

# Small Cells & Wifi Offloading: Now Mainstream for MNOs

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## Abstracts

As mobile data proliferates so too does the demand for capacity and coverage.

Many options exist to cope with data surge. Small cell deployment and Wifi offloading are the main ones.

Small cells give the opportunity to come closer to the user and to offer a better coverage, indoors or outdoors at low cost.

Despite remaining technological hurdles, Wifi is a heavily deployed and cost-effective solution promoted by MNOs themselves for offloading, and by alternative players willing to eat into MNO revenues.

This report presents the state-of-the art of the small cell and Wifi opportunities to close the gap and highlights strategies at play. It also gives the flavour of future scenarios.

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