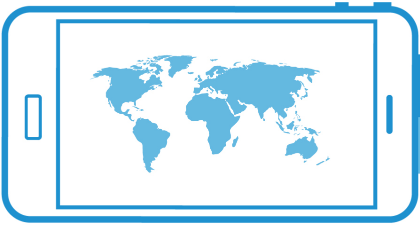
Visual Networking Index

In February 2016, Cisco released the Cisco® VNI Global Mobile Data Traffic Forecast, 2015–2020. This infographic provides some of the global and regional highlights from the updated study.

Mobile Users Growth

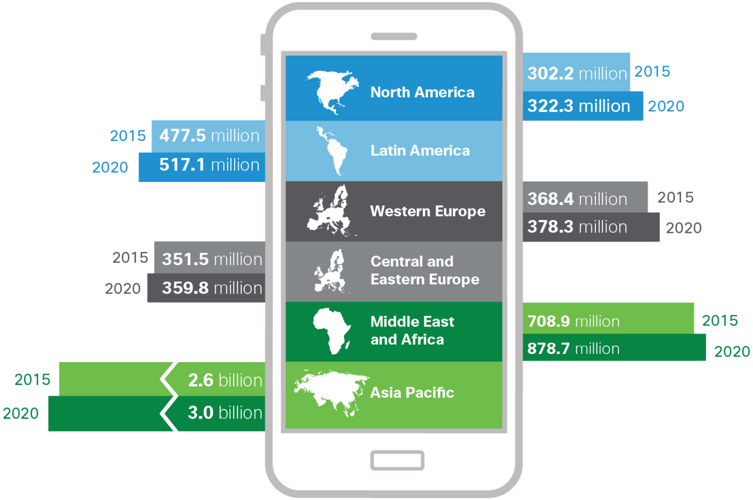
Global Growth



2015	**4.8** billion
2020	**5.5** billion

By 2020, there will be 5.5 billion global mobile users, up from 4.8 billion in 2015 (a 2.6% CAGR)

Regional Growth



	2015	2020
North America	302.2 million	322.3 million
Latin America	477.5 million	517.1 million
Western Europe	368.4 million	378.3 million
Central and Eastern Europe	351.5 million	359.8 million
Middle East and Africa	708.9 million	878.7 million
Asia Pacific	2.6 billion	3.0 billion

Mobile-Connected Devices per Capita

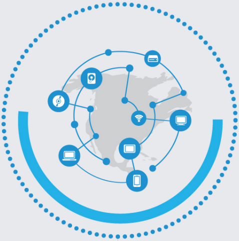
Global Growth

By 2020, there will be more than 11.6 billion mobile-connected devices, approximately 1.5 per capita

Regional Growth

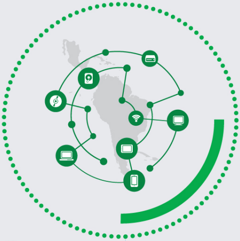
● 2020 Per Capita

North America



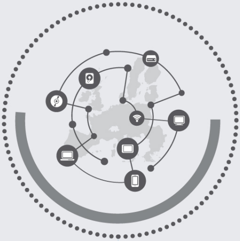
2.8 per capita

Latin America



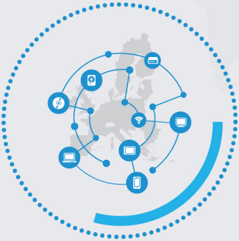
1.5 per capita

Western Europe



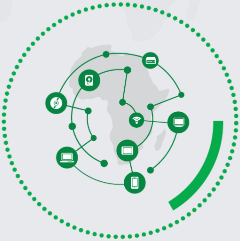
2.8 per capita

Central and Eastern Europe



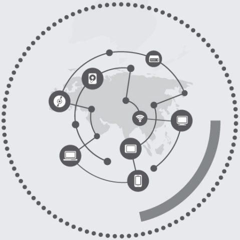
1.9 per capita

Middle East and Africa



1.1 per capita

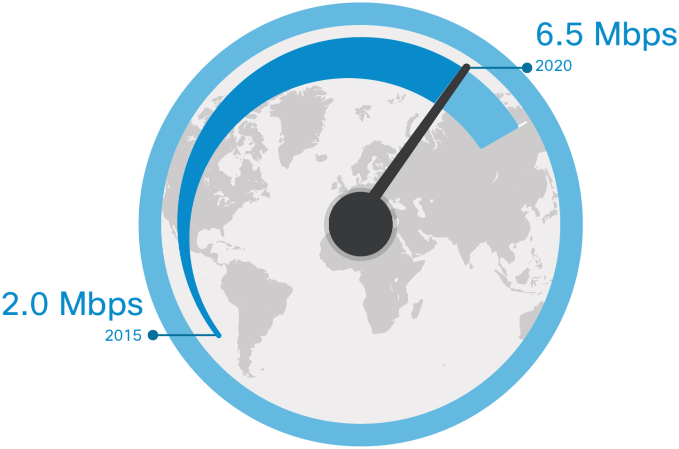
Asia Pacific



1.4 per capita

Average Mobile Connection Speed Growth

Global Growth

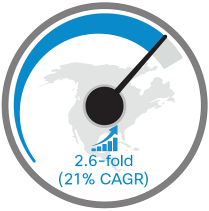


3.2-fold growth (26% CAGR)
from 2015 (2.0 Mbps) to **2020 (6.5 Mbps)**

Regional Growth

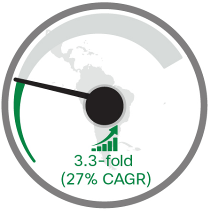
2015–2020

North America



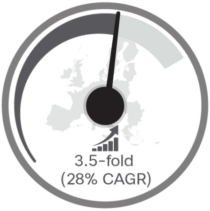
15.2 Mbps
by 2020

Latin America



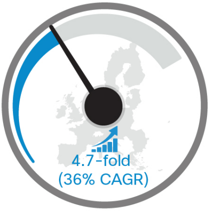
4.9 Mbps
by 2020

Western Europe



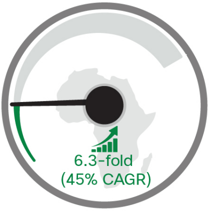
14.1 Mbps
by 2020

Central and Eastern Europe



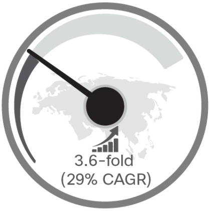
10.6 Mbps
by 2020

Middle East and Africa



4.8 Mbps
by 2020

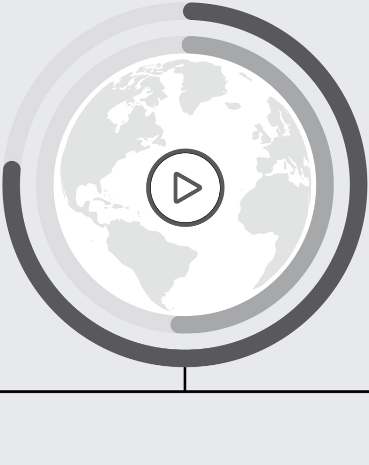
Asia Pacific



8.5 Mbps
by 2020

Video: Global and Regional Mobile Data Traffic

Global Growth

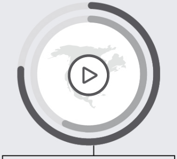


By 2020, video will represent 75% of total mobile data traffic, compared to 55% in 2015

Regional Growth

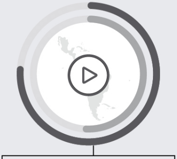
● 2015 ● 2020

North America



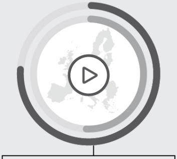
61% 77%

Latin America



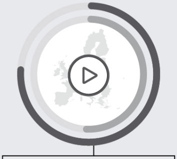
54% 75%

Western Europe



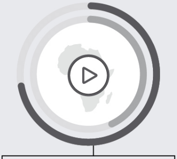
57% 76%

Central and Eastern Europe



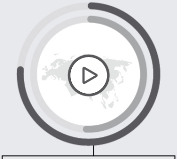
54% 75%

Middle East and Africa



46% 72%

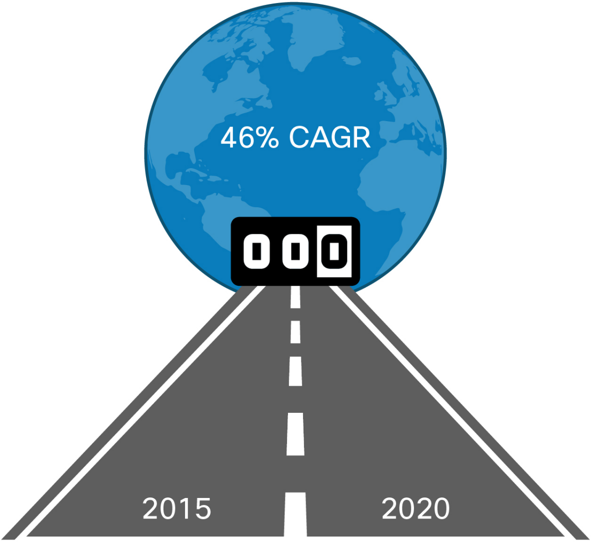
Asia Pacific



55% 75%

Mobile Traffic per End-User Connection

Global Mobile Traffic Growth



495 MB/Month

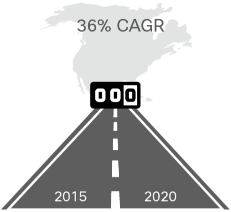
3.3 GB/Month

By 2020, the average mobile-connected end-user device will generate 3.3 GB of mobile traffic per month, up from 495 MB per month in 2015 (a 46% CAGR)

Regional Growth

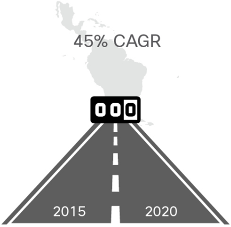
● 2015 ● 2020

North America



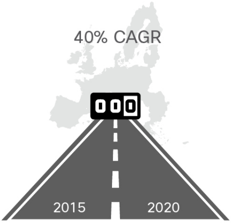
1.3 GB/Month 6.0 GB/Month

Latin America



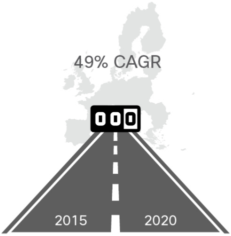
374 MB/Month 2.4 GB/Month

Western Europe



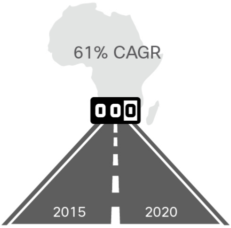
818 MB/Month 4.5 GB/Month

Central and Eastern Europe



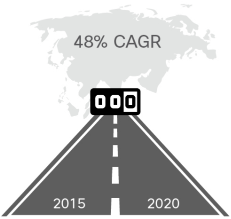
921 MB/Month 6.7 GB/Month

Middle East and Africa



231 MB/Month 2.5 GB/Month

Asia Pacific



405 MB/Month 2.9 GB/Month

Source: 2016 Cisco VNI Global Mobile Data Traffic Forecast

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