About this report

This report analyses fixed data traffic trends worldwide, and draws out implications for operators.

It is based on several sources, including:

- Analysys Mason's internal research, including broadband and next-generation access (NGA) forecasts, wireless traffic forecasts, consumer survey and smartphone analytics research

- operator and regulator data

- ongoing engagement with stakeholders in the fixed telecoms sector.

WHO SHOULD READ THIS REPORT

- **CTO and strategy teams in fixed network operators (FNOs).** This report will help them to understand how to tie their NGA conversion (and hence ARPU uplifts) to changes in usage demands. It will help FNOs in emerging markets to understand how soon patterns of consumption could encourage fixed broadband (FBB) take-up.

- **CTO and strategy teams in mobile network operators (MNOs).** The ability to substitute fixed (to gain a greater share of wallet) is at the core of mobile revenue growth. MNOs urgently need a holistic fixed—mobile view of data consumption in order to plan for mobile and/or new fixed network investment.

GEOGRAPHICAL COVERAGE

8 regions worldwide:

- **Central and Eastern Europe (CEE):** Poland, Turkey

- **Developed Asia–Pacific (DVAP):** Australia, Japan, New Zealand, South Korea

- **Emerging Asia–Pacific (EMAP):** China, India, Indonesia

- **Latin America (LATAM):** Brazil

- **Middle East and North Africa (MENA):** Saudi Arabia

- **North America (NA):** USA

- **Sub-Saharan Africa (SSA):** South Africa

- **Western Europe (WE):** Finland, France, Germany, Italy, Spain, UK

KEY METRICS

- Overall national and per broadband (BB) subscriber data, year total and year end

- Internet, managed IP, multicast IPTV data

- Median usage

- Fixed–mobile traffic ratios

- Asymmetry ratios

- Internet bandwidth per subscriber, average and busy hour

DataHub

This report presents commentary on the data available at the time of writing. However, we constantly refine and refresh our data, so please visit the Analysys Mason DataHub to view the latest data associated with this report.
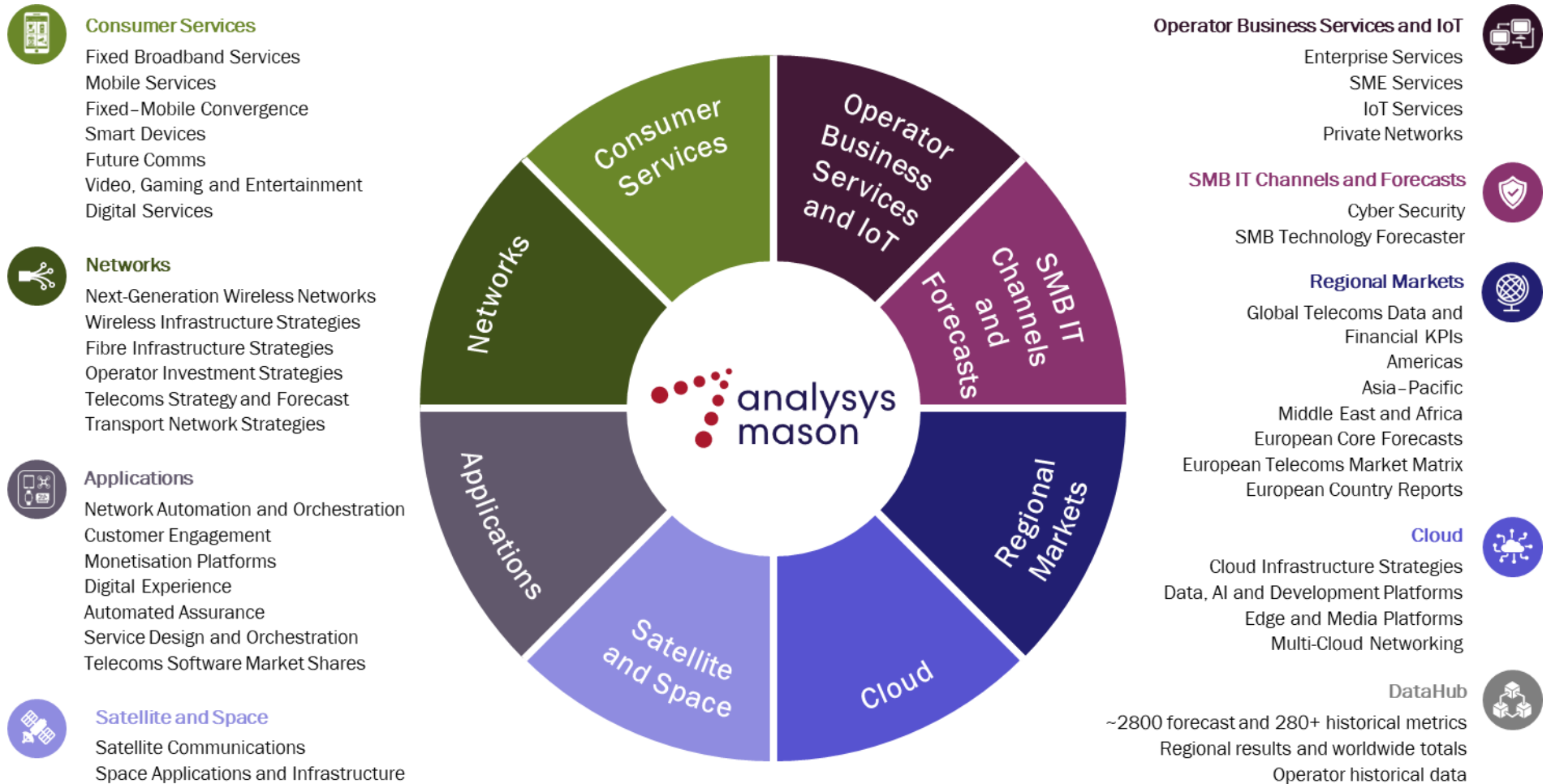
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