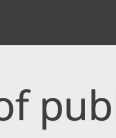


U.S. WI-FI OFFLOADING GROWS BY 875% IN 2013

RAPID GROWTH IN MOBILE DATA CONSUMPTION HAS IMPACTED THE AMOUNT OF WI-FI OFFLOADING IN THE UNITED STATES. Wi-Fi offloading is a tool operators continue to rely on to handle the data traffic impacting their mobile networks. But it doesn't stop here...



The number of public or open and available commercial grade Wi-Fi hotspots is expected to reach

10.55 MILLION IN 2018.

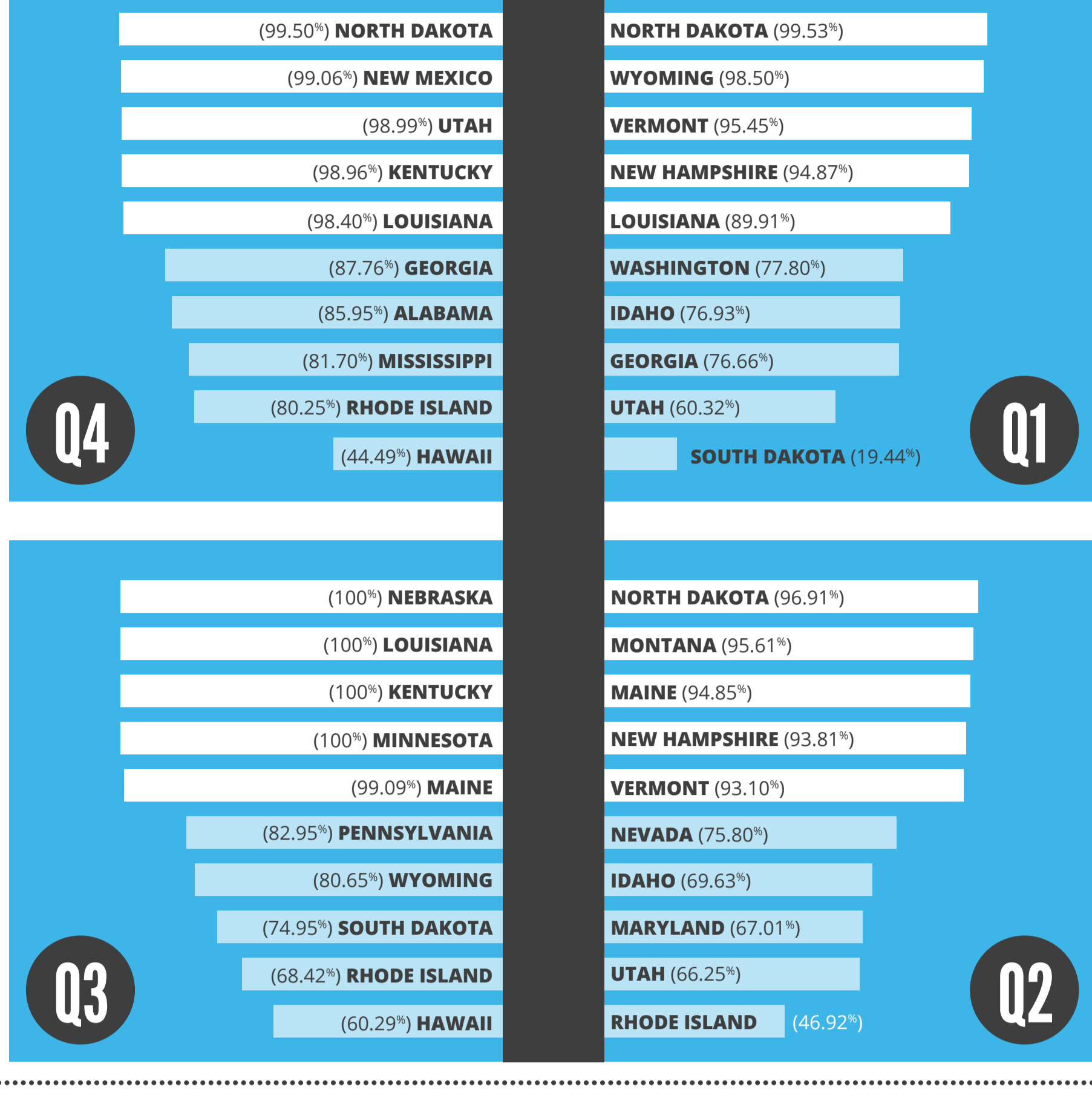


Mobile data traffic generated by smartphones, feature phones and tablets are expected to exceed

90K PETABYTES (PB) BY 2017.

North America and Western Europe are expected to have the highest offload factor throughout this period.

IN THE U.S. ALONE, THE AMOUNT OF STATES NATIONWIDE WHICH OFFLOADED AT LEAST 90 PERCENT OF THEIR DATA GREW NEARLY 10 TIMES THROUGHOUT THE YEAR.



PICTURE THIS...

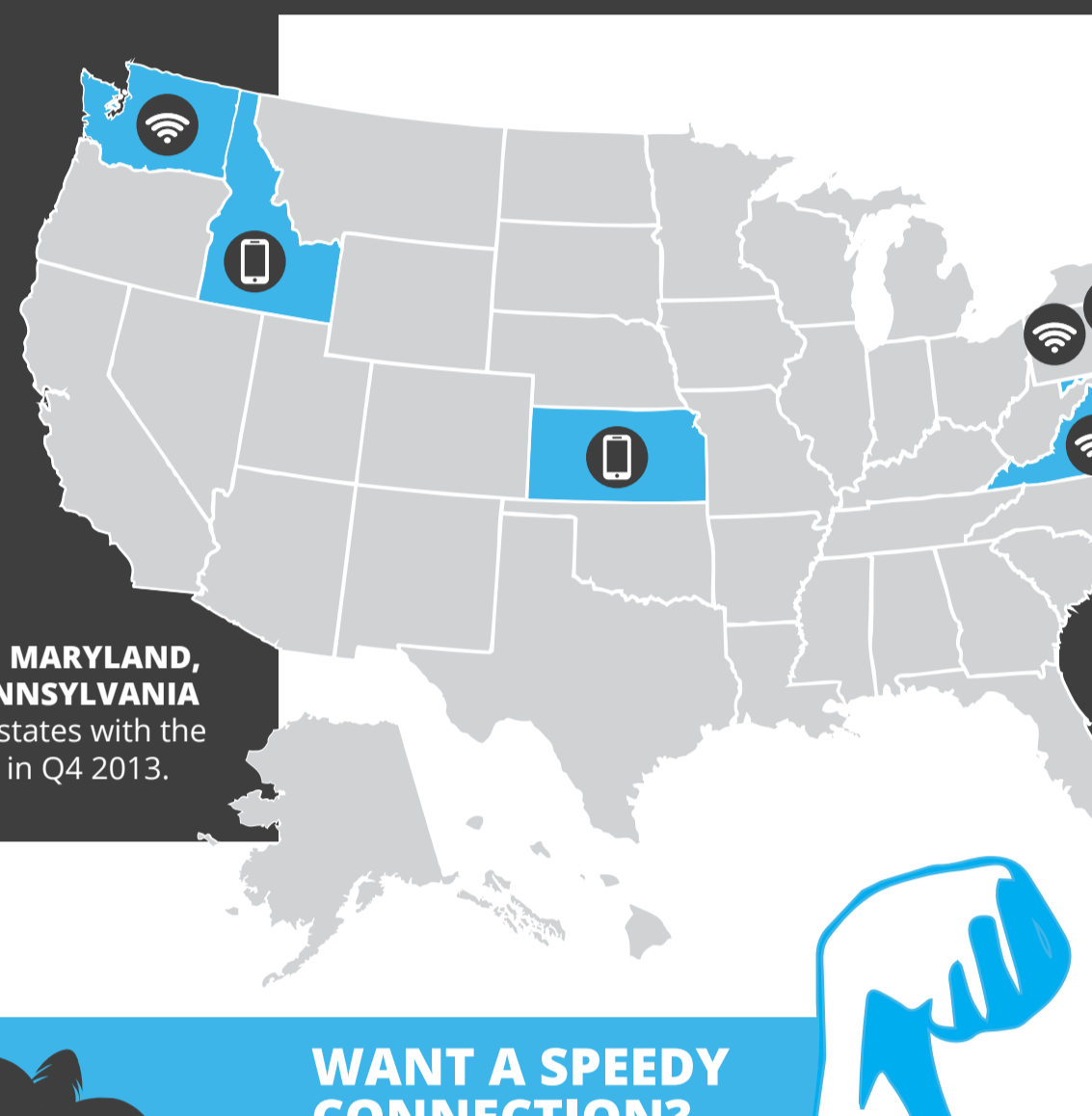
THE MOST DOWNLOADED APPS OF 2013 ARE... ESPN, INSTAGRAM, NETFLIX, SPOTIFY AND VINE.

THE NEED FOR SPEED

18%

WI-FI NETWORKS were 18 PERCENT FASTER in Q4 with an average speed of 5.7 mbps compared to Q1 with an average speed of 4.1 mbps (based on average of states with the top 5 fastest speeds in Q4 compared to Q1 2013).

NEW JERSEY, VIRGINIA, MARYLAND, WASHINGTON AND PENNSYLVANIA ranked in as the top five states with the fastest Wi-Fi connections in Q4 2013.



28%

CELLULAR NETWORKS were 28 PERCENT FASTER in Q4 with an average speed of 4.0 mbps compared to Q1 with an average speed of 2.9 mbps (based on average of states with the top 5 fastest speeds in Q4 compared to Q1 2013).

MAINE, NEW HAMPSHIRE, IDAHO, PENNSYLVANIA AND KANSAS ranked in as the top five states with the fastest cellular connections in Q4 2013.

WANT A SPEEDY CONNECTION?

The West Coast may have the best weather, but the **EAST COAST DOMINATES FOR FASTEST WI-FI AND CELLULAR CONNECTIONS.**

WEFI PULSE TREND ALERTS

The WeFi Pulse Report examined **TRENDS AND KEY EVENTS AFFECTING MOBILE DATA USAGE DURING TWO MAJOR EVENTS IN JANUARY 2014.**

WeFi analyzed **THE USE OF SOCIAL MEDIA APPS INCLUDING FACEBOOK, TWITTER, INSTAGRAM AND SNAPCHAT DURING NEW YEAR'S EVE 2013 IN LOS ANGELES AND NEW YORK.**

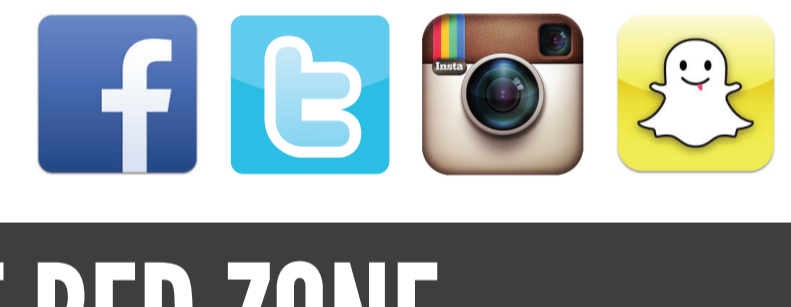
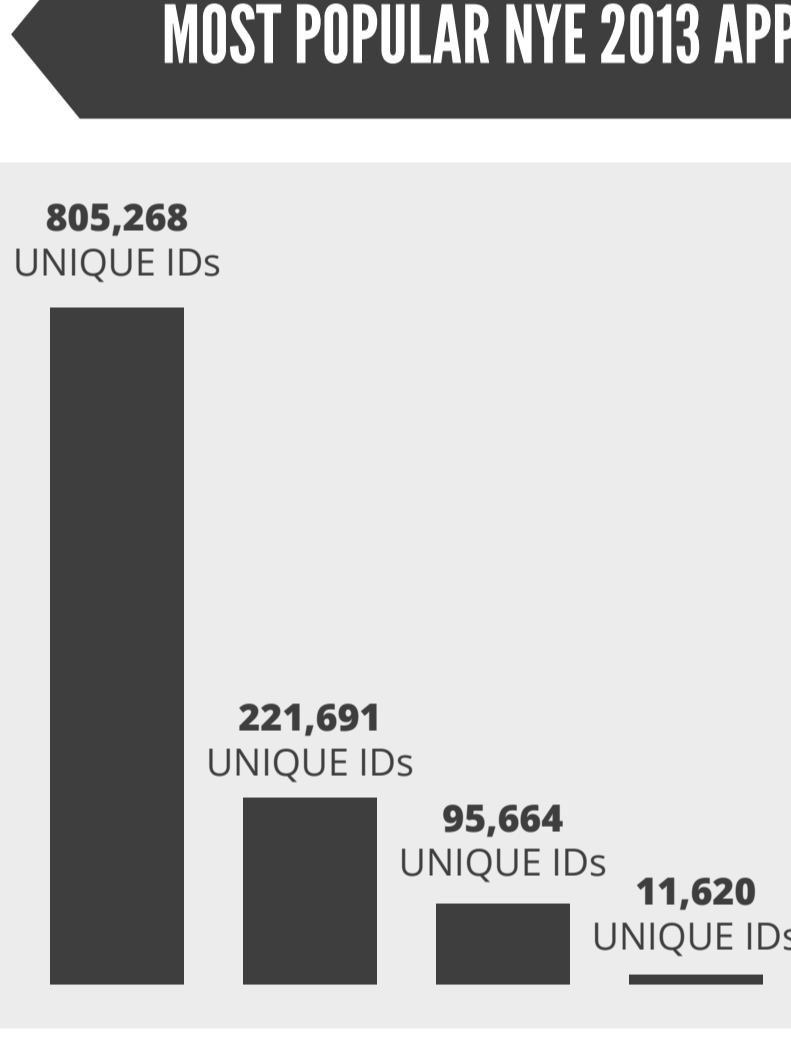
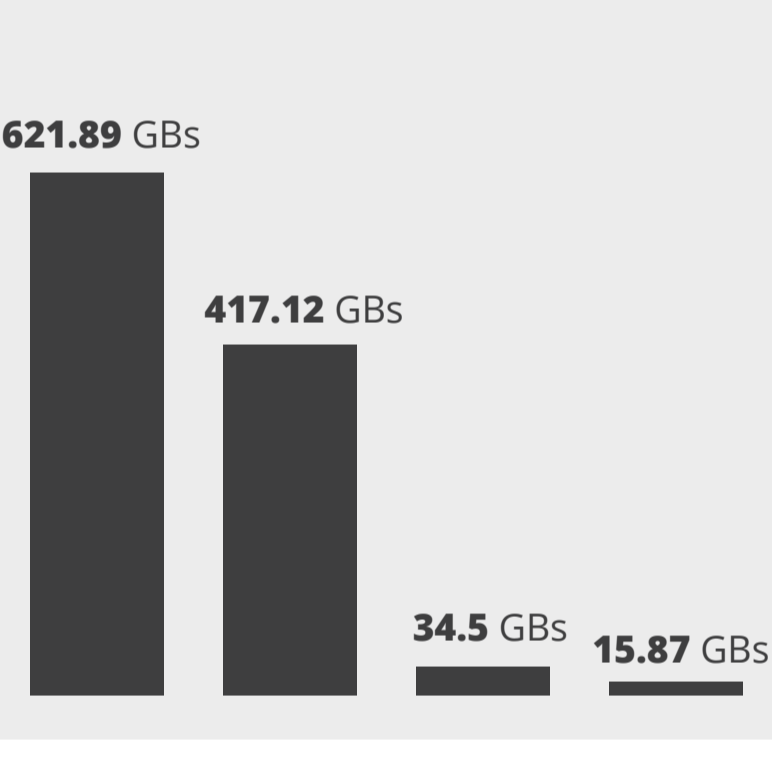
Despite the amount of unique Facebook users during New Year's Eve 2013, **INSTAGRAM HOLDS THE TITLE OF NYE 2013'S MOST USED APP!**



NYE 2013 SOCIAL MEDIA DATA HOGS

VS

MOST POPULAR NYE 2013 APPS



APP USAGE IN THE RED ZONE

WEFI ALSO ANALYZED THE GROWING BASE OF AMERICAN CONSUMERS WHO USE THEIR MOBILE DEVICES TO VIEW NFL FOOTBALL VIA THE NFL MOBILE, THE NFL SUNDAY TICKET 1.0 OR NFL SUNDAY TICKET MOBILE APP.

In most states, usage of these apps decreased during the playoffs as compared to the first few weeks of the regular season unless a team from that state made it to the playoffs (e.g. California, Massachusetts).

However, a few states are exceptional "football-avid" states such as South Carolina and Kentucky, which showed increased usage during the playoffs despite the lack of professional NFL teams in their state.

NFL MOBILE APP IS MVP DURING PLAYOFFS

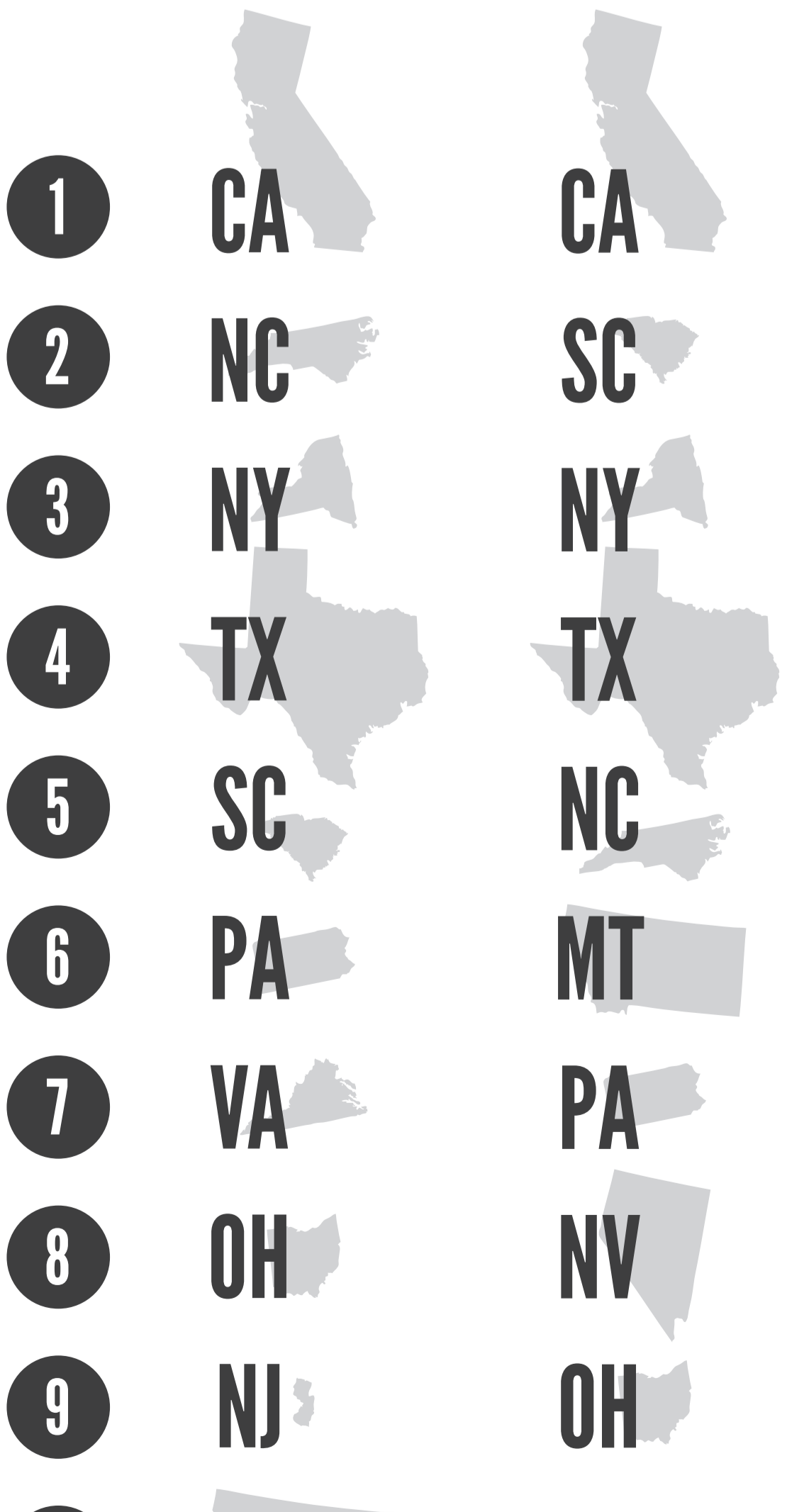
The NFL Mobile App was used most by Android OS and Symbian OS users during the 2013-2014 NFL Football playoffs starting January 4 through January 19, 2014.

NFL	NOV 24 2013	DEC 22 2013	JAN 05 2014	JAN 12 2014
NFL MOBILE	292 GB	539.50 GB	344.32 GB	333.02 GB
NFL SUNDAY TICKET	143.9 GB	263.21 GB	2.16 GB	0.02 GB
NFL MOBILE 1.0	0.00668 GB	0.02 GB	0.01 GB	0.01 GB

CALIFORNIA LEADS NFL MOBILE APP USAGE

California, a Wi-Fi state with three professional NFL Teams, led the nation in Wi-Fi usage for NFL Mobile and NFL Sunday Ticket. Florida, the only other state home to three professional NFL teams, is nowhere to be seen on either top 10 list.

TOP STATES USING



Reports cover data usage over full-size notebooks, netbooks and mobile devices using Symbian or Android operating systems, and are based on information gathered from millions of users enabled with the WeFi software accessed through millions of hotspots in the United States alone.

DISCOVER MORE DATA AT WWW.WEFI.SISENSE.COM



The information in this publication is representative of WeFi's own aggregated hotspot database and has been prepared for informational purposes only. It is based on WeFi's own database (as well as data from other third party sources available in the public domain). As such, there can be no assurance as to the accuracy or completeness of such information and the publication and information contained herein are provided on an "as is" basis. By reading this report you also agree and acknowledge that WeFi expressly disclaims all warranties of any kind, whether expressed or implied, on the information provided herein and WeFi shall not be liable for any direct, indirect, special, or consequential damages or liabilities resulting from use of (including reliance on) the information contained herein.

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