



Australia - Device Growth Traffic Profiles

2021 Forecast

- In Australia, there will be 22 million total Internet users (83% of population) in 2021, up from 18 million (72% of population) in 2016.
- In Australia, there will be 245.3 million networked devices in 2021, up from 135.5 million in 2016.
- In Australia, there will be 9.5 networked devices per capita in 2021, up from 5.6 per capita in 2016.
- In Australia, 34% of all networked devices will be mobile-connected in 2021.
- In Australia, M2M modules will account for 62% (151.0 million) of all networked devices in 2021, compared to 43% (58.6 million) in 2016, (20.8% CAGR).
- In Australia, PCs will account for 8% (19.2 million) of all networked devices in 2021, compared to 14% (19.0 million) in 2016, (0.2% CAGR).
- In Australia, Tablets will account for 3% (7.8 million) of all networked devices in 2021, compared to 6% (7.8 million) in 2016, (-0.2% CAGR).
- In Australia, Smartphones will account for 11% (27.8 million) of all networked devices in 2021, compared to 18% (24.2 million) in 2016, (2.9% CAGR).
- In Australia, Connected TVs will account for 14% (33.2 million) of all networked devices in 2021, compared to 15% (20.1 million) in 2016, (10.6% CAGR).
- In Australia, M2M modules will average 0.911 GB per month, up from 0.248 GB in 2016.
- In Australia, Smartphones will average 31.0 GB per month, up from 5.3 GB in 2016.
- In Australia, Tablets will average 31.2 GB per month, up from 14.6 GB in 2016.
- In Australia, PCs will average 68.8 GB per month, up from 32.3 GB in 2016.
- In Australia, Connected 4K TVs will average 9.0 GB per month, up from 0.6 GB in 2016.

- In Australia, Non-Smartphones will account for 0.0% (71113) of all networked devices in 2021, compared to 1% (1.9 million) in 2016, (-48.2% CAGR).
- In Australia, Other Portables will account for 3% (6.3 million) of all networked devices in 2021, compared to 3% (3.9 million) in 2016, (10% CAGR).
- In Australia, 4K TVs will account for 50% (7.4 million) of all flat panel TVs in 2021, compared to 10.6% (817,750) in 2016, (55.3% CAGR).

2016 Review

- In Australia, there were 135.5 million networked devices in 2016, up from 122.5 million in 2015.
- In Australia, there were 5.6 networked devices per capita in 2016, up from 5.1 per capita in 2015.

Device Diversity

- Australia's IP traffic from non-PC devices was 41% of total IP traffic in 2016, and will be 59% of total IP traffic in 2021.
- Australia's Internet traffic from non-PC devices was 40% of total Internet traffic in 2016, and will be 60% of total Internet traffic in 2021.
- In Australia, PCs accounted for 59% of IP traffic in 2016, and will be 41% of IP traffic in 2021.
- In Australia, TVs accounted for 16% of IP traffic in 2016, and will be 21% of IP traffic in 2021.
- In Australia, Smartphones accounted for 12% of IP traffic in 2016, and will be 26% of IP traffic in 2021.
- In Australia, Tablets accounted for 11% of IP traffic in 2016, and will be 7% of IP traffic in 2021.
- In Australia, M2M modules accounted for 1.4% of IP traffic in 2016, and will be 4.2% of IP traffic in 2021.
- In Australia, PCs accounted for 55% of consumer Internet traffic in 2016, and will be 36% of consumer Internet traffic in 2021.
- In Australia, TVs accounted for 15% of consumer Internet traffic in 2016, and will be 22% of consumer Internet traffic in 2021.
- In Australia, TVs accounted for 11% of total Internet traffic in 2016, and will be 18% of total Internet traffic in 2021.

Average Traffic per Mobile Device

- In Australia, the average smartphone will generate 9,598 Megabytes of mobile data traffic per month in 2021, up from 1895 Megabytes per month in 2016.
- In Australia, the average mobile-connected laptop will generate 4,343 Megabytes of mobile data traffic per month in 2021, up from 2,685 Megabytes per month in 2016.
- In Australia, the average mobile-connected tablet will generate 9,639 Megabytes of mobile data traffic per month in 2021, up from 4,064 Megabytes per month in 2016.