

Mobile coverage to reach 6.1 billion in 2020

The latest annual Ericsson's Mobility Report reveals that smartphone subscriptions will double in five years' time, reaching about 6.1 billion subscribers.

Between these new subscriptions, almost 80% will come from Asia Pacific, Middle East and Africa. Advanced mobile technology will be common around the globe by 2020 with 70% of the world's population using smartphones and 90% covered by mobile broadband networks.

The comprehensive update on mobile trends shows that growth in mature markets comes from an increasing number of devices per individual. In developing regions, it comes from a swell of new subscribers, as smartphones become more affordable. The number of mobile subscriptions in Q1 2015 was around 910 million for all of Africa, including 21 million new subscriptions.



Image via [123RF](#)

The reporter shows that in sub-Saharan Africa, GSM/EDGE-only subscriptions will remain predominant up to 2020, due to the high number of lower income consumers using 2G-enabled handsets.

With the continued rise of smartphones comes an accelerated growth in data usage: smartphone data is predicted to increase ten-fold by 2020, when 80% of all mobile data traffic will come from smartphones. Average monthly data usage per smartphone in North America will increase from 2.4 GB today to 14 GB by 2020.

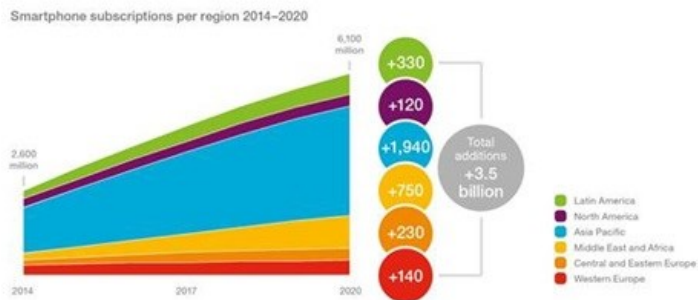
Rima Qureshi, Senior VP, Chief Strategy Officer, Ericsson, says, "This immense growth in advanced mobile technology and data usage, driven by a surge in mobile connectivity and smartphone uptake, will make today's big data revolution feel like the arrival of a floppy disk. We see the potential for mass-scale transformation, bringing a wealth of opportunities for telecom operators and others to capture new revenue streams. However, it also requires greater focus on cost efficient delivery and openness to new business models to compete and remain effective."

Apps drive growth

An expanding range of applications and business models coupled with falling modem costs are key factors driving the growth of connected devices. Added to this, new use cases are emerging for both short and

long-range applications, leading to even stronger growth of connected devices moving forward. Ericsson's forecast points to 26 billion connected devices by 2020, confirming we are well on the way to reaching the vision of 50 billion connected devices.

Each year until 2020, mobile video traffic will grow by a staggering 55% per year and will constitute around 60% of all mobile data traffic by the end of that period. Growth is largely driven by shifting user preference towards video streaming services and the increasing prevalence of video in online content including news, advertisements and social media.



When looking at data consumption in advanced mobile broadband markets, findings show that a limited number of subscribers generate a significant proportion of traffic. These heavy data users represent 10% total subscribers but generate 55% of total data traffic. Video is dominant among heavy users, who typically watch around one hour of video per day, which is 20 times more than the average user.

The Report shares forecast data, analysis and insight into mobile traffic, subscriptions and consumer behavior to provide insight into current traffic and market trends in today's networked society.

Traffic measurements

Ericsson regularly performs traffic measurements in over 100 live networks in all major regions of the world. Detailed measurements are made in a selected number of commercial WCDMA/HSPA and LTE networks with the purpose of discovering different traffic patterns. To accompany the Mobility Report, the company has created the Traffic Exploration Tool for creating customized graphs and tables using data from the report. The information can be filtered by region, subscription, technology, traffic and device type.

For more information, go to www.ericsson.com/mobility-report.