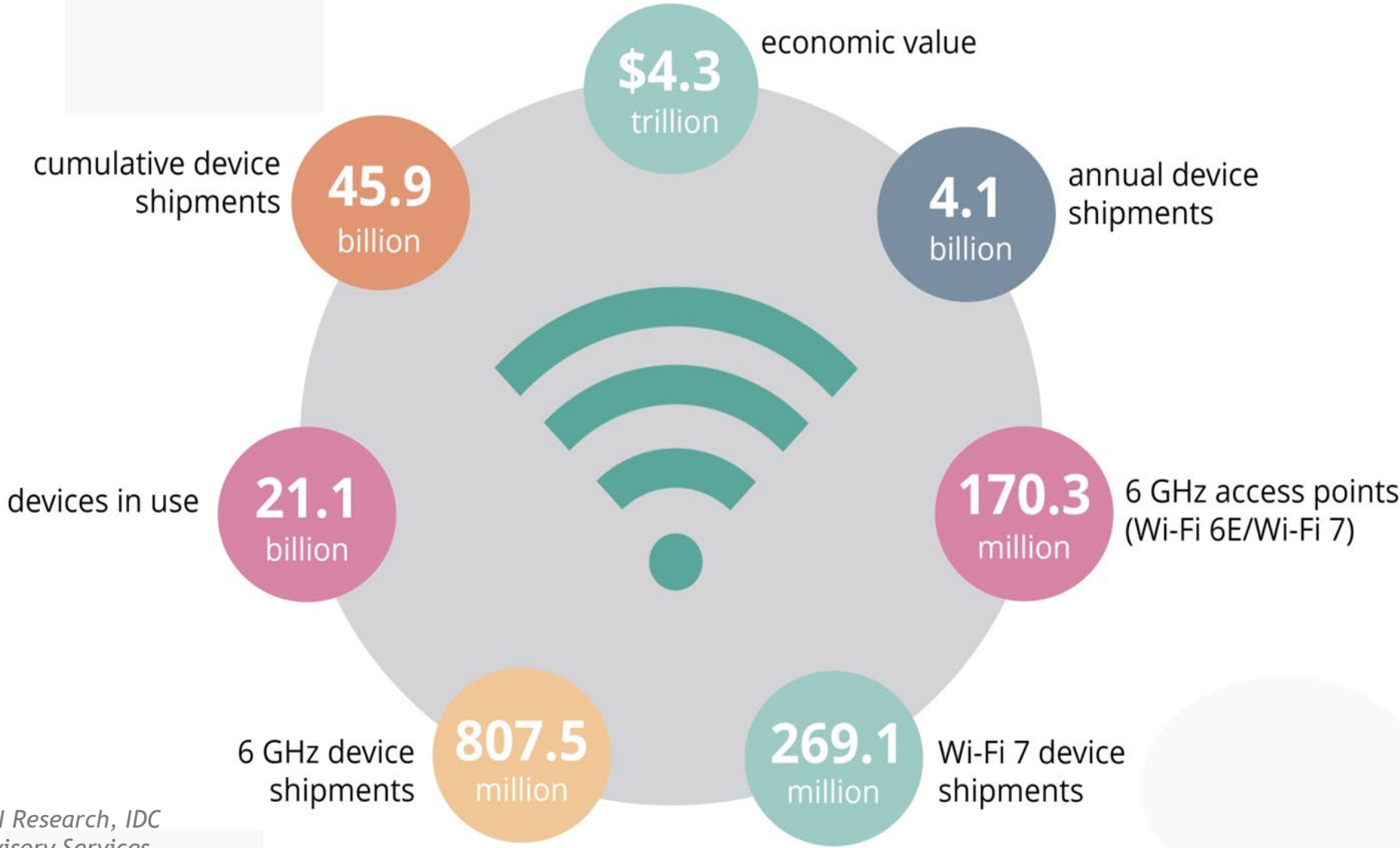


# Role of Wi-Fi on Terrestrial Broadband Connectivity

*Geneva, November 4*

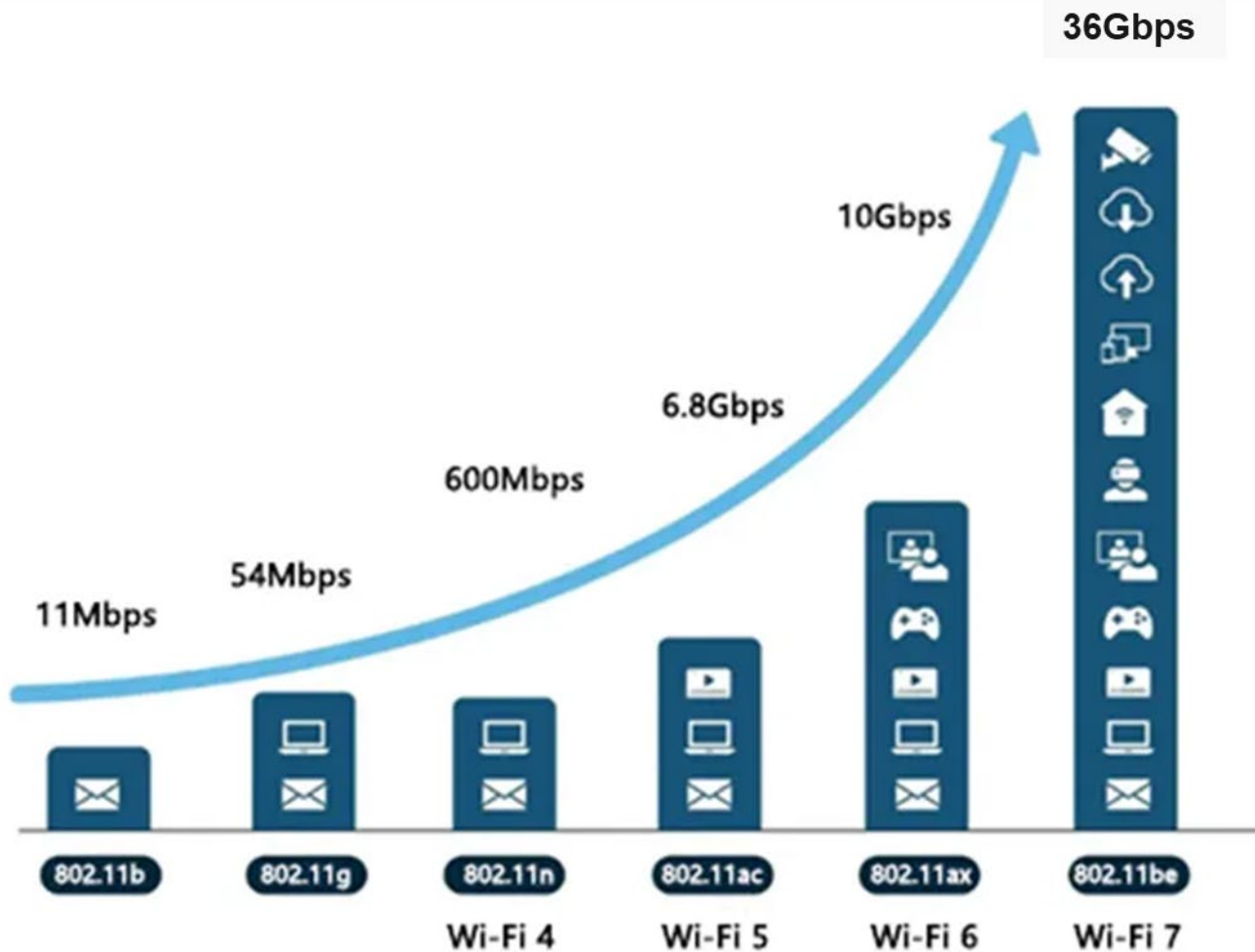
Tiago Rodrigues  
WBA President and CEO  
[tiago@wballiance.com](mailto:tiago@wballiance.com)

# WI-FI BY THE NUMBERS 2024



Source: Wi-Fi Alliance, ABI Research, IDC Research and Telecom Advisory Services

# EVOLUTION OF WI-FI STANDARDS



## Wi-Fi 7 (802.11be)

### Bands:

2.4Ghz, 5Ghz, 6Ghz

### Channel Bandwidths:

Up to 320Mhz

**4096 QAM**

### Key Advances:

Multi-link operation (MLO)

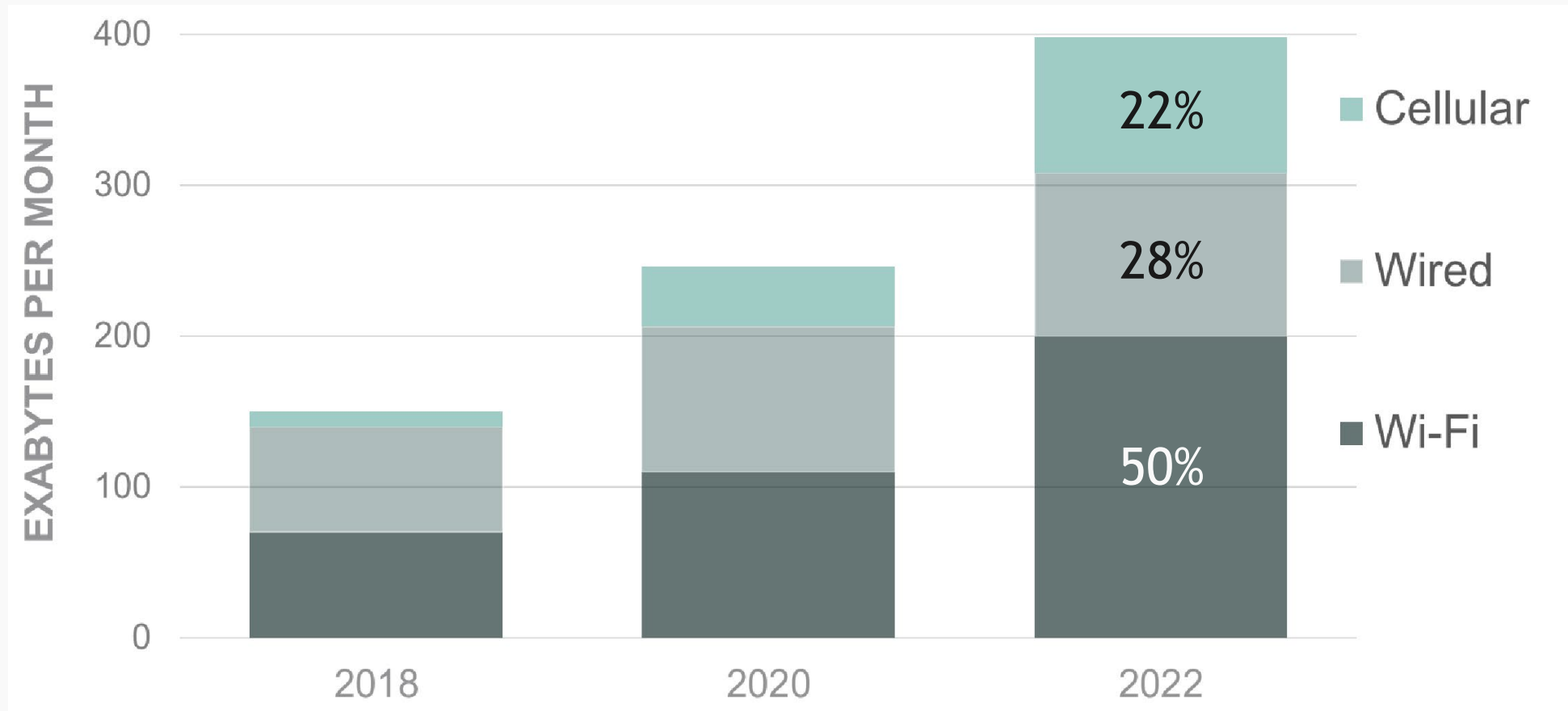
Multi-RU and puncturing

Managed QoS & Restricted Service Periods

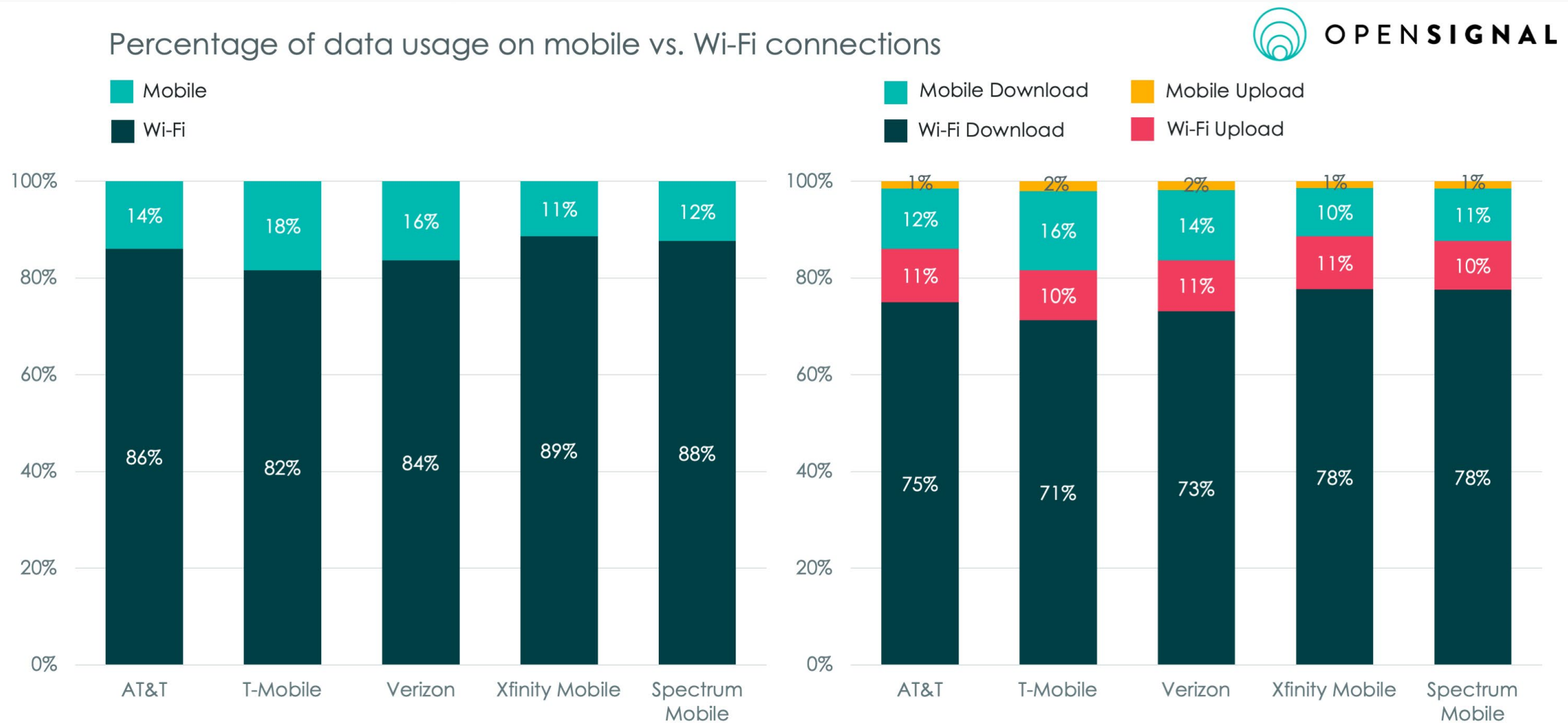
IEEE work already started for 802.11bn (Wi-Fi 8)

# WI-FI CARRIES MOST GLOBAL IP TRAFFIC

## GLOBAL TRAFFIC BY LOCAL ACCESS TECHNOLOGY

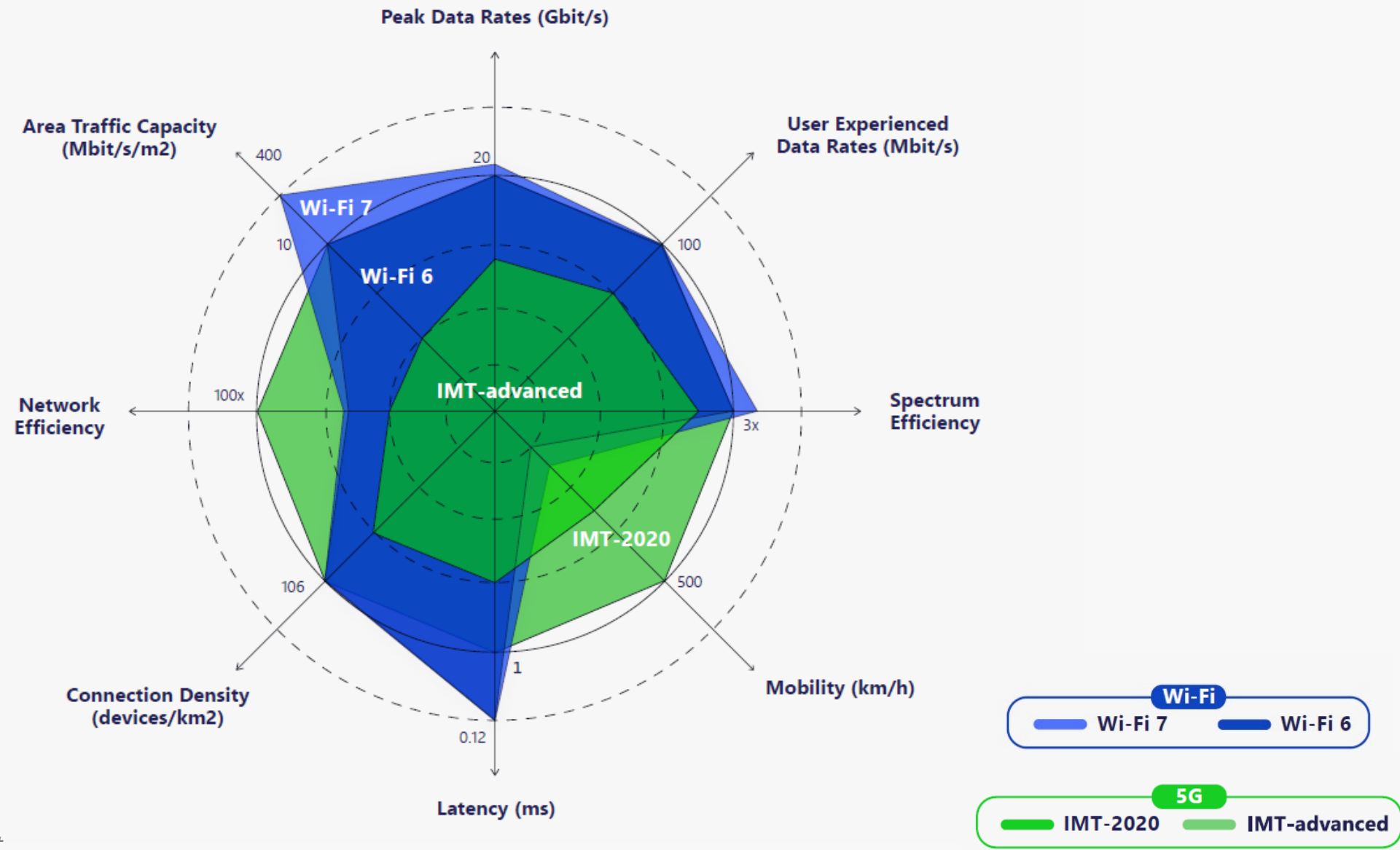


# WI-FI CARRIES MOST SMARTPHONE DATA IN THE US



Due to rounding, bars may not total 100%. Data collection period: June 1<sup>st</sup> – August 29<sup>th</sup>, 2024 | © Opensignal Ltd

# WI-FI 7 & 5G – OPTIMAL COMPLEMENTARITY







## OPENROAMING™ ONE GLOBAL WI-FI NETWORK

**VISION:** *Providing Automatic & Secure Wi-Fi  
Everywhere to Everyone*

**MISSION:** *Create an open framework for all types  
of players to develop their Wi-Fi services &  
business*

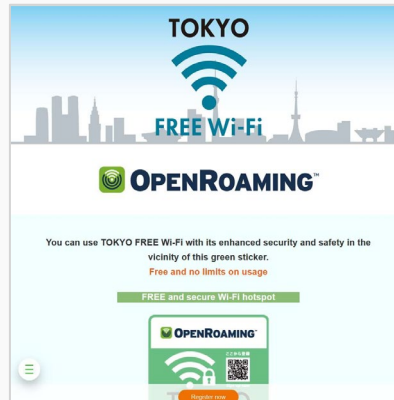
1. Open Standard
2. Roaming Federation
3. Automatic Connection Mechanism
4. Privacy & Security Guaranteed
5. Convergence of Wi-Fi & Cellular
6. IoT Solutions
7. Framework for innovation

More information at [www.openroaming.org](http://www.openroaming.org)

# “TOKYO FREE WI-FI” OPENROAMING CASE STUDY



- Largest metropolitan area in the world by population +37Million.
- 75% of residents have broadband speed of +130Mbps.
- Tokyo Government provides close to 1,000 Free Wi-Fi hotspots.
- Released OpenRoaming on April 1, 2023
- Tokyo Government in Partnership with Wi2 (KDDI Group)
- Main goal is to improve security, safety, usability and digital content





# OPENROAMING IN TOKYO



+2,500 Locations

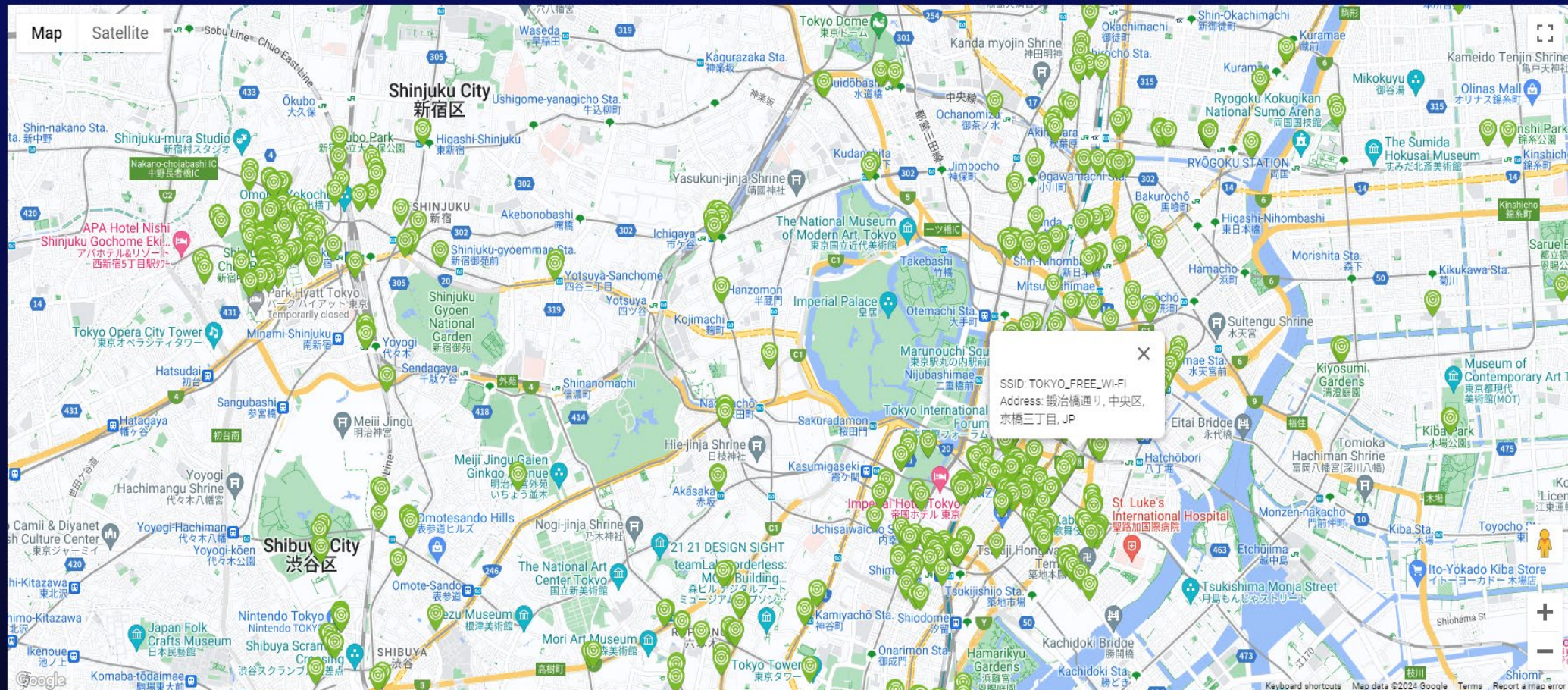
+50,000 Unique Users Daily

+30Tb Daily



OpenRoaming Wi-Fi Coverage Map

[Click Here for more information](#)



I   
WI-FI