

## Mobile data 'overtakes voice calls for the first time' - report

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<http://www.netimperative.com/news/2010/march/mobile-data-overtakes-voice-calls-for-the-first>

**Mobile** maker Ericsson has seen its mobile data traffic exceeded the volume of voice calls across the world's mobile networks for the first time in December last year, according to a report from mobile technology firm Novarra.



It also found that global data traffic almost tripled in each of the past two years and forecast that it would double annually during the next five years.

A number of operators in Western Europe have already seen data overtake calls. Vodafone, for example, saw data traffic surpass voice traffic in 2008, and it has now grown to 2.5 times that of voice. However, the industry as a whole may not be able to keep pace with the growth.

While many are holding out for large infrastructure improvements and the additional bandwidth that will be brought about by 4G, [Novarra](#) offers mobile network operators options that are more immediate and financially viable than relying on wholesale infrastructure upgrades to grow data revenue streams and ensure the quality of the mobile internet service they offer customers.

Scott Cotter, Sr. Director Marketing, Novarra said: "The fact that mobile data traffic has now surpassed voice calls is a great testament to operators, content publishers and the wider mobile industry who have succeeded at providing compelling mobile services that consumers want to use and use again.

"Such services have also helped operators generate revenue streams which barely even existed ten years ago. However, it has been a double edged sword and the industry is now looking at how to maintain and foster this explosion of growth in a sustainable way."

Mobile data optimisation solutions such as Novarra's go beyond earlier generation compression solutions by employing cloud-based application layer intelligence to increase the volume of content transported over their radio access network and backhaul network by approximately 50 to 60 per cent, leveraging the existing infrastructure and providing an additional 18 months before capacity limits are reached on HSPA networks.

This week, a [study](#) released by Novarra found that operators could service two to three times more data traffic subscribers with this mobile data optimisation tools and reduce the delivery cost per megabyte of data by half."

To download a copy of the whitepaper in full, [click here](#)