

Press Release

## More mobile data moved in Germany than ever before

### Germany registers a 71 percent upsurge in data traffic from mobile devices

Jun 11, 2014

**Berlin, Paris (gtai)** - German mobile data use increased in 2013 by 71 percent on 2012 to 267 million gigabytes with 85 percent of German internet users now reaching for a mobile device to surf online, the latest figures from the German IT industry association BITKOM show. It is a trend that is set to continue: a recent study by the network equipment manufacturer Cisco anticipates a tenfold increase in mobile data transfer volumes in Germany by 2018.

"Germany's digital economy is increasingly moving into the mobile space. These figures highlight the potential for foreign companies in what is still an unsaturated market" says Julia Oentrich, ICT manager at Germany Trade & Invest, the country's foreign trade and inward investment agency.

"There were over 26 million mobile users in Germany in 2013 and it is expected that 30 million more smartphones will be sold in 2014," says Oentrich, who advises and supports international companies planning to expand into the German market.

Not only are Germans transferring more data from more mobile devices – they are doing it via an ever improving mobile infrastructure. The Bundesnetzagentur, Germany's federal network agency, reports that the number of LTE high-speed data users jumped in 2013 to 5.6 million from 1 million users the previous year.

"The German online sector is booming and Berlin in particular has garnered an international reputation as Europe's most start-up friendly city. However, other locations including Hamburg, Munich, Frankfurt, Cologne and the Ruhr region also offer excellent conditions for internet companies - particularly where proximity to customers is desired," Oentrich says.

The French digital festival Future en Seine will take place in Paris from June 12 – 22, 2014. Germany Trade & Invest will be at the Innovation Village at CNAM to answer questions about Germany as a business location.

The agency will be running a workshop entitled "Berlin and Beyond – Opportunities for French Internet Companies in Germany" on June 12, 2014 from 4 to 6 pm at Amphithéâtre Fabry-Pérot.

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## MORE MOBILE DATA MOVED IN GERMANY THAN EVER BEFORE