



# MOBILE FIRST. MOBILE ONLY.

It's calculated that by 2015, 40% of our planet's population will have access to the internet. Of those, a large number will be mobile first or mobile only users.

THE PERCENTUAL ANNUAL  
INCREASE OF DATA  
TRAFFIC IS AROUND:

**26%**

**THAT'S**

**75**

EXABYTES ANNUALLY

— OR —

TIMES THE AMOUNT OF  
GLOBAL IP DATA OF Y2K

**+50%**  
of Asian and African  
mobile internet users do  
not use the internet on a PC.

**+20%**  
of users in markets, such as  
the UK and US do not use  
the internet on a PC.

by the year  
**2015**

MORE U.S INTERNET USERS  
WILL ACCESS THE INTERNET  
THROUGH MOBILE DEVICES  
THEN THROUGH DESKTOP &  
LAPTOPS

25 % of U.S. smartphone owners  
say that they mostly go online  
using their phone

Almost 50% of UK internet users  
go online via mobile phone data  
connections.

49% of Indian mobile internet users  
never or infrequently go online  
via computers

**IN 2010**

MOBILE DATA TRAFFIC  
OUTPACED ALL FIXED  
BROADBAND TRAFFIC

**BY 42X**