



Brazil - Consumer Highlights

Consumer IP Traffic

- In Brazil, Consumer IP traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 19%.
- In Brazil, Consumer IP traffic will reach 4.7 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- In Brazil, Consumer IP traffic was 1.9 Exabytes per month in 2016, the equivalent of 480 million DVDs per month, or 657,293 DVDs per hour.
- Brazil's Consumer IP traffic grew 38% in 2016.
- Brazil's Consumer IP traffic was 80% of total IP traffic in 2016, and will be 85% of total IP traffic in 2021.

Consumer Internet Traffic

- In Brazil, Consumer Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 19%.
- In Brazil, Consumer Internet traffic will reach 4.0 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 1 million DVDs per hour.
- In Brazil, Consumer Internet traffic was 1.7 Exabytes per month in 2016, the equivalent of 426 million DVDs per month, or 583,963 DVDs per hour.
- Brazil's Consumer Internet traffic grew 39% in 2016.
- Brazil's Consumer Internet traffic was 71% of total IP traffic in 2016, and will be 74% of total IP traffic in 2021.
- Brazil's Consumer Internet traffic was 89% of Consumer IP traffic in 2016, and will be 87% of Consumer IP traffic in 2021.
- In Brazil, 8% of Consumer Internet traffic was mobile in 2016, and 20% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Brazil, Consumer fixed Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 16%.
- In Brazil, Consumer fixed Internet traffic will reach 3.2 Exabytes per month in 2021, the equivalent of 811 million DVDs per month, or 1 million DVDs per hour.
- In Brazil, Consumer fixed Internet traffic was 1.6 Exabytes per month in 2016, the equivalent of 391 million DVDs per month, or 535,208 DVDs per hour.
- Brazil's consumer fixed Internet traffic grew 39% in 2016.
- Brazil's consumer fixed Internet traffic was 65% of total IP traffic in 2016, and will be 59% of total IP traffic in 2021.
- Brazil's consumer fixed Internet traffic was 81% of Consumer IP traffic in 2016, and will be 70% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Brazil, Consumer mobile data traffic will grow 6-fold from 2016 to 2021, a compound annual growth rate of 41%.
- In Brazil, Consumer mobile data traffic will reach 791 Petabytes per month in 2021, the equivalent of 198 million DVDs per month, or 270,917 DVDs per hour.
- In Brazil, Consumer mobile data traffic was 142 Petabytes per month in 2016, the equivalent of 36 million DVDs per month, or 48,755 DVDs per hour.
- Brazil's Consumer mobile data traffic grew 50% in 2016.
- Brazil's Consumer mobile data traffic was 6.0% of total IP traffic in 2016, and will be 15% of total IP traffic in 2021.
- Brazil's Consumer mobile data traffic was 7.4% of Consumer IP traffic in 2016, and will be 17% of Consumer IP traffic in 2021.
- Brazil's Consumer mobile data traffic was 8% of Consumer Internet traffic in 2016, and will be 20% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Brazil, Consumer Internet video traffic will grow 2.9-fold from 2016 to 2021, a compound annual growth rate of 23%.
- In Brazil, Consumer Internet video traffic will reach 3.5 Exabytes per month in 2021, the equivalent of 871 million DVDs per month, or 1 million DVDs per hour.
- In Brazil, Consumer Internet video traffic was 1.2 Exabytes per month in 2016, the equivalent of 305 million DVDs per month, or 417,671 DVDs per hour.
- Brazil's Consumer Internet video traffic grew 47% in 2016.
- In Brazil, Internet video traffic will be 86% of all consumer Internet traffic in 2021, up from 72% in 2016.
- Video exceeds half of Brazil's consumer Internet traffic by year-end 2015 or earlier.
- In Brazil, 126 billion minutes (239,752 years) of video content will cross the Internet each month in 2021. That's 47,950 minutes of video streamed or downloaded every second.

- 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.
- In Brazil, 105 billion minutes of video content crossed the Internet each month in 2016, up from 98 billion in 2015.
- In Brazil, Internet-Video-to-TV traffic will increase 5.1-fold between 2016 and 2021.
- In Brazil, Internet-Video-to-TV traffic increased 1.6-fold in 2016.
- In Brazil, Internet-Video-to-TV traffic will be 16% of consumer Internet video traffic in 2021, from 9% in 2016.

Consumer IP VOD Traffic

- In Brazil, Consumer IP VOD traffic will grow 2.9-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In Brazil, Consumer IP VOD traffic will reach 627 Petabytes per month in 2021, the equivalent of 157 million DVDs per month, or 214,827 DVDs per hour.
- In Brazil, Consumer IP VOD traffic was 214 Petabytes per month in 2016, the equivalent of 54 million DVDs per month, or 73,331 DVDs per hour.
- Brazil's Consumer IP VOD traffic grew 26% in 2016.
- Brazil's Consumer IP VOD traffic was 9% of total IP traffic in 2016, and will be 12% of total IP traffic in 2021.
- Brazil's Consumer IP VOD traffic was 11% of Consumer IP traffic in 2016, and will be 13% of Consumer IP traffic in 2021.