



INFORMATION PRESSE

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L'index Cisco Visual Networking prévoit une forte croissance du trafic d'applications mobiles dans les 5 prochaines années

- Issues du Cisco Visual Networking Index Mobile Forecast pour la période 2008-2013, ces prévisions prévoient un taux de croissance du trafic d'applications mobiles de 131% par an lors des 5 prochaines années.

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Newest Cisco Visual Networking Index Forecast Highlights Growth in Mobile Traffic

Mobile Internet and Broadband Use Boosts Mobile Data Growth; Forecast Projects Global Mobile Traffic to Increase 66 Times in Five Years

SAN JOSE, Calif., February 10, 2009 - Cisco today announced the results of a [Cisco® Visual Networking Index \(VNI\) Mobile Forecast for 2008-2013](#), providing key findings on a variety of Internet Protocol (IP) networking trends driven largely by the increased use of mobile broadband applications.

The Cisco VNI Mobile Forecast projects global mobile traffic to increase 66-fold between 2008 and 2013 with a compound annual growth rate (CAGR) of 131 percent over that same period. These projections reflect a transformation in the fourth-generation, or 4G, mobile Internet that will enable consumers to view more mobile video and access a variety of mobile broadband services.

Additional key findings from the Cisco VNI Mobile Forecast:

- Global mobile traffic will exceed two exabytes per month by 2013.
- Global mobile data traffic reached one exabyte per month in half the time that fixed data traffic did.
- Nearly 64 percent of the world's mobile traffic will be video by 2013.

- Mobile video will grow at a CAGR of 150 percent between 2008 and 2013.
- Mobile broadband handsets with higher than 3G speeds and laptop air or data cards will constitute more than 80 percent of global mobile traffic by 2013.
- Latin America will have the strongest mobile growth at 166 percent CAGR, followed by the Asia-Pacific region at 146 percent.
- Asia-Pacific will account for one-third of all mobile data traffic by 2013.

1 An exabyte is equal to: 1 billion gigabytes; 1,000 petabytes; 250 million DVDs

Supporting Quotes:

- "The Cisco Visual Networking Index Mobile Forecast findings reflect the trend that consumers will use a variety of services, applications and devices to drive an increase in mobile traffic we're predicting," said Suraj Shetty, vice president of service provider marketing, Cisco. "The evolving 4G mobile Internet transformation is further diversifying how people access and experience the Internet and is causing an undeniable surge in bandwidth growth."
- "The projected increase in mobile rich media points to the inevitable transition to 4G. This will shift the industry's focus toward all-IP networks," Shetty said.
- "More personalized services and applications are becoming available on a wide range of devices. The key to success will be delivering video-rich any-play services to users, enabling them to move freely throughout the world while maintaining connectivity to others." said Kelly Ahuja, senior vice president, service provider routing technology group, Cisco. "As a result, service providers will have to take into account the need not only for more bandwidth when planning their network architecture but for greater network intelligence as well."

New Cisco Global Internet Speed Test for iPhone and BlackBerry Storm:

Cisco has created a free mobile application: Cisco Global Internet Speed Test (GIST) for iPhone and BlackBerry Storm devices. This utility program allows users to measure their network speeds over Wi-Fi or cellular networks (as applicable), based on location and time of test. Users of this new application can quickly understand what their phone is capable of doing at any given time. This application also enables users to compare their network speeds with other iPhone and BlackBerry Storm users around the world and contributes to a broader understanding of evolving mobile data usage trends.

- The Cisco GIST for iPhone application defines three ranges to help users understand the capabilities of their current connection speeds: Web grade, at 150 to 449 kilobits per second (Kbps); audio grade, at 450 to 749 Kbps; and video grade, at more than 750 Kbps. Based on Cisco GIST for iPhone usage to date of more than 42,000 users from 60 countries, the global average Wi-Fi speed is 1153 Kbps and the global average cellular speed is 475 Kbps. (Note: Speed is determined not just by access speed but by network availability on the full route path.) [Click here to learn more and download the application at the iTunes Store.](#) (iTunes account required.)

- The beta version of the Cisco GIST for BlackBerry Storm application is available now. [Click here to learn more and download the application.](#)

Additional Supporting Resources:

- Cisco is hosting a live interactive webcast at 8 a.m. (PST) today featuring the Cisco VNI Mobile Forecast for 2008-2013. To attend the webcast, click on the following URL: <http://tools.cisco.com/cmn/jsp/index.jsp?id=82869>
- Cisco Visual Networking Index home page: <http://www.cisco.com/go/vni>
- Cisco VNI Pulse - Global Consumer Survey (Phase 1): <http://www.cisco.com/en/US/solutions/ns341/ns525/ns537/ns705/ns827/VNIConsumerSurveyReport.pdf>

Photos

- Cisco Visual Networking Index Global Mobile Data Traffic



- Cisco Visual Networking Index Global Mobile Data Traffic by Theatre

Global Mobile Data Traffic Growth

LATAM has highest growth rate at 166%



- Cisco Global Internet Speed Test (GIST)



Tags/Keywords:

Cisco, video, visual networking, Cisco VNI, mobile Internet transformation, Cisco Global Internet Speed Test, Cisco GIST, Suraj Shetty. Brett Galloway

About Cisco

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