

Wi-Fi Hotspots: Cellular Handsets and Portable Devices Drive a Market Renaissance

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Report Summary

The hotspot market is entering into a revival period marked by renewed interest from communication providers and increased usage among both business and leisure users. This report examines the source behind this renaissance and the potential for future growth. Among the topics discussed include:

- Mobile operator strategies and Wi-Fi as a medium of 3G data traffic offload
- Cable provider strategies and hotspots as a medium of delivering content, specifically Internet video content, to consumers
- The revision of business strategies shifting to free and bundled access
- New application potential including mobile video and location based services
- As LTE and WiMAX networks develop further in 2010 and 2011, what the impact will be on hotspots

HIGHLIGHTS

- Total worldwide venues will reach 245,000 locations in 2009 with 1.2 billion connects.
- AT&T is on course to experience 500% usage growth for 2008 vs. 2009.
- Asia/Pacific will experience the greatest growth in venue deployments over the forecast period, largely driven by large scale deployments in China.

For more information or to purchase, see the [report online](#) or call 1.480.483.4441.

What's in the Report?

- Venue and usage forecast by venue category and region
- In-Stat TAP survey results on hotspot usage and perceptions
- Trends in hotspot access devices and widescale adoption of Wi-Fi enabled handsets
- Classification of venue types and related usage trends
- Analysis of market structure and key player competitive positioning
- Discussion of various trends in deployment strategies, such as branded, geographically isolated, and venue-specific deployments.

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