

Magnolia Broadband Blog - "Key Mobile Data Drivers 2014 - 2018"

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Created on Wed 05 February 2014 12:47 - Last updated Wed 22 September 2021 15:16

Cisco anticipates that global mobile traffic growth will outpace global fixed traffic growth by a factor of three in 2018. The following trends are driving mobile data traffic growth:

- **More mobile users:** By 2018, there will be 4.9 billion mobile users, up from 4.1 billion in 2013.

- **More mobile connections:** By 2018, there will be more than 10 billion mobile-ready devices/connections—including eight billion personal mobile devices and two billion M2M connections, up from seven billion total mobile-ready devices and M2M connections in 2013.

- **Faster mobile speeds:** Average global mobile network speeds will nearly double from 1.4 Mbps in 2013 to 2.5 Mbps by 2018.

- **More mobile video:** By 2018, mobile video will represent 69 percent of global mobile data traffic, up from 53 percent in 2013.