

## **Spending on Wireless Data to Skyrocket from \$43B in 2009 to \$93B in 2013**

Arlington, Va. -- Despite the recent economy, the overall outlook for the information and communications technology (ICT) industry has never been better. Fueled by the popularity of smartphones, spending on wireless data will more than double during the next four years to \$93 billion from \$43 billion in 2009, the Telecommunications Industry Association (TIA) reports in its 2010 ICT Market Review & Forecast.

On the eve of the world's largest mobile event, TIA is releasing the mobile component of its 2010 ICT Market Review & Forecast as a tool for ICT industry decision-makers and technologists to use at Mobile World Congress in Barcelona.

"In business, information is the most precious commodity," said TIA President Grant Seiffert. "Coming out of the recession we don't want to delay delivery of the most comprehensive and valuable market intelligence and analysis. TIA is sharing as much as we can as soon as possible to help the ICT industry capitalize on the opportunities we see in the growth cycle ahead."

Seiffert hosted a Webinar with economist Arthur Gruen, principal author of the 2010 ICT Market Review & Forecast, which TIA has published annually for 14 years. They answered these questions, and more: \* How is growth in wireless data demand affecting the various industry sectors? \* What percentage of overall unit sales will smartphones account for by 2013? \* How much will mobile data affect infrastructure investment this year? \* How will increased demand for services push timetables for bringing 4G networks online?

Watch for future Webinars on Landline Communications, Enterprise Equipment and International Markets in the coming weeks, as TIA speeds the latest market intelligence from the 2010 ICT Market Review & Forecast to its members and subscribers throughout the first quarter of 2010.

TIA's 2010 ICT Market Review & Forecast is the definitive report for the ICT industry. The Mobile and Wireless Communications report is available online. To purchase go to [http://www.tiaonline.org/market\\_intelligence/mrf/index.cfm](http://www.tiaonline.org/market_intelligence/mrf/index.cfm).

Watch on demand the Webcast of TIA Webinar on Mobile and Wireless Communications recorded on Feb. 10, 2010. Contact Mike Snyder at [msnyder@tiaonline.org](mailto:msnyder@tiaonline.org) for slides from the presentation in PDF format.

**Source URL (retrieved on 08/23/2014 - 1:41pm):**

<http://www.wirelessdesignmag.com/product-releases/2010/02/spending-wireless->

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Published on Wireless Design & Development (<http://www.wirelessdesignmag.com>)

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[data-skyrocket-43b-2009-93b-2013](#)