Mobile Networks in an Exabyte World
Driving the Need for Spectrum

Robert Pepper
Vice President
Global Technology Policy

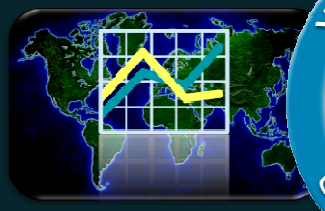
Mobile World Congress
1 March 2012

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Cisco Visual Networking Index (VNI)
Expanding the Scope of Cisco's IP Thought Leadership

Cisco® VNI Forecast research is an ongoing initiative to predict global traffic growth. This study focuses on consumer and business mobile data traffic and its key drivers.

Global Forecast Data





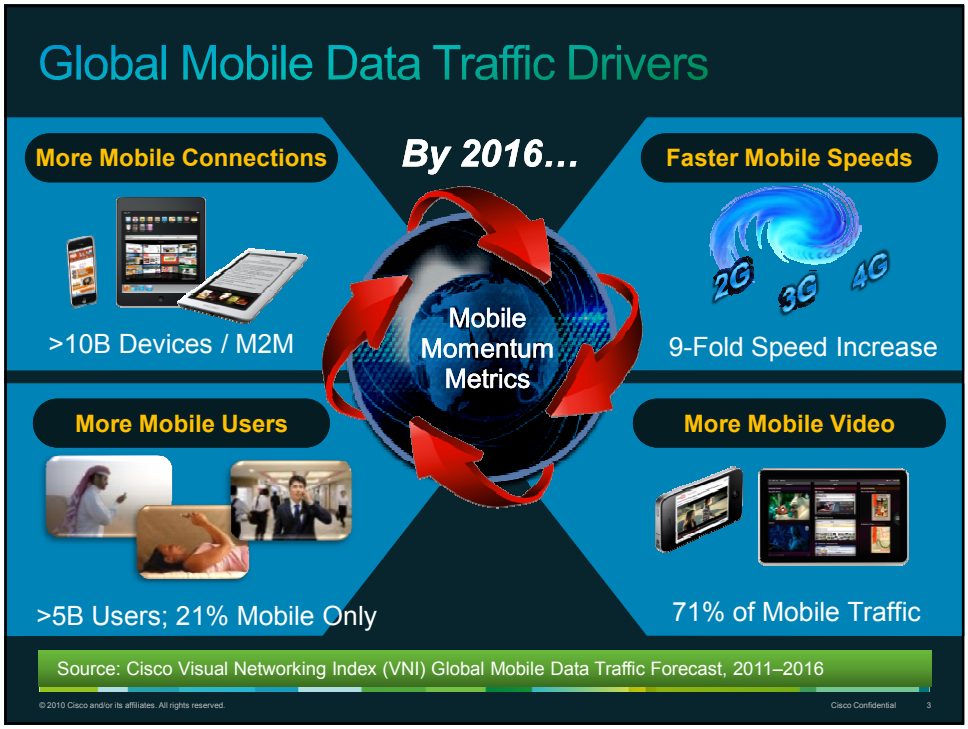
Global Mobile Speed Data

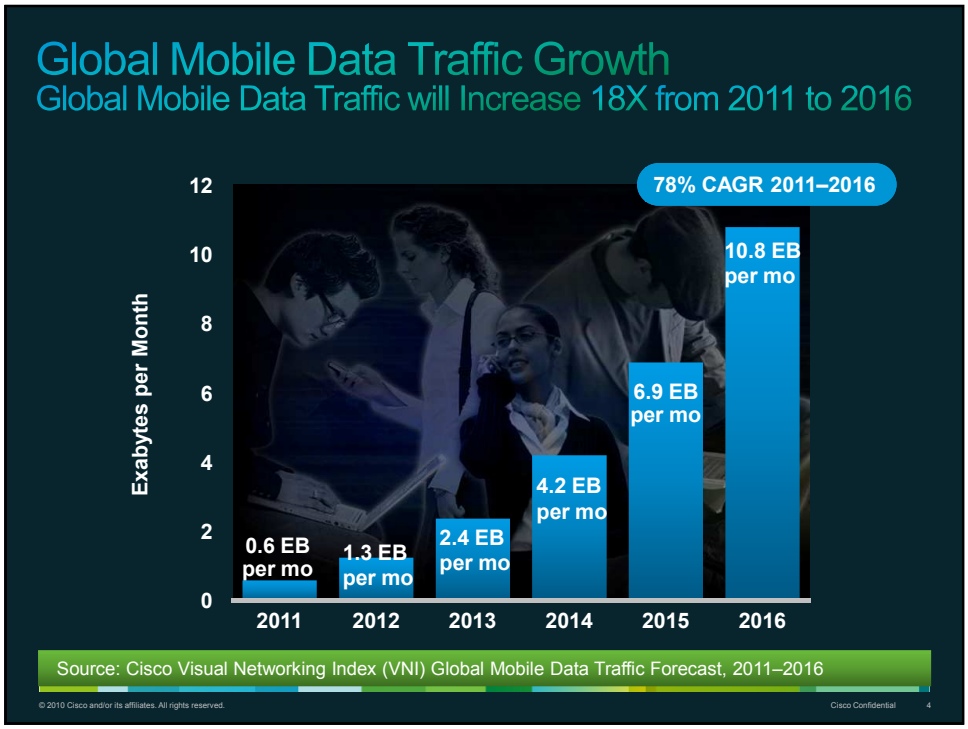


Source: Cisco VNI Global Mobile Data Traffic Forecast, 2011–2016

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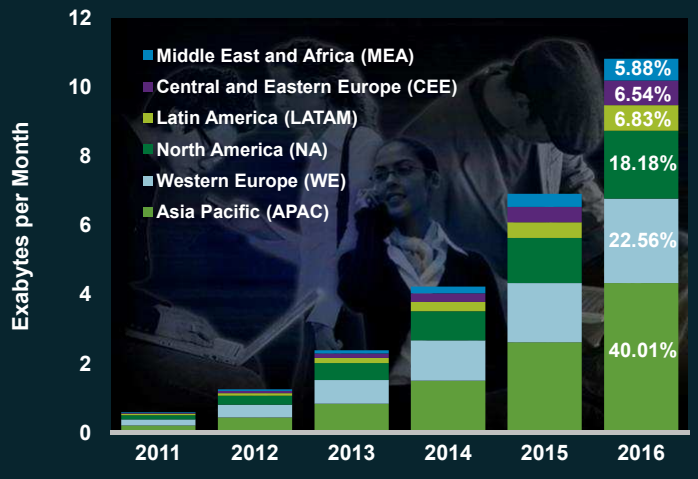




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Global Mobile Data Traffic Growth / Regions

MEA has the Highest Growth Rate (104%) from 2011–2016
APAC* will Generate 2/5th of all Mobile Data Traffic by 2016



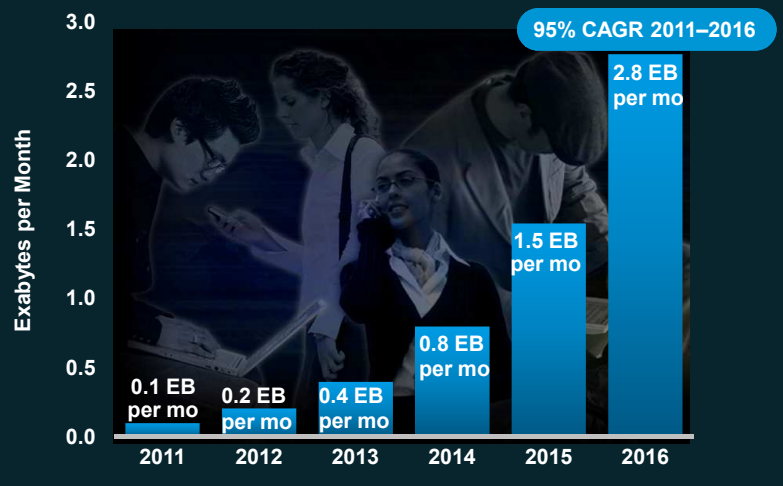
* Includes Japan

Source: Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast, 2011–2016

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Emerging APAC Mobile Data Traffic Top-Line

Emerging APAC Mobile Data Traffic will Increase 28X from 2011 to 2016



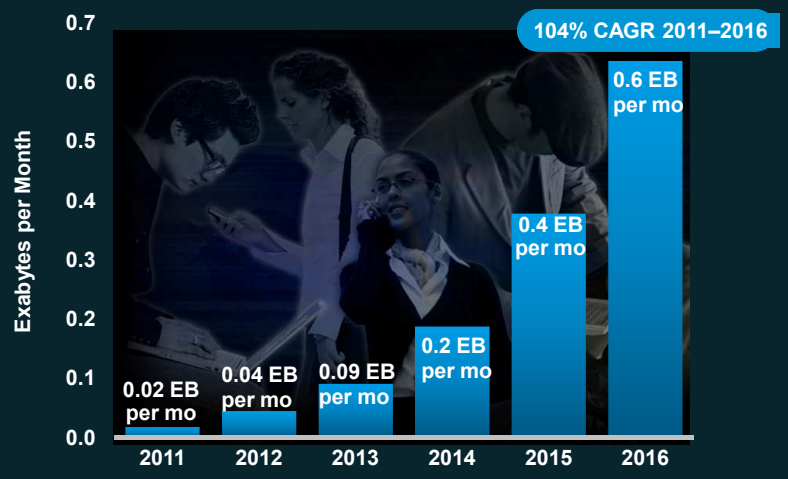
Source: Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast, 2011–2016

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MEA Mobile Data Traffic Top-Line

MEA Mobile Data Traffic will Increase 36X from 2011 to 2016

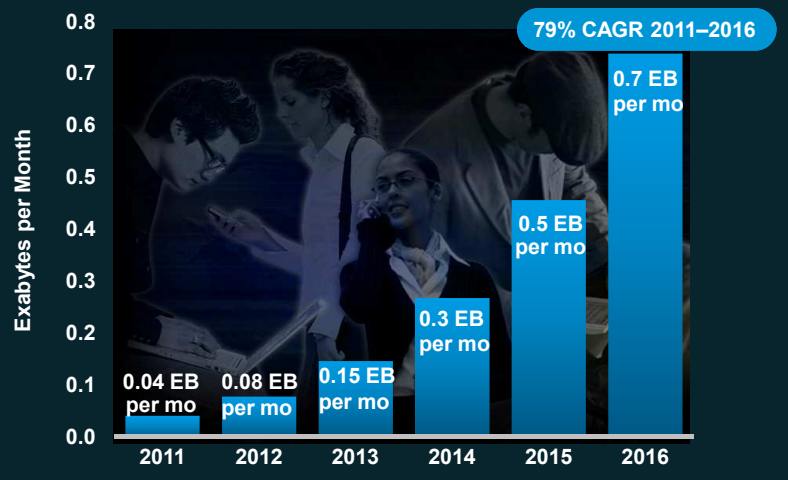


Source: Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast, 2011–2016

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Latin America Mobile Data Traffic Top-Line

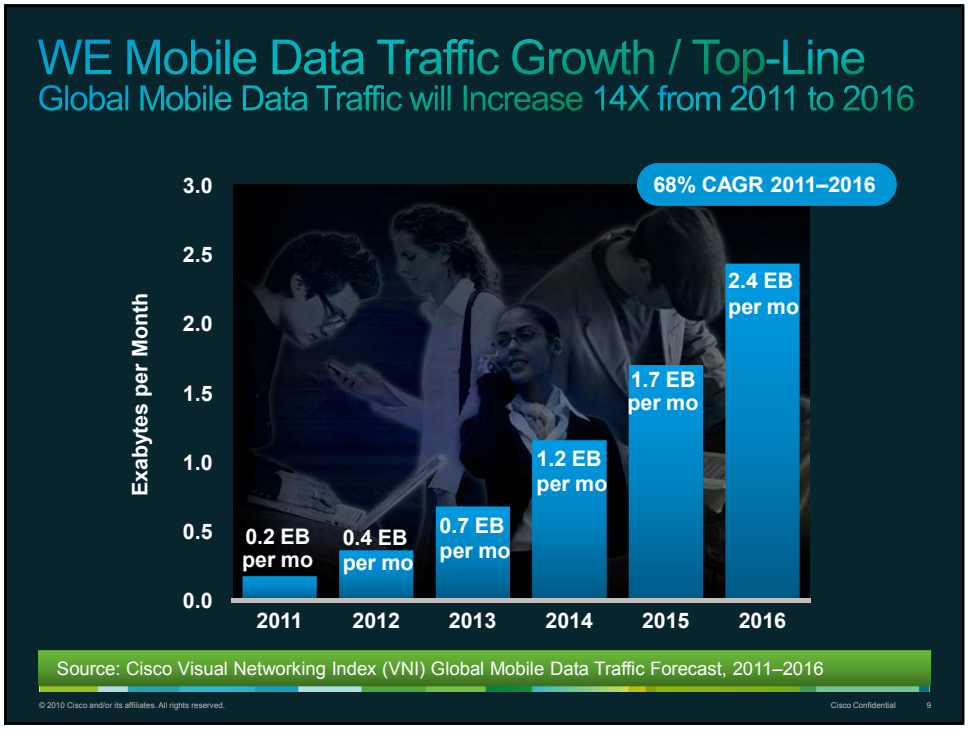
LATAM Mobile Data Traffic will Increase 18X from 2011 to 2016

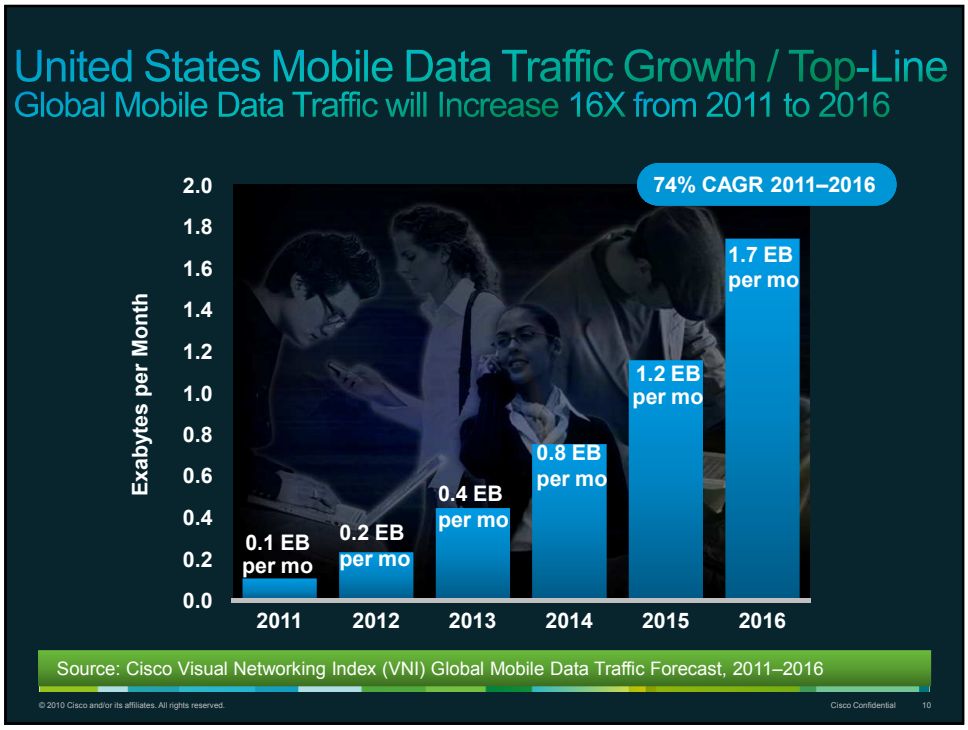


Source: Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast, 2011–2016

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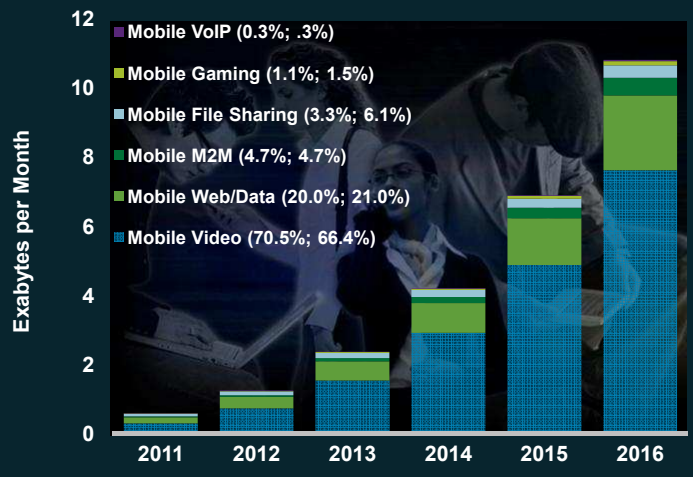




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Global Mobile Data Traffic Growth / Apps

Video to Exceed 70 Percent of Mobile Data Traffic in 2016



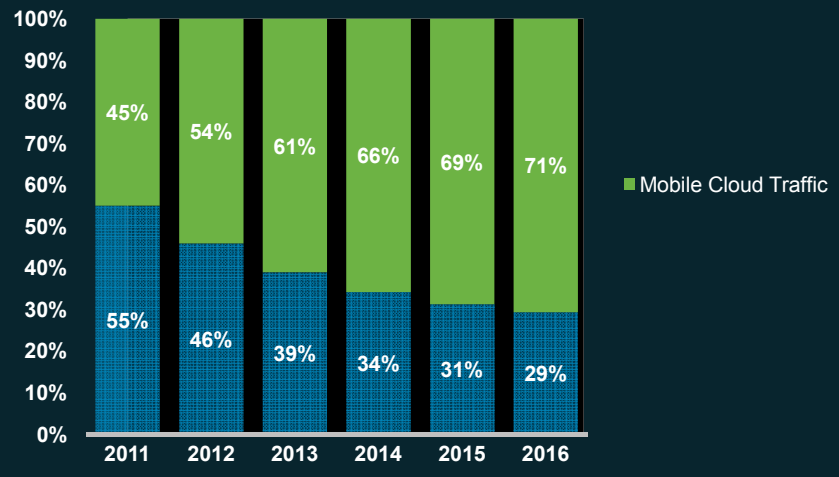
(Figures in legend refer to traffic share in 2016; last year's projection for 2015.)

Source: Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast, 2011–2016

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Global Mobile Cloud Traffic

Cloud Accounted for 45% of Mobile Data Traffic in 2011
Cloud will Account for 71% of Mobile Data Traffic in 2016



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By 2016, there will be 1.4 mobile connections (devices and M2M) per capita.

There will be more than 10B mobile connections (devices & M2M nodes) and 7.3B people.*



** United Nations 2016 Global Population Estimate*

Source: Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast, 2011–2016

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Global Average Traffic Per Device Type

	2011 MBs per Month	2016 MBs per Month
Non-Smartphone	4.3	108
M2M	71	266
Smartphone	150	2,576
E-Book Reader	750	2,880
Tablet	517	4,223
Laptop	2,131	6,942

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