TRAFFIC
Mobile data traffic grew 67% between Q2 2016 and Q2 2017

SUBSCRIPTIONS
Mobile broadband subscriptions grew by around 260 million during Q2 2017

INTERIM UPDATE
This document is a scheduled update to the subscription and mobile traffic data section in the Ericsson Mobility Report, released in June 2017

To view or download a copy of the original report, please visit: www.ericsson.com/mobility-report
Global mobile penetration was 103 percent. Other interesting developments include:

- Mobile subscriptions are growing around 6 percent year-on-year.
- In terms of net additions, China grew the most in the quarter (+19 million), followed by India (+17 million), Indonesia (+7 million), Philippines (+7 million) and Ghana (+4 million). In India, the strong subscription growth seen during Q4 2016 and Q1 2017 returned to more moderate levels in Q2 2017.
- The number of mobile broadband subscriptions grew by around 260 million in Q2 2017 to reach around 4.8 billion. This reflects a year-on-year increase of around 25 percent.
- LTE subscriptions increased by approximately 260 million to around 2.4 billion, while WCDMA/HSPA subscriptions grew by around 30 million. The majority of 3G/4G subscriptions have access to GSM/EDGE as a fallback. GSM/EDGE-only subscriptions declined by 170 million, and subscriptions for other technologies1 declined by close to 30 million.
- Subscriptions associated with smartphones now account for 56 percent of all mobile phone subscriptions. Around 370 million smartphones were sold in Q2, which equates to 80 percent of all mobile phones sold in the quarter.

The number of unique mobile subscribers is around 5.3 billion. The difference between the number of subscriptions and the number of subscribers is due to inactive subscriptions, multiple device ownership and/or multiple subscriptions for different types of calls.

In Q2 2017, the total number of mobile subscriptions was around 7.7 billion, with 92 million new subscriptions added during the quarter.
92 million new subscriptions globally in Q2 2017

Top 5 countries by net additions Q2 2017
1. China +19 million
2. India +17 million
3. Indonesia +7 million
4. Philippines +7 million
5. Ghana +4 million

Subscription penetration (percent of population)

103% global subscription penetration in Q2 2017
Mobile data traffic continues to grow, and the graph below shows total global monthly data and voice traffic from Q2 2012 to Q2 2017. It depicts a strong and continued growth in data traffic, while voice traffic increases in the mid-single digits per year. This growth is driven by an increase in smartphone subscriptions and average data volume per subscription, fueled primarily by more viewing of video content. Recent introductory free data traffic offers in India have noticeably pushed up global traffic – whether this trend continues as pricing is applied remains to be seen.

Data traffic grew around 10 percent quarter-on-quarter and 67 percent year-on-year. However, there are large differences in traffic levels between markets, regions and operators.