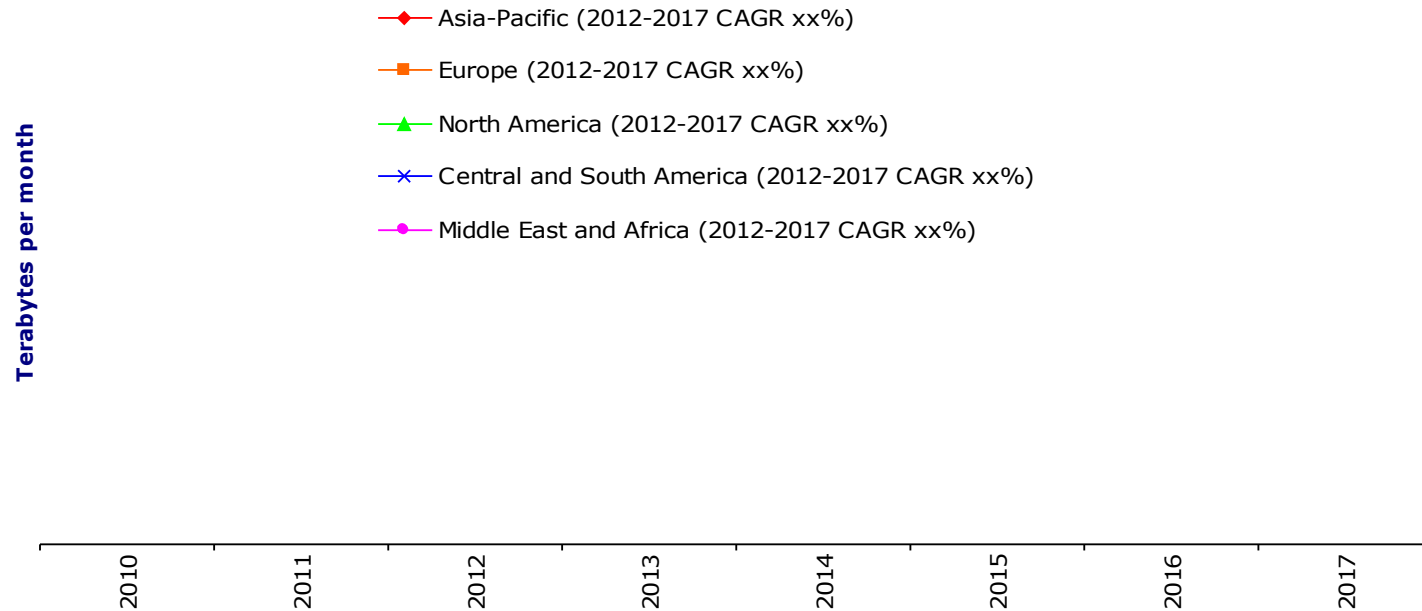
LTE mobile broadband data traffic forecast. Terabytes per month



Regional LTE mobile broadband traffic forecast – 2010-2017

- Commentary

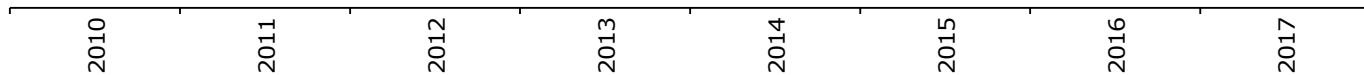
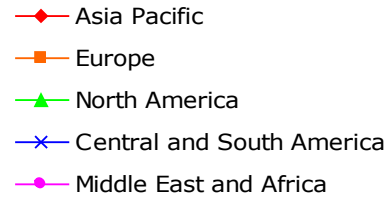
LTE mobile broadband average monthly traffic by region. Terabytes per month



Regional LTE mobile broadband traffic forecast percentage split – 2010-2017

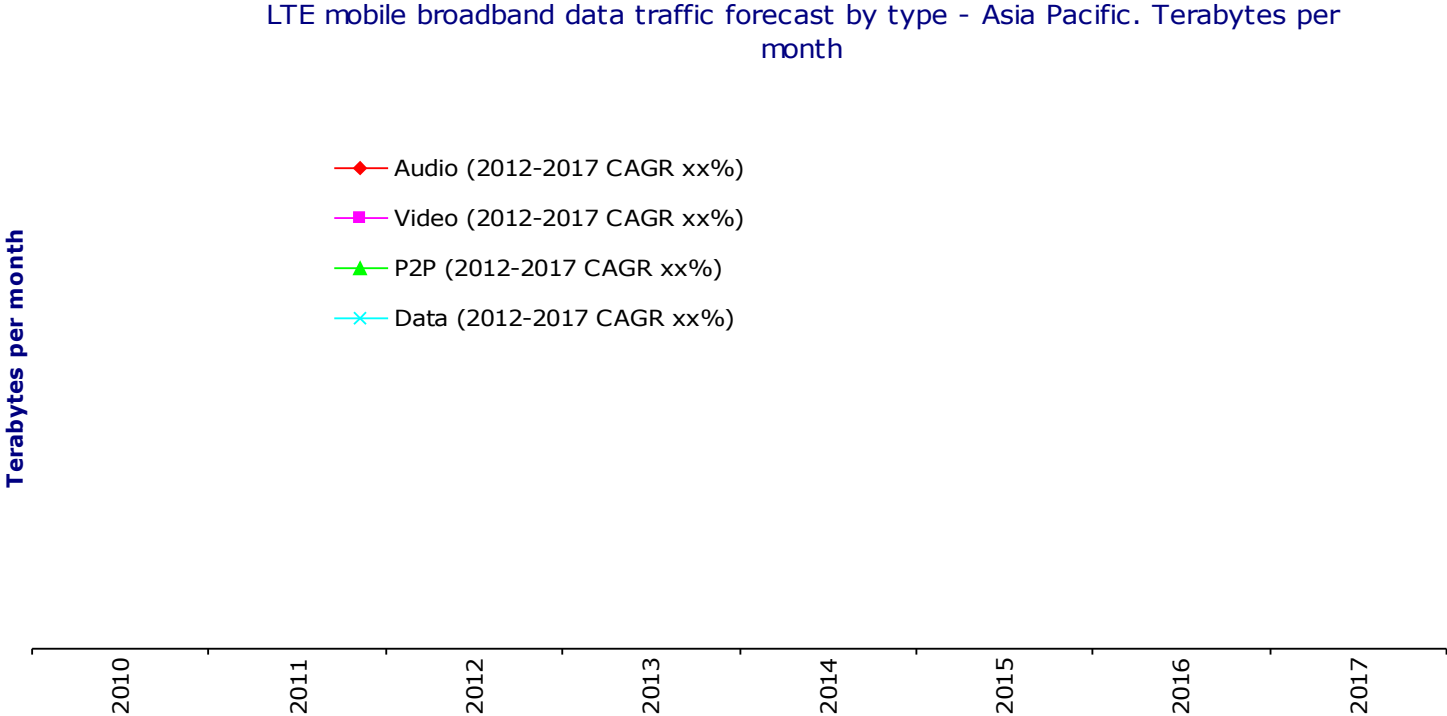
- Commentary

LTE mobile broadband traffic forecast percentage split by region



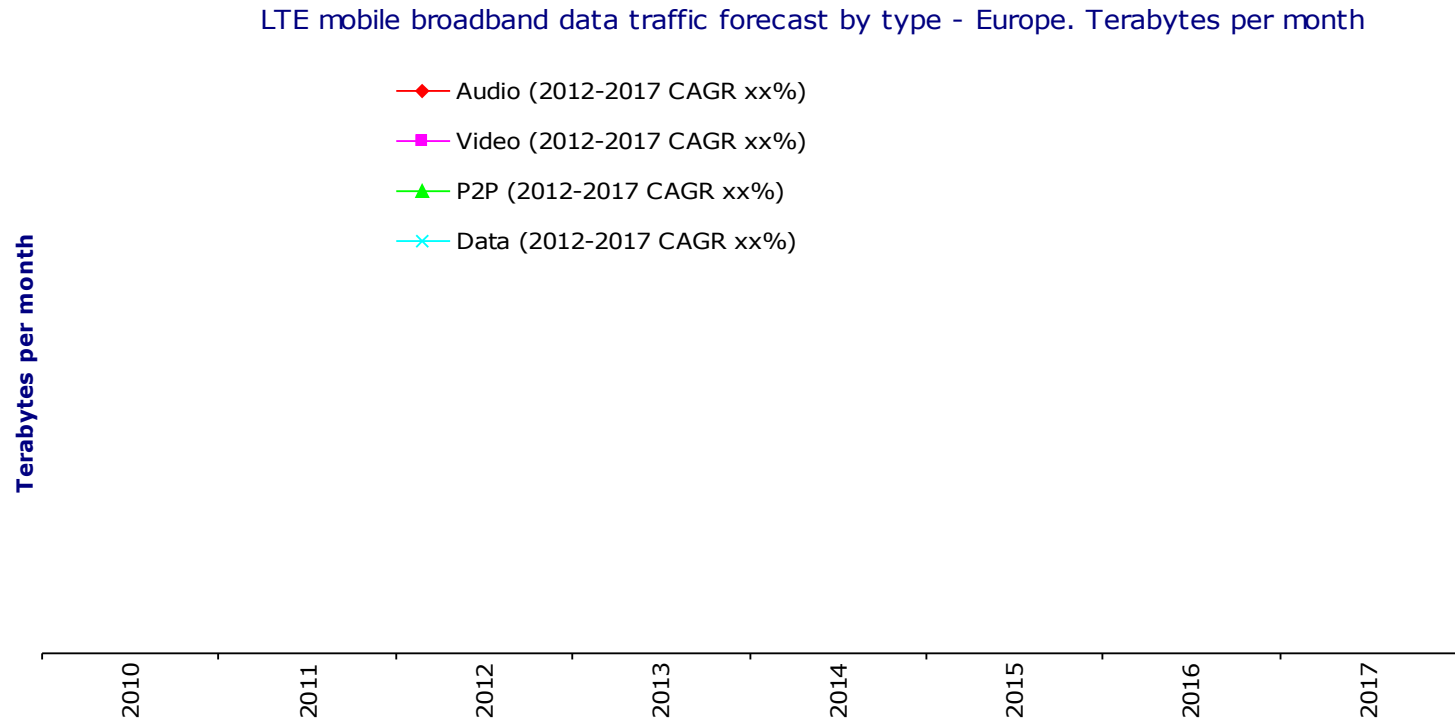
Asia Pacific LTE mobile broadband traffic forecast – 2010-2017

- Commentary



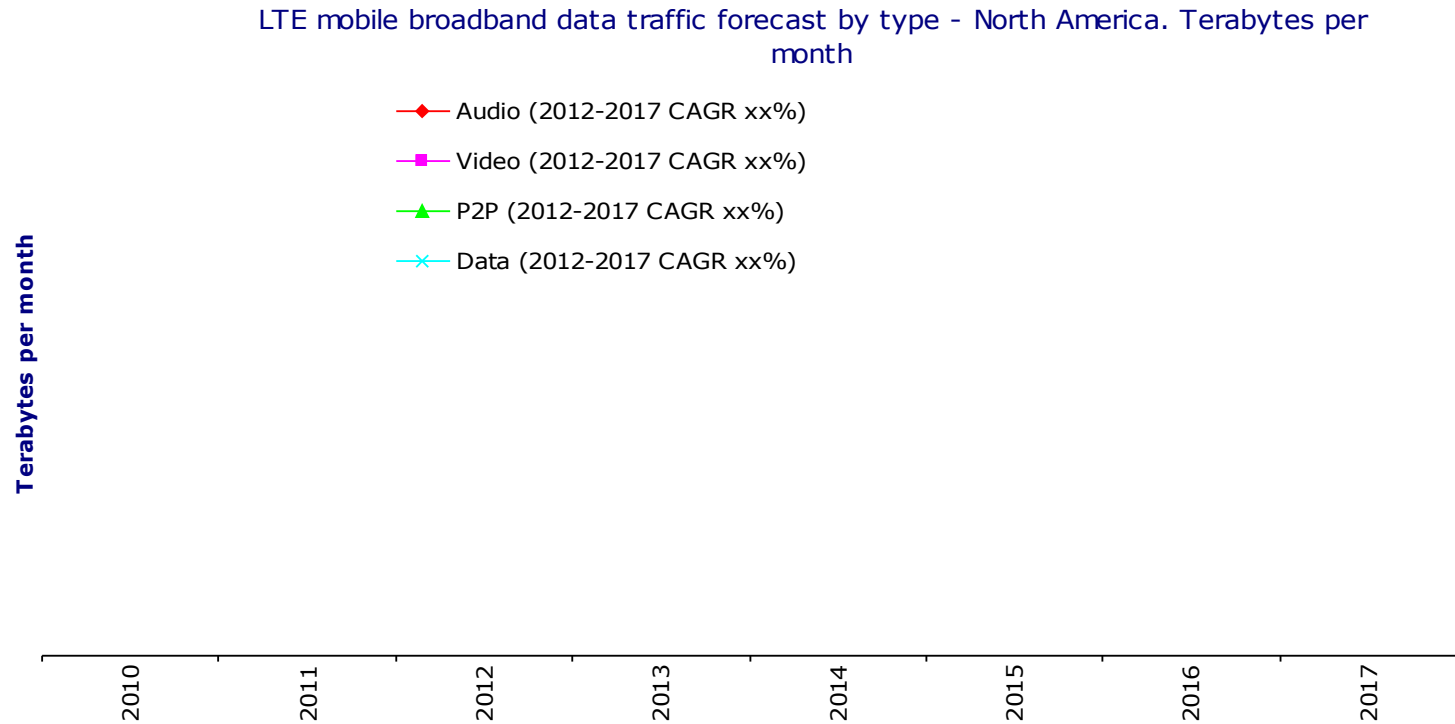
Europe LTE mobile broadband traffic forecast – 2010-2017

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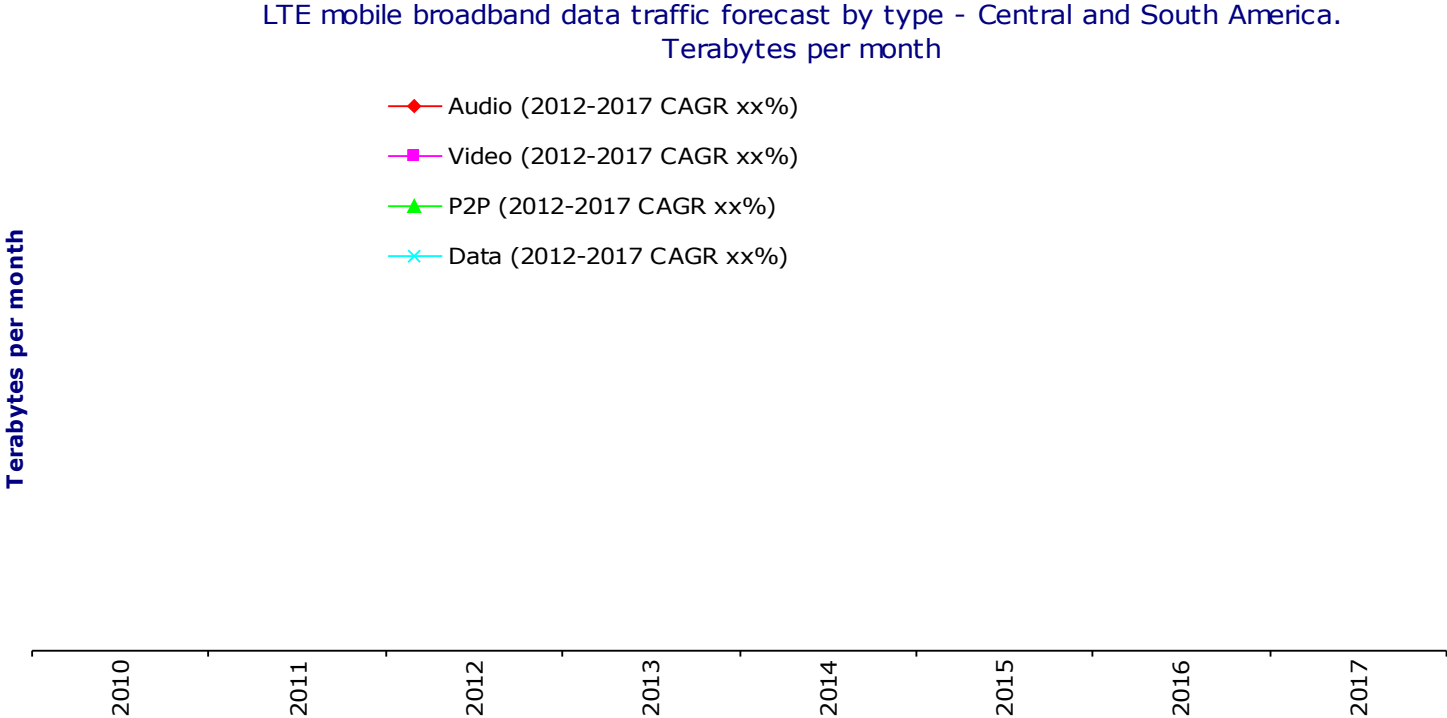
North America LTE mobile broadband traffic forecast – 2010-2017

- Commentary



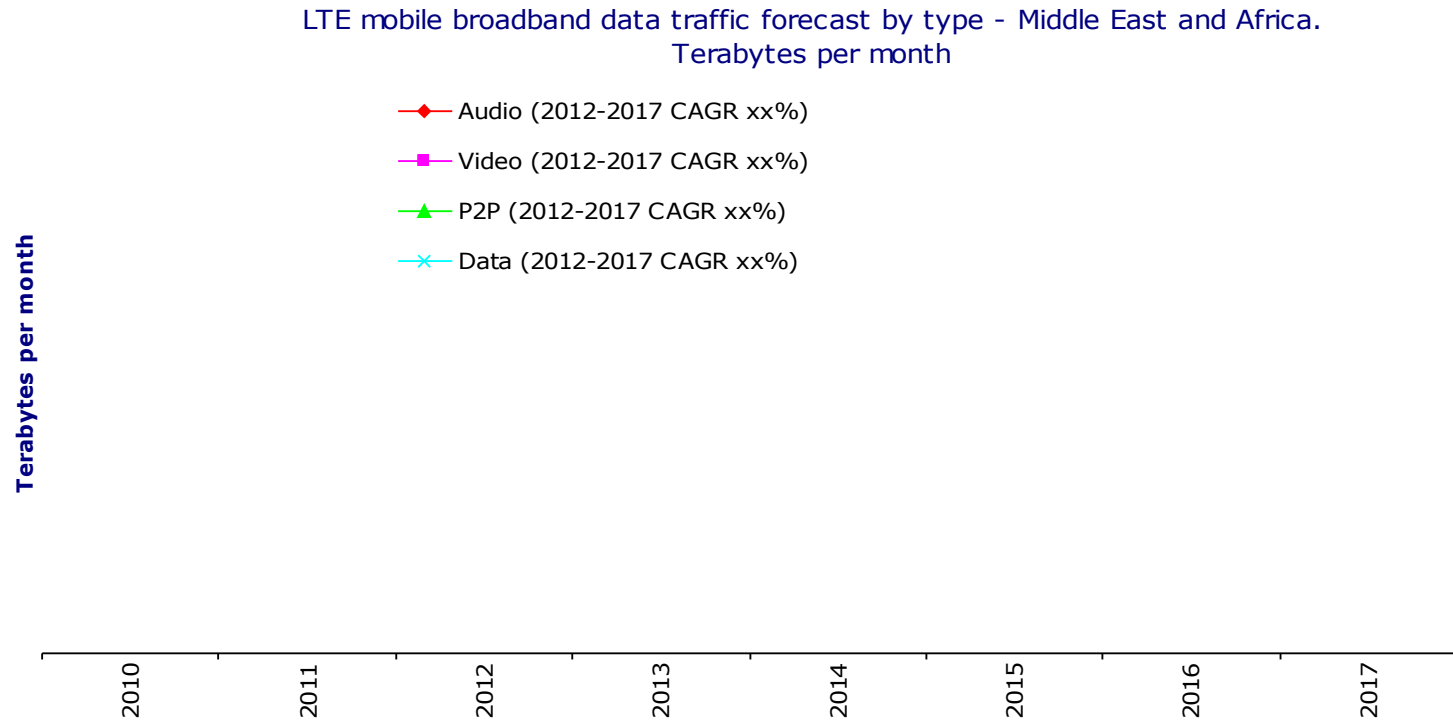
Central and South America LTE mobile broadband traffic forecast - 2010-2017

- Commentary



Middle East and Africa LTE mobile broadband traffic forecast – 2010-2017

- Commentary



Appendices

Worldwide mobile broadband traffic forecast by region – 2009-2017

Worldwide mobile broadband traffic forecast by type – 2009-2017

Mobile broadband traffic forecast percentage split by type and region – 2009-2017

Mobile broadband traffic forecast by region – 2009-2017

Mobile broadband traffic forecast by region – 2009-2017

Worldwide and regional LTE mobile broadband traffic forecast – 2010-2017

Worldwide and regional LTE mobile broadband traffic forecast by type – 2010-2017

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