



Central and Eastern Europe - Device Growth Traffic Profiles

2021 Forecast

- In Central and Eastern Europe, there will be 356 million total Internet users (72% of population) in 2021, up from 291 million (60% of population) in 2016.
- In Central and Eastern Europe, there will be 1.9 billion networked devices in 2021, up from 1.2 billion in 2016.
- In Central and Eastern Europe, there will be 3.8 networked devices per capita in 2021, up from 2.5 per capita in 2016.
- In Central and Eastern Europe, 48% of all networked devices will be mobile-connected in 2021.
- In Central and Eastern Europe, M2M modules will account for 51% (967.6 million) of all networked devices in 2021, compared to 32% (387.1 million) in 2016, (20.1% CAGR).
- In Central and Eastern Europe, PCs will account for 4% (81.6 million) of all networked devices in 2021, compared to 10% (119.3 million) in 2016, (-7.3% CAGR).
- In Central and Eastern Europe, Tablets will account for 4% (76.4 million) of all networked devices in 2021, compared to 5% (55.6 million) in 2016, (6.6% CAGR).
- In Central and Eastern Europe, Smartphones will account for 27% (505.6 million) of all networked devices in 2021, compared to 28% (335.7 million) in 2016, (8.5% CAGR).
- In Central and Eastern Europe, Connected TVs will account for 10% (185.6 million) of all networked devices in 2021, compared to 8% (98.1 million) in 2016, (13.6% CAGR).
- In Central and Eastern Europe, M2M modules will average 1.044 GB per month, up from 0.277 GB in 2016.
- In Central and Eastern Europe, Smartphones will average 16.8 GB per month, up from 3.7 GB in 2016.
- In Central and Eastern Europe, Tablets will average 22.5 GB per month, up from 9.0 GB in 2016.
- In Central and Eastern Europe, PCs will average 47.8 GB per month, up from 32.0 GB in 2016.

- In Central and Eastern Europe, Connected 4K TVs will average 2.8 GB per month, up from 0.1 GB in 2016.
- In Central and Eastern Europe, Non-Smartphones will account for 2.1% (38.6 million) of all networked devices in 2021, compared to 17% (200.5 million) in 2016, (-28.1% CAGR).
- In Central and Eastern Europe, Other Portables will account for 2% (28.8 million) of all networked devices in 2021, compared to 1% (12.7 million) in 2016, (17.8% CAGR).
- In Central and Eastern Europe, 4K TVs will account for 52% (47.1 million) of all flat panel TVs in 2021, compared to 11.4% (4.5 million) in 2016, (59.8% CAGR).

2016 Review

- In Central and Eastern Europe, there were 1.2 billion networked devices in 2016, up from 1.1 billion in 2015.
- In Central and Eastern Europe, there were 2.5 networked devices per capita in 2016, up from 2.3 per capita in 2015.

Device Diversity

- Central and Eastern Europe's IP traffic from non-PC devices was 38% of total IP traffic in 2016, and will be 77% of total IP traffic in 2021.
- Central and Eastern Europe's Internet traffic from non-PC devices was 37% of total Internet traffic in 2016, and will be 77% of total Internet traffic in 2021.
- In Central and Eastern Europe, PCs accounted for 62% of IP traffic in 2016, and will be 23% of IP traffic in 2021.
- In Central and Eastern Europe, TVs accounted for 8% of IP traffic in 2016, and will be 11% of IP traffic in 2021.
- In Central and Eastern Europe, Smartphones accounted for 20% of IP traffic in 2016, and will be 50% of IP traffic in 2021.
- In Central and Eastern Europe, Tablets accounted for 8% of IP traffic in 2016, and will be 10% of IP traffic in 2021.
- In Central and Eastern Europe, M2M modules accounted for 1.7% of IP traffic in 2016, and will be 5.9% of IP traffic in 2021.
- In Central and Eastern Europe, PCs accounted for 58% of consumer Internet traffic in 2016, and will be 20% of consumer Internet traffic in 2021.
- In Central and Eastern Europe, TVs accounted for 5% of consumer Internet traffic in 2016, and will be 8% of consumer Internet traffic in 2021.
- In Central and Eastern Europe, TVs accounted for 4% of total Internet traffic in 2016, and will be 6% of total Internet traffic in 2021.

Average Traffic per Mobile Device

- In Central and Eastern Europe, the average smartphone will generate 8,443 Megabytes of mobile data traffic per month in 2021, up from 2039 Megabytes per month in 2016.
- In Central and Eastern Europe, the average mobile-connected laptop will generate 5,549 Megabytes of mobile data traffic per month in 2021, up from 3,427 Megabytes per month in 2016.
- In Central and Eastern Europe, the average mobile-connected tablet will generate 8,990 Megabytes of mobile data traffic per month in 2021, up from 3,617 Megabytes per month in 2016.