



Brazil - 2015 Year in Review

2015 IP Traffic

- In Brazil, IP traffic reached 1.7 Exabytes per month in 2015, up from 1.3 Exabytes per month in 2014.

2015 Internet Traffic

- In Brazil, average Internet traffic grew 36% in 2015.
- In Brazil, peak Internet traffic grew 58% in 2015.
- In Brazil, Internet traffic reached 1.5 Exabytes per month in 2015, up from 1.1 Exabytes per month in 2014.
- Brazil's Internet traffic was 50 Petabytes per day in 2015, up from 36 Petabytes per day in 2014.
- Brazil's Internet traffic in 2015 was equivalent to 4 billion DVDs per year, 369 million DVDs per month, or 505,836 DVDs per hour.
- In 2015, the gigabyte equivalent of all movies ever made crossed the Internet every 4 hours.
- Brazilian Internet traffic in 2015 was equivalent to 134x the volume of the entire Brazilian Internet in 2005.
- In Brazil, Internet traffic reached 7.1 Gigabytes per capita in 2015, up from 5.4 Gigabytes per capita in 2014.
- In Brazil, average Internet traffic reached 4 Tbps in 2015.
- In Brazil, busy hour Internet traffic reached 15 Tbps in 2015.

2015 Wi-Fi Traffic

- Brazil's Fixed/Wi-Fi IP traffic grew 42% in 2015.

2015 Wired Traffic

- Brazil's Fixed/Wired IP traffic grew 25% in 2015.

2015 Mobile Traffic

- Brazil's mobile data traffic grew 64% in 2015.

2015 Video Traffic

- In Brazil, IP video was 67% of all IP traffic in 2015, up from 63% in 2014.
- In Brazil, Internet video traffic was 65% of all consumer Internet traffic in 2015, up from 61% in 2014.
- In Brazil, 98 billion minutes of video content crossed the Internet each month in 2015, up from 85 billion in 2014.
- In Brazil, 98 billion minutes (186,163 years) of video content crossed the Internet each month in 2015. That's 37,233 minutes of video streamed or downloaded every second.

2015 Devices

- In Brazil, there were 519.8 million networked devices in 2015, up from 482.1 million in 2014.
- In Brazil, there were 2.5 networked devices per capita in 2015, up from 2.4 per capita in 2014.

2015 Broadband Speed Evolution

- In Brazil, the average fixed broadband speed grew 2% from 2014 to 2015, from 8.3 Mbps to 8.5 Mbps.
- In Brazil, 46% of broadband connections were faster than 5 Mbps in 2015.
- In Brazil, 30% of broadband connections will be faster than 10 Mbps in 2015.

2015 Traffic per User and Household

- In Brazil, the average Internet user generated 15.8 gigabytes per month in 2015, up 39% from 11.3 gigabytes per month in 2014.
- In Brazil, the average Internet household generated 41.6 gigabytes per month in 2015, up 40% from 29.7 gigabytes per month in 2014.
- In Brazil, Internet video traffic grew 44%, and is now 84% of all consumer Internet traffic.
- In Brazil, there were 457,112 Internet households (2.0% of all Internet households) generating more than 250 gigabytes per month in 2015, up from 208,399 in 2014.
- In Brazil, there were 228,556 Internet households (1.0% of all Internet households) generating more than 500 gigabytes per month in 2015, up from 191,508 in 2014.