

**Synopsis**

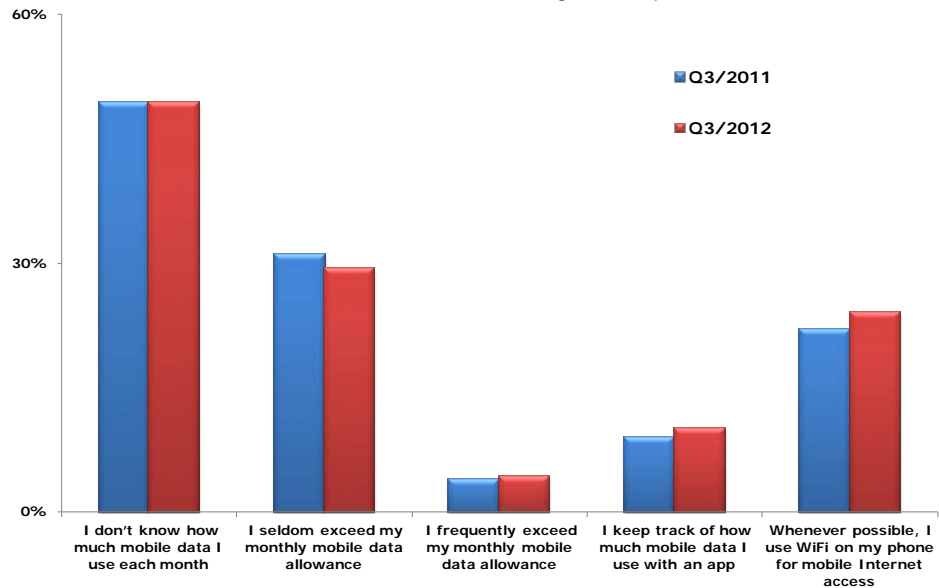
This report provides an updated analysis of the dynamic mobile data market from the perspective of the mobile operator, with an emphasis on optimized delivery of mobile data traffic over the network and opportunities to monetize the data.

The report includes the latest consumer data from Parks Associates' *Untapped Consumer Opportunities for Mobile Services* consumer study.

**Mobile Data Consumption Habits**

**Mobile Data Consumption Habits (2011 vs. 2012)**

(U.S. Broadband Households Using a Smartphone)



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For mobile network operators, the explosive growth in data traffic is a double-edged sword – it creates challenges in optimizing their networks but also provides opportunities to monetize the data flowing through their network, according to Tejas Mehta, a Research Analyst at Parks Associates. “MNOs have no choice but to innovate in developing mobile data pricing models for the future. How well the MNOs align their data pricing models with the network CAPEX and OPEX requirements and the value perception of the end user will be the keys in determining the winners and losers.”

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North America and Western Europe Mobile Data Revenues  
Mobile Data Revenue by Region  
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