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## Most Smartphone Subscribers Use Wi-Fi as Their Primary Connection for Data Usage According to New Research

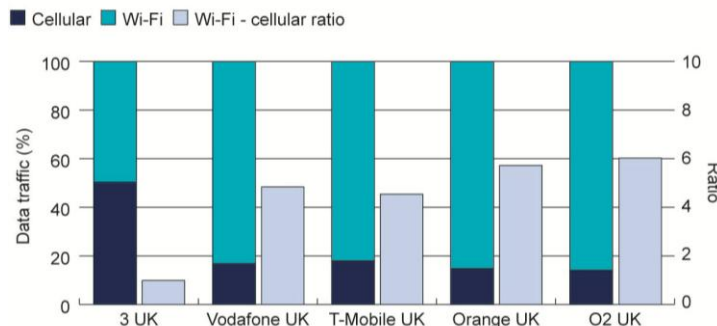
*Mobidia's Device-Based Analytics Solution Provides New Data Showing Wi-Fi Traffic Outpacing Cellular Traffic, Accounting for 70 Percent of All Smartphone-Originated Traffic.*

**BARCELONA, Spain – Feb. 27, 2012 – (PR NEWSWIRE)** — Today at Mobile World Congress, [Mobidia Technology, Inc.](#), a leading provider of device-centric, mobile data solutions, and [Informa Telecoms & Media](#), a leading analyst firm, jointly released new research that provides important and compelling insights into worldwide Wi-Fi usage by smartphone users.

For the first time, Mobidia is providing mobile operators and the wider mobile industry ecosystem with an understanding of consumer behavior surrounding data usage on all the networks to which smartphones frequently connect, including mobile home networks, roaming networks and Wi-Fi networks. By looking at this behavior, Mobidia and Informa have been able to draw the following conclusions among others:

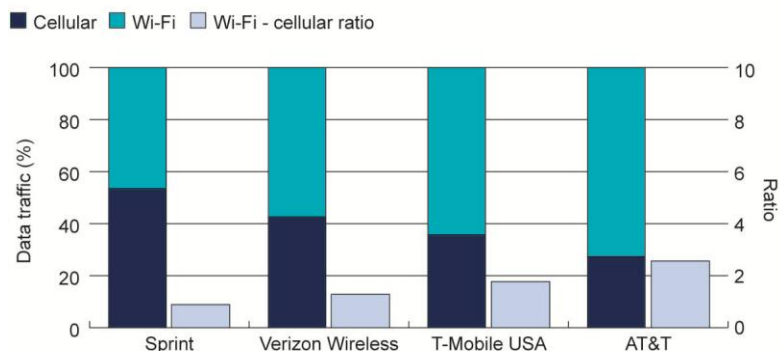
- Total data usage on smartphones is much higher than generally reported throughout the industry. In fact, the conclusions show that Wi-Fi data consumptions exceeds cellular by a factor of two-to-one and that Wi-Fi accounted for 70 percent of all smartphone-originated traffic within the sampled user base.
- Across the global smartphone user base sampled, 91 percent of smartphone subscribers use Wi-Fi for data usage purposes.
- It is clear that, for an overwhelming majority of smartphone users, Wi-Fi is employed as the primary data connection of choice.

**Figure 1 UK, smartphone-originated data traffic distribution, by operator Jan 2012**



Source: [Mobidia](#)

**Figure 2 US, smartphone-originated data traffic distribution, by operator Jan 2012**



**Source: [Mobidia](#)**

“We were quite surprised with the findings,” said Mobidia Vice President of Marketing Chris Hill. “Not only did we find that data usage on smartphones was much higher than the typical 100-500 megabytes average monthly usage that is often cited, but we also found that Wi-Fi usage often outpaced mobile usage by as much as six-to-one in some countries.”

Mobidia’s data makes it clear that measurement of cellular-only usage patterns is only part of the picture when it comes to how consumers are using data. In fact, Informa’s analysis reveals that a cellular-only measurement of user demand can understate smartphone-originated traffic by a factor of several multiples in the world’s most advanced Wi-Fi markets.

“Building small-screen access revenues into a \$100 billion annual market is already a considerable achievement, but today’s mobile data market is arguably still in the early stages of development,” said Thomas Wehmeier, Informa principal analyst. “Indeed, mobile data pricing models prevalent in the market today lag years behind the advanced segmentation seen in the mobile voice market. Fulfilling the industry’s future growth potential by driving smartphone and data adoption into today’s untapped customer segments will require operators to build an in-depth understanding of all aspects of customer behavior in order to deploy sustainable and profitable pricing models. And Mobidia’s solution can provide the information to help enlighten that understanding.”

Informa and Mobidia collaborated to analyze data collected in January 2012 from tens of thousands of global smartphone users to determine data-usage trends. This data was collected on a strictly anonymous and opt-in basis from a sample of the more than 600,000 people who have downloaded Mobidia’s smartphone application, [My Data Manager](#). The data sample represents smartphone users from more than 600 mobile operators worldwide.

Informa’s findings and conclusions based on Mobidia’s data are fully outlined in a whitepaper titled “[Understanding today’s smartphone user: Demystifying data usage trends on cellular & Wi-Fi networks.](#)” In addition to Wi-Fi usage data, the whitepaper also provides interesting insights into time-of-day usage patterns, top app usage, and the frequency of SIM swapping across different networks and geographies.

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### **About Mobidia Technology, Inc.**

Mobidia develops software and solutions for enhancing mobile data networks. At the core of Mobidia's technology is a client-centric architecture that introduces network-edge intelligence to make mobile data networks more efficient, more profitable, and more usable. By leveraging the collective, distributed computing power of hundreds of millions of smartphones, Mobidia can enhance experiences for subscribers and lower costs and drive incremental revenue for mobile operators. Mobidia's popular My Data Manager application has been downloaded by over 600K by subscribers around the world looking to better manage their mobile data usage and data plans. Mobidia offers a white-labeled version of the application to mobile operators for customizing, optimizing, and delivering a differentiated custom care, service promotion, and analytics solution.

Mobidia is headquartered in Vancouver, British Columbia with local U.S., European and Hong Kong presence. For more information, visit [www.mobidia.com](http://www.mobidia.com) or call 604-304-8640.

### **About Informa Telecoms & Media**

Informa Telecoms & Media is the leading provider of business intelligence and strategic marketing solutions to global telecoms and media markets. Driven by constant first-hand contact with the industry, our 60 analysts and researchers produce a range of intelligence services including news and analytical products, in-depth market reports and datasets focused on technology, strategy and content.