

# A more connected life.

How technology is driving wireless demand.

## Where we are: today

We rely on mobile data now more than ever. Smarter devices, bigger screens, and faster data have led to a dramatic shift in the way we consume information and media—leading to a significant increase in mobile traffic.

**2.3 internet-connected devices per person<sup>1</sup>**

**80% of 911 calls originate from mobile devices<sup>3</sup>**

**60% of mobile traffic is video<sup>2</sup>**

**33% of smartphone owners use their devices for navigation<sup>4</sup>**

1. "The Zettabyte Era: Trends and Analysis," Cisco, June 2017 2. "Visual Networking Index," Cisco, June 2017 3. "2016 National 911 Progress Report," National 911 Program, December 2016 4. "U.S. Smartphone Use in 2015," Pew Research Center, April 2015 5. "The Internet of Things: Consumer, Industrial & Public Services 2016-2021," Juniper Research, December 2016 6. "Mobility Report," Ericsson, June 2016 7. "Visual Networking Index," Cisco, February 2015

## Where we're going: 2021

In the next 5 years, new developments like 5G and the Internet of Things (IoT) will drive even more of our lives—and things—online. This new technological growth is projected to bring about even greater data demand and usage.

**50% of devices and connections will support the Internet of Things<sup>5</sup>**

**46 billion devices, sensors, and actuators will be connected<sup>5</sup>**

**12x growth in smartphone traffic<sup>6</sup>**

**18x growth in wearables traffic<sup>7</sup>**