



Central and Eastern Europe – Consumer Highlights

Consumer IP Traffic

- In Central and Eastern Europe, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 25%.
- In Central and Eastern Europe, Consumer IP traffic will reach 13.8 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 5 million DVDs per hour.
- In Central and Eastern Europe, Consumer IP traffic was 4.5 Exabytes per month in 2016, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- Central and Eastern Europe's Consumer IP traffic grew 30% in 2016.
- Central and Eastern Europe's Consumer IP traffic was 73% of total IP traffic in 2016, and will be 81% of total IP traffic in 2021.

Consumer Internet Traffic

- In Central and Eastern Europe, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 25%.
- In Central and Eastern Europe, Consumer Internet traffic will reach 12.8 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- In Central and Eastern Europe, Consumer Internet traffic was 4.2 Exabytes per month in 2016, the equivalent of 1 billion DVDs per month, or 1 million DVDs per hour.
- Central and Eastern Europe's Consumer Internet traffic grew 30% in 2016.
- Central and Eastern Europe's Consumer Internet traffic was 68% of total IP traffic in 2016, and will be 75% of total IP traffic in 2021.

- Central and Eastern Europe's Consumer Internet traffic was 93% of Consumer IP traffic in 2016, and will be 93% of Consumer IP traffic in 2021.
- In Central and Eastern Europe, 18% of Consumer Internet traffic was mobile in 2016, and 33% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Central and Eastern Europe, Consumer fixed Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 20%.
- In Central and Eastern Europe, Consumer fixed Internet traffic will reach 8.6 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In Central and Eastern Europe, Consumer fixed Internet traffic was 3.5 Exabytes per month in 2016, the equivalent of 864 million DVDs per month, or 1 million DVDs per hour.
- Central and Eastern Europe's consumer fixed Internet traffic grew 25% in 2016.
- Central and Eastern Europe's consumer fixed Internet traffic was 56% of total IP traffic in 2016, and will be 50% of total IP traffic in 2021.
- Central and Eastern Europe's consumer fixed Internet traffic was 76% of Consumer IP traffic in 2016, and will be 62% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Central and Eastern Europe, Consumer mobile data traffic will grow 6-fold from 2016 to 2021, a compound annual growth rate of 42%.
- In Central and Eastern Europe, Consumer mobile data traffic will reach 4.3 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 1 million DVDs per hour.
- In Central and Eastern Europe, Consumer mobile data traffic was 749 Petabytes per month in 2016, the equivalent of 187 million DVDs per month, or 256,574 DVDs per hour.
- Central and Eastern Europe's Consumer mobile data traffic grew 60% in 2016.
- Central and Eastern Europe's Consumer mobile data traffic was 12.1% of total IP traffic in 2016, and will be 25% of total IP traffic in 2021.
- Central and Eastern Europe's Consumer mobile data traffic was 16.6% of Consumer IP traffic in 2016, and will be 31% of Consumer IP traffic in 2021.
- Central and Eastern Europe's Consumer mobile data traffic was 18% of Consumer Internet traffic in 2016, and will be 33% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Central and Eastern Europe, Consumer Internet video traffic will grow 4.0-fold from 2016 to 2021, a compound annual growth rate of 32%.
- In Central and Eastern Europe, Consumer Internet video traffic will reach 10.2 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 3 million DVDs per hour.
- In Central and Eastern Europe, Consumer Internet video traffic was 2.5 Exabytes per month in 2016, the equivalent of 632 million DVDs per month, or 865,345 DVDs per hour.
- Central and Eastern Europe's Consumer Internet video traffic grew 44% in 2016.
- In Central and Eastern Europe, Internet video traffic will be 79% of all consumer Internet traffic in 2021, up from 60% in 2016.

- Video exceeds half of Central and Eastern Europe's consumer Internet traffic by year-end 2015 or earlier.
- In Central and Eastern Europe, 223 billion minutes (423,689 years) of video content will cross the Internet each month in 2021. That's 84,738 minutes of video streamed or downloaded every second.
- In Central and Eastern Europe, 185 billion minutes (352,104 years) of video content crossed the Internet each month in 2016. That's 70,421 minutes of video streamed or downloaded every second.
- In Central and Eastern Europe, 185 billion minutes of video content crossed the Internet each month in 2016, up from 171 billion in 2015.
- In Central and Eastern Europe, Internet-Video-to-TV traffic will increase 4.3-fold between 2016 and 2021.
- In Central and Eastern Europe, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In Central and Eastern Europe, Internet-Video-to-TV traffic will be 8% of consumer Internet video traffic in 2021, from 7% in 2016.

Consumer IP VOD Traffic

- In Central and Eastern Europe, Consumer IP VOD traffic will grow 3.0-fold from 2016 to 2021, a compound annual growth rate of 25%.
- In Central and Eastern Europe, Consumer IP VOD traffic will reach 953 Petabytes per month in 2021, the equivalent of 238 million DVDs per month, or 326,495 DVDs per hour.
- In Central and Eastern Europe, Consumer IP VOD traffic was 315 Petabytes per month in 2016, the equivalent of 79 million DVDs per month, or 107,896 DVDs per hour.
- Central and Eastern Europe's Consumer IP VOD traffic grew 33% in 2016.
- Central and Eastern Europe's Consumer IP VOD traffic was 5% of total IP traffic in 2016, and will be 6% of total IP traffic in 2021.
- Central and Eastern Europe's Consumer IP VOD traffic was 7% of Consumer IP traffic in 2016, and will be 7% of Consumer IP traffic in 2021.