



Brazil - 2016 Year in Review

IP Traffic

- In Brazil, IP traffic reached 2.4 Exabytes per month in 2016, up from 1.8 Exabytes per month in 2015.
- Brazil's IP traffic grew 31% in 2016.
- Brazil's IP networks carried 78 Petabytes per day in 2016, up from 60 Petabytes per day in 2015.
- In Brazil, IP traffic reached an annual run rate of 28.6 Exabytes in 2016, up from an annual run rate of 21.9 Exabytes in 2015.
- Brazil's IP traffic in 2016 was equivalent to 7 billion DVDs per year, 597 million DVDs per month, or 817,275 DVDs per hour.
- In Brazil, IP traffic reached 11.4 Gigabytes per capita in 2016, up from 8.8 Gigabytes per capita in 2015.
- In Brazil, average IP traffic reached 7 Tbps in 2016, and busy hour traffic was 26 Tbps.
- Last year, the gigabyte equivalent all movies ever made crossed Brazil's IP networks every 2 hours.
- Brazilian IP traffic in 2016 was equivalent to 181x the volume of Brazilian IP traffic in 2005.

Internet Traffic

- In Brazil, average Internet traffic grew 32% in 2016.
- In Brazil, peak Internet traffic grew 50% in 2016.
- In Brazil, Internet traffic reached 2.1 Exabytes per month in 2016, up from 1.6 Exabytes per month in 2015.
- Brazil's Internet traffic was 70 Petabytes per day in 2016, up from 52 Petabytes per day in 2015.

- Brazil's Internet traffic in 2016 was equivalent to 6 billion DVDs per year, 525 million DVDs per month, or 719,466 DVDs per hour.
- In 2016, the gigabyte equivalent of all movies ever made crossed the Internet every 3 hours.
- Brazilian Internet traffic in 2016 was equivalent to 190x the volume of the entire Brazilian Internet in 2005.
- In Brazil, Internet traffic reached 10.0 Gigabytes per capita in 2016, up from 7.6 Gigabytes per capita in 2015.
- In Brazil, average Internet traffic reached 6 Tbps in 2016.
- In Brazil, busy hour Internet traffic reached 23 Tbps in 2016.

Wi-Fi Traffic

- Brazil's Fixed/Wi-Fi IP traffic grew 36% in 2016.

Wired Traffic

- Brazil's Fixed/Wired IP traffic grew 20% in 2016.

Mobile Traffic

- Brazil's mobile data traffic grew 51% in 2016.

Video Traffic

- In Brazil, IP video was 70% of all IP traffic in 2016, up from 65% in 2015.
- In Brazil, Internet video traffic was 68% of all consumer Internet traffic in 2016, up from 63% in 2015.
- In Brazil, 105 billion minutes of video content crossed the Internet each month in 2016, up from 98 billion in 2015.
- In Brazil, 105 billion minutes (200,667 years) of video content crossed the Internet each month in 2016. That's 40,133 minutes of video streamed or downloaded every second.

Devices

- In Brazil, there were 503.4 million networked devices in 2016, up from 490.2 million in 2015.
- In Brazil, there were 2.4 networked devices per capita in 2016, up from 2.4 per capita in 2015.

Broadband Speed Evolution

- In Brazil, the average fixed broadband speed grew 32% from 2015 to 2016, from 8.5 Mbps to 11.2 Mbps.
- In Brazil, 56% of broadband connections were faster than 5 Mbps in 2016.
- In Brazil, 36% of broadband connections will be faster than 10 Mbps in 2016.

Traffic per User and Household

- In Brazil, the average Internet user generated 23.6 Gigabytes per month in 2016, up 35% from 17.4 Gigabytes per month in 2015.
- In Brazil, the average Internet household generated 62.2 Gigabytes per month in 2016, up 35% from 45.9 Gigabytes per month in 2015.
- In Brazil, Internet video traffic grew 43%, and is now 84% of all consumer Internet traffic.

- In Brazil, there were 1 million Internet households (5.0% of all Internet households) generating more than 250 Gigabytes per month in 2016, up from 680,028 in 2015.
- In Brazil, there were 233,373 Internet households (1.0% of all Internet households) generating more than 500 Gigabytes per month in 2016, up from 226,676 in 2015.