White Paper

Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2015–2020

February 3, 2016

More than half a billion (563 million) mobile devices and connections were added in 2015. Smartphones

Figure 11. Projected IPv6 Mobile Data Traffic Forecast 2015–2020

Trend 4: Tracking Wi-Fi Growth

Offload

Figure 20. Mobile Data Traffic and Offload Traffic, 2019

Source: Cisco VNI Mobile, 2016

Growth of Wi-Fi Hotspots

Globally, total public W-

Trend 5: Profiling Mobile Applications Use and Bandwidth Consumption Patterns

Because mobile video content has much higher bit rates than other mobile content types, mobile video will generate much of the mobile traffic growth through 2020. Mobile video will grow at a CAGR of 62 percent between 2015 and 2020, higher than the overall average mobile traffic CAGR of 53 percent. Of the 30.6 exabytes per month crossing the mobile network by 2020, 23.0 exabytes will be due to video (Figure 26). Mobile video represented

Trend 6: Comparing Mobile Network Speed Improvements

Globally, the average mobile network connection speed in 2015 was 2.0 Mbps. The average speed will grow at a CAGR of 26 percent, and will reach nearly 6.5 Mbps by 2020. Smartphone speeds, generally 3G and higher, will be nearly twice those of the overall average mobile connection by 2020. Smartphone speeds will nearly double by 2020, reaching 12.5 Mbps.

Anecdotal evidence supports the idea that usage increases when speed increases, although there is often a delay

Trend 7: Reviewing Tiered Pricing—Unlimited Data and Shared Plans

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Appendix B: Global 4G Networks and Connections

Tables 6 and 7 show the growth of regional 4G connections and wearable devices, respectively.

Table 6. Regional 4G Connections Growth

Appendix C: IPv6-Capable Devices, 2015–