

Magnolia Broadband Blog - "Mobile data traffic to Rise to 7 Million Terabytes per Month in 2016"

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iGR estimates that in 2011, approximately 433,000 terabytes of mobile data traffic flowed over the world's cellular data network networks per month. By 2016, iGR forecasts mobile data traffic to rise to nearly 7 million terabytes per month. iGR's mobile data traffic model estimates the amount of bandwidth (in MBs) consumed by a given activity – e.g., checking email, listening to streaming music or watching streaming video, checking social sites, etc. iGR has estimated the traffic generated on a per application/use basis and that necessarily means a reliance on average values for how much bandwidth these various activities consume along with an average for how many times in a given time period an end user engages in the given activity.