

The global mobile industry revenue is on track to hit \$1.5 trillion. It should be noted that industry revenues have tripled in the last 10 years. Mobile operator's revenue reached a new milestone at the end of 2011. The total global mobile operator revenue exceeded \$1 trillion for the first time. The operator profits have more than doubled in the last 10 years. The trifecta of fast broadband networks, well-designed mobile computing devices, and the insatiable supply of content, applications, and services has unleashed consumer demand for more like never before.

If we look at the history of the mobile industry, the first generation was primarily focused on voice and this era persisted for a good 10-15 years before 2G messaging and very basic data services were introduced. A decade later, data services started to become more interesting as 3G networks enabled faster access speeds and new applications. When Apple released iPhone in 2007, followed by Google's Android in 2008, the industry was turned on its head. The implications were apparent at the time, that these far-reaching new devices were foretelling how impactful DATA was becoming for people in both their work and play. Today, data makes up the majority of all wireless devices usage.