



Asia Pacific – Consumer Highlights

Consumer IP Traffic

- In Asia Pacific, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 27%.
- In Asia Pacific, Consumer IP traffic will reach 90.2 Exabytes per month in 2021, the equivalent of 23 billion DVDs per month, or 31 million DVDs per hour.
- In Asia Pacific, Consumer IP traffic was 27.0 Exabytes per month in 2016, the equivalent of 7 billion DVDs per month, or 9 million DVDs per hour.
- Asia Pacific's Consumer IP traffic grew 35% in 2016.
- Asia Pacific's Consumer IP traffic was 81% of total IP traffic in 2016, and will be 84% of total IP traffic in 2021.

Consumer Internet Traffic

- In Asia Pacific, Consumer Internet traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 30%.
- In Asia Pacific, Consumer Internet traffic will reach 74.4 Exabytes per month in 2021, the equivalent of 19 billion DVDs per month, or 25 million DVDs per hour.
- In Asia Pacific, Consumer Internet traffic was 20.0 Exabytes per month in 2016, the equivalent of 5 billion DVDs per month, or 7 million DVDs per hour.
- Asia Pacific's Consumer Internet traffic grew 37% in 2016.
- Asia Pacific's Consumer Internet traffic was 60% of total IP traffic in 2016, and will be 69% of total IP traffic in 2021.

- Asia Pacific's Consumer Internet traffic was 74% of Consumer IP traffic in 2016, and will be 83% of Consumer IP traffic in 2021.
- In Asia Pacific, 11% of Consumer Internet traffic was mobile in 2016, and 25% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Asia Pacific, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 26%.
- In Asia Pacific, Consumer fixed Internet traffic will reach 54.5 Exabytes per month in 2021, the equivalent of 14 billion DVDs per month, or 19 million DVDs per hour.
- In Asia Pacific, Consumer fixed Internet traffic was 17.4 Exabytes per month in 2016, the equivalent of 4 billion DVDs per month, or 6 million DVDs per hour.
- Asia Pacific's consumer fixed Internet traffic grew 33% in 2016.
- Asia Pacific's consumer fixed Internet traffic was 52% of total IP traffic in 2016, and will be 51% of total IP traffic in 2021.
- Asia Pacific's consumer fixed Internet traffic was 64% of Consumer IP traffic in 2016, and will be 60% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Asia Pacific, Consumer mobile data traffic will grow 8-fold from 2016 to 2021, a compound annual growth rate of 52%.
- In Asia Pacific, Consumer mobile data traffic will reach 18.5 Exabytes per month in 2021, the equivalent of 5 billion DVDs per month, or 6 million DVDs per hour.
- In Asia Pacific, Consumer mobile data traffic was 2.3 Exabytes per month in 2016, the equivalent of 566 million DVDs per month, or 775,643 DVDs per hour.
- Asia Pacific's Consumer mobile data traffic grew 84% in 2016.
- Asia Pacific's Consumer mobile data traffic was 6.8% of total IP traffic in 2016, and will be 17% of total IP traffic in 2021.
- Asia Pacific's Consumer mobile data traffic was 8.4% of Consumer IP traffic in 2016, and will be 21% of Consumer IP traffic in 2021.
- Asia Pacific's Consumer mobile data traffic was 11% of Consumer Internet traffic in 2016, and will be 25% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Asia Pacific, Consumer Internet video traffic will grow 4.4-fold from 2016 to 2021, a compound annual growth rate of 35%.
- In Asia Pacific, Consumer Internet video traffic will reach 61.4 Exabytes per month in 2021, the equivalent of 15 billion DVDs per month, or 21 million DVDs per hour.
- In Asia Pacific, Consumer Internet video traffic was 13.8 Exabytes per month in 2016, the equivalent of 3 billion DVDs per month, or 5 million DVDs per hour.
- Asia Pacific's Consumer Internet video traffic grew 46% in 2016.
- In Asia Pacific, Internet video traffic will be 82% of all consumer Internet traffic in 2021, up from 69% in 2016.

- Video exceeds half of Asia Pacific's consumer Internet traffic by year-end 2015 or earlier.
- In Asia Pacific, 1 trillion minutes (2 million years) of video content will cross the Internet each month in 2021. That's 415,383 minutes of video streamed or downloaded every second.
- In Asia Pacific, 940 billion minutes (2 million years) of video content crossed the Internet each month in 2016. That's 357,699 minutes of video streamed or downloaded every second.
- In Asia Pacific, 940 billion minutes of video content crossed the Internet each month in 2016, up from 884 billion in 2015.
- In Asia Pacific, Internet-Video-to-TV traffic will increase 3.8-fold between 2016 and 2021.
- In Asia Pacific, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In Asia Pacific, Internet-Video-to-TV traffic will be 14% of consumer Internet video traffic in 2021, from 16% in 2016.

Consumer IP VOD Traffic

- In Asia Pacific, Consumer IP VOD traffic will grow 2.3-fold from 2016 to 2021, a compound annual growth rate of 18%.
- In Asia Pacific, Consumer IP VOD traffic will reach 15.8 Exabytes per month in 2021, the equivalent of 4 billion DVDs per month, or 5 million DVDs per hour.
- In Asia Pacific, Consumer IP VOD traffic was 7.0 Exabytes per month in 2016, the equivalent of 2 billion DVDs per month, or 2 million DVDs per hour.
- Asia Pacific's Consumer IP VOD traffic grew 31% in 2016.
- Asia Pacific's Consumer IP VOD traffic was 21% of total IP traffic in 2016, and will be 15% of total IP traffic in 2021.
- Asia Pacific's Consumer IP VOD traffic was 26% of Consumer IP traffic in 2016, and will be 17% of Consumer IP traffic in 2021.