

# HEAVY READING 4G/LTE insider

## Carrier Wi-Fi Roaming: Old Dog, New Tricks

### TABLE OF CONTENTS

- I. Introduction: Why Wi-Fi?
- II. Major Initiatives & Market Outlook
  - Making Wi-Fi Carrier Grade
  - How Much Coverage Is Enough?
  - HotSpot 2.0
  - Wi-Fi-Centric Mobile Operators
- III. Conclusions

### Report Highlights

**Wi-Fi is a way for mobile operators** to mitigate cellular roaming challenges due to LTE fragmentation and European tariff reductions

**Cable operators are key enablers** because they have the locations, power and backhaul necessary for large-scale hotspots

**Mobile operators can bundle Wi-Fi** in ways that mitigate cannibalization of data revenue

**Scratch Wireless is an example** of the type of Wi-Fi mobile service that cable operators, Facebook and Google could offer

**Despite the push to make Wi-Fi "carrier grade,"** it will remain a best-effort service

**Aggregators are getting stricter** about the QoS that hotspot operators provide

**Small hotspot owners will enable Wi-Fi roaming** in more places

Use of this PDF file is governed by the terms and conditions stated in the Subscriber License Agreement included in this file. Any violation of the terms of this Agreement, including unauthorized distribution of this file to third parties, is considered a breach of copyright. UBM will pursue such breaches to the full extent of the law. Such acts are punishable in court by fines of up to \$100,000 for each infringement.