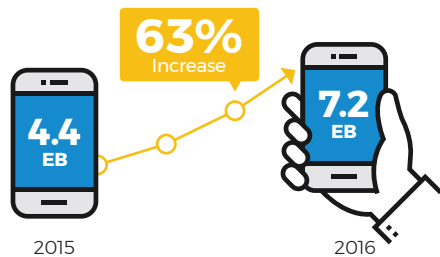


WHY WIFI IS CRITICAL FOR HANDLING MOBILE TRAFFIC

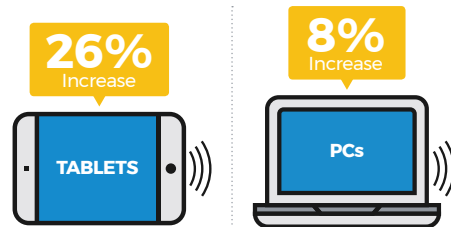
COMCAST
BUSINESS
BUILT FOR BUSINESS

Mobile data traffic has grown 18-fold over the past five years, making WiFi considerations even more critical for every business.

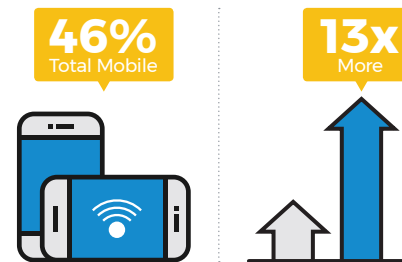
MOBILE TRAFFIC EXPLODED OVER THE LAST YEAR



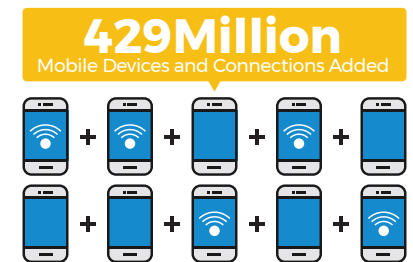
Global mobile data traffic grew 63% in 2016 - from 4.4 exabytes per month at the end of 2015 to 7.2 exabytes per month at the end of 2016.



In 2016, the number of mobile-connected tablets increased 26%, and the number of mobile-connected PCs increased 8%.

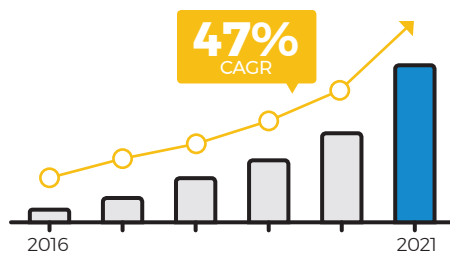


Smart devices represented 46% of the total mobile devices and connections in 2016, and on an average, a smart device generated 13 times more traffic than a non-smart device.



Almost half a billion (429 million) mobile devices and connections were added in 2016.

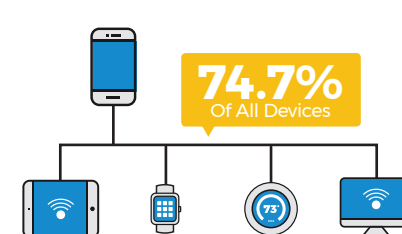
MOBILE TRAFFIC WILL EXPLODED OVER THE NEXT 5 YEARS



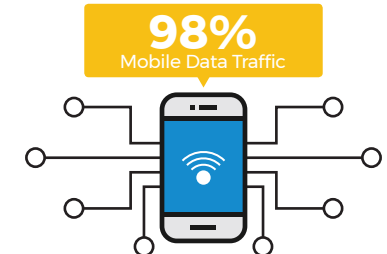
Global mobile data traffic will increase sevenfold between 2016 and 2021 growing at a compound annual growth rate (CAGR) of 47%



The average smartphone will generate 6.8 GB of traffic per month by 2021, a fourfold increase over the 2016 average of 1.6 GB per month.



By 2021, 74.7% of all devices connected to the mobile network will be "smart" devices, up from 36.7% in 2016.



The vast majority of mobile data traffic (98%) will originate from smart devices by 2021, up from 89% in 2016.