

Synopsis	Consumer Familiarity with 4G									
<p>In this report, Parks Associates analysts provide an overview of operators' LTE deployments and dissect mobile operators' LTE strategies in the U.S. and globally, with a focus on bandwidth management and network monetization. The report also includes the latest consumer data from Parks Associates' primary research along with a forecast of 4G mobile subscribers through 2016.</p>	<p style="text-align: center;">Consumer Familiarity with 4G</p> <table border="1"> <caption>Consumer Familiarity with 4G Data</caption> <thead> <tr> <th>Term</th> <th>Unfamiliar (%)</th> <th>Familiar (%)</th> </tr> </thead> <tbody> <tr> <td>"4G"</td> <td>35</td> <td>65</td> </tr> <tr> <td>"LTE"</td> <td>75</td> <td>25</td> </tr> </tbody> </table> <p style="text-align: center;">© Parks Associates</p>	Term	Unfamiliar (%)	Familiar (%)	"4G"	35	65	"LTE"	75	25
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"The consumer demand for fast mobile Internet is seemingly insatiable," said Jennifer Kent, Research Analyst at Parks Associates. "Carriers are making heavy investments in next-gen networks but need to find innovative ways to leverage their technology to better monetize their assets."

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Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas, TX 75248
800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Jennifer Kent and Harry Wang
Executive Editor: Tricia Parks
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