

Driving 4G Adoption: Global Mobile Innovations

By Jennifer Kent, Research Analyst, and Harry Wang, Director of Mobile and Health Research

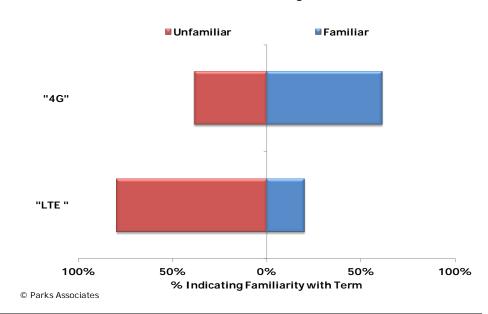
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Synopsis

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.

Consumer Familiarity with 4G

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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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