



Australia - Consumer Highlights

Consumer IP Traffic

- In Australia, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 27%.
- In Australia, Consumer IP traffic will reach 2.5 Exabytes per month in 2021, the equivalent of 628 million DVDs per month, or 860,221 DVDs per hour.
- In Australia, Consumer IP traffic was 751 Petabytes per month in 2016, the equivalent of 188 million DVDs per month, or 257,328 DVDs per hour.
- Australia's Consumer IP traffic grew 54% in 2016.
- Australia's Consumer IP traffic was 73% of total IP traffic in 2016, and will be 77% of total IP traffic in 2021.

Consumer Internet Traffic

- In Australia, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 28%.
- In Australia, Consumer Internet traffic will reach 2.3 Exabytes per month in 2021, the equivalent of 583 million DVDs per month, or 798,462 DVDs per hour.
- In Australia, Consumer Internet traffic was 691 Petabytes per month in 2016, the equivalent of 173 million DVDs per month, or 236,681 DVDs per hour.
- Australia's Consumer Internet traffic grew 55% in 2016.
- Australia's Consumer Internet traffic was 67% of total IP traffic in 2016, and will be 72% of total IP traffic in 2021.
- Australia's Consumer Internet traffic was 92% of Consumer IP traffic in 2016, and will be 93% of Consumer IP traffic in 2021.
- In Australia, 7% of Consumer Internet traffic was mobile in 2016, and 12% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Australia, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 26%.
- In Australia, Consumer fixed Internet traffic will reach 2.1 Exabytes per month in 2021, the equivalent of 515 million DVDs per month, or 705,981 DVDs per hour.
- In Australia, Consumer fixed Internet traffic was 640 Petabytes per month in 2016, the equivalent of 160 million DVDs per month, or 219,320 DVDs per hour.
- Australia's consumer fixed Internet traffic grew 56% in 2016.
- Australia's consumer fixed Internet traffic was 62% of total IP traffic in 2016, and will be 63% of total IP traffic in 2021.
- Australia's consumer fixed Internet traffic was 85% of Consumer IP traffic in 2016, and will be 82% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Australia, Consumer mobile data traffic will grow 5-fold from 2016 to 2021, a compound annual growth rate of 40%.
- In Australia, Consumer mobile data traffic will reach 270 Petabytes per month in 2021, the equivalent of 68 million DVDs per month, or 92,481 DVDs per hour.
- In Australia, Consumer mobile data traffic was 51 Petabytes per month in 2016, the equivalent of 13 million DVDs per month, or 17,362 DVDs per hour.
- Australia's Consumer mobile data traffic grew 52% in 2016.
- Australia's Consumer mobile data traffic was 4.9% of total IP traffic in 2016, and will be 8% of total IP traffic in 2021.
- Australia's Consumer mobile data traffic was 6.7% of Consumer IP traffic in 2016, and will be 11% of Consumer IP traffic in 2021.
- Australia's Consumer mobile data traffic was 7% of Consumer Internet traffic in 2016, and will be 12% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Australia, Consumer Internet video traffic will grow 3.6-fold from 2016 to 2021, a compound annual growth rate of 29%.
- In Australia, Consumer Internet video traffic will reach 1.9 Exabytes per month in 2021, the equivalent of 470 million DVDs per month, or 644,281 DVDs per hour.
- In Australia, Consumer Internet video traffic was 529 Petabytes per month in 2016, the equivalent of 132 million DVDs per month, or 181,110 DVDs per hour.
- Australia's Consumer Internet video traffic grew 61% in 2016.
- In Australia, Internet video traffic will be 81% of all consumer Internet traffic in 2021, up from 77% in 2016.
- Video exceeds half of Australia's consumer Internet traffic by year-end 2015 or earlier.
- In Australia, 12 billion minutes (22,948 years) of video content will cross the Internet each month in 2021. That's 4,590 minutes of video streamed or downloaded every second.
- In Australia, 11 billion minutes (21,102 years) of video content crossed the Internet each month in 2016. That's 4,220 minutes of video streamed or downloaded every second.

- In Australia, 11 billion minutes of video content crossed the Internet each month in 2016, up from 11 billion in 2015.
- In Australia, Internet-Video-to-TV traffic will increase 3.9-fold between 2016 and 2021.
- In Australia, Internet-Video-to-TV traffic increased 1.8-fold in 2016.
- In Australia, Internet-Video-to-TV traffic will be 18% of consumer Internet video traffic in 2021, from 17% in 2016.

Consumer IP VOD Traffic

- In Australia, Consumer IP VOD traffic will grow 3.0-fold from 2016 to 2021, a compound annual growth rate of 25%.
- In Australia, Consumer IP VOD traffic will reach 180 Petabytes per month in 2021, the equivalent of 45 million DVDs per month, or 61,759 DVDs per hour.
- In Australia, Consumer IP VOD traffic was 60 Petabytes per month in 2016, the equivalent of 15 million DVDs per month, or 20,646 DVDs per hour.
- Australia's Consumer IP VOD traffic grew 36% in 2016.
- Australia's Consumer IP VOD traffic was 6% of total IP traffic in 2016, and will be 6% of total IP traffic in 2021.
- Australia's Consumer IP VOD traffic was 8% of Consumer IP traffic in 2016, and will be 7% of Consumer IP traffic in 2021.