

Magnolia Broadband Blog - "Data is the Driving Force of Wireless Market Growth"

Posted by Administrator

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Data continues to be a major area of growth for mobile operators. As Cisco reported in their recent Visual Networking Index (VNI) study⁶, the volume of mobile broadband (MBB) traffic has been doubling every year, reaching 1,577 Petabytes per month⁷ in 2013 (the equivalent of 500 billion .mp3 files or 800 million hours of streaming HD video⁸) and is forecast to reach 11,156 Petabytes by 2017. The rate of growth is underlined by the fact that total traffic volumes in 2012 were as high as all prior years combined. Furthermore, this growth hasn't been isolated to one area – all regions have been showing impressive growth rates. In absolute terms, however, Asia Pacific is the clear leader and is forecast to account for 47% of traffic by 2017.