



## Brazil - Device Growth Traffic Profiles

### 2021 Forecast

- In Brazil, there will be 180 million total Internet users (83% of population) in 2021, up from 135 million (65% of population) in 2016.
- In Brazil, there will be 734.3 million networked devices in 2021, up from 503.4 million in 2016.
- In Brazil, there will be 3.4 networked devices per capita in 2021, up from 2.4 per capita in 2016.
- In Brazil, 47% of all networked devices will be mobile-connected in 2021.
- In Brazil, M2M modules will account for 44% (321.0 million) of all networked devices in 2021, compared to 28% (141.8 million) in 2016, (17.7% CAGR).
- In Brazil, PCs will account for 5% (37.6 million) of all networked devices in 2021, compared to 13% (65.3 million) in 2016, (-10.5% CAGR).
- In Brazil, Tablets will account for 2% (11.6 million) of all networked devices in 2021, compared to 2% (9.0 million) in 2016, (5.2% CAGR).
- In Brazil, Smartphones will account for 27% (197.2 million) of all networked devices in 2021, compared to 26% (133.0 million) in 2016, (8.2% CAGR).
- In Brazil, Connected TVs will account for 14% (102.8 million) of all networked devices in 2021, compared to 10% (50.9 million) in 2016, (15.1% CAGR).
- In Brazil, M2M modules will average 0.730 GB per month, up from 0.219 GB in 2016.
- In Brazil, Smartphones will average 10.8 GB per month, up from 2.5 GB in 2016.
- In Brazil, Tablets will average 26.7 GB per month, up from 13.2 GB in 2016.
- In Brazil, PCs will average 40.1 GB per month, up from 24.1 GB in 2016.
- In Brazil, Connected 4K TVs will average 4.8 GB per month, up from 0.2 GB in 2016.

- In Brazil, Non-Smartphones will account for 6.8% (50.1 million) of all networked devices in 2021, compared to 19% (97.2 million) in 2016, (-12.4% CAGR).
- In Brazil, Other Portables will account for 2% (14.1 million) of all networked devices in 2021, compared to 1% (6.2 million) in 2016, (18% CAGR).
- In Brazil, 4K TVs will account for 35% (17.2 million) of all flat panel TVs in 2021, compared to 6.1% (1.1 million) in 2016, (72.5% CAGR).

## 2016 Review

- 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.

## Device Diversity

- Brazil's IP traffic from non-PC devices was 34% of total IP traffic in 2016, and will be 72% of total IP traffic in 2021.
- Brazil's Internet traffic from non-PC devices was 29% of total Internet traffic in 2016, and will be 70% of total Internet traffic in 2021.
- In Brazil, PCs accounted for 66% of IP traffic in 2016, and will be 28% of IP traffic in 2021.
- In Brazil, TVs accounted for 14% of IP traffic in 2016, and will be 24% of IP traffic in 2021.
- In Brazil, Smartphones accounted for 14% of IP traffic in 2016, and will be 39% of IP traffic in 2021.
- In Brazil, Tablets accounted for 5% of IP traffic in 2016, and will be 6% of IP traffic in 2021.
- In Brazil, M2M modules accounted for 1.3% of IP traffic in 2016, and will be 4.3% of IP traffic in 2021.
- In Brazil, PCs accounted for 68% of consumer Internet traffic in 2016, and will be 26% of consumer Internet traffic in 2021.
- In Brazil, TVs accounted for 7% of consumer Internet traffic in 2016, and will be 16% of consumer Internet traffic in 2021.
- In Brazil, TVs accounted for 6% of total Internet traffic in 2016, and will be 14% of total Internet traffic in 2021.

## Average Traffic per Mobile Device

- In Brazil, the average smartphone will generate 3,887 Megabytes of mobile data traffic per month in 2021, up from 968 Megabytes per month in 2016.
- In Brazil, the average mobile-connected laptop will generate 9,521 Megabytes of mobile data traffic per month in 2021, up from 3,414 Megabytes per month in 2016.
- In Brazil, the average mobile-connected tablet will generate 7,200 Megabytes of mobile data traffic per month in 2021, up from 3,604 Megabytes per month in 2016.