



China – Consumer Highlights

Consumer IP Traffic

- In China, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 27%.
- In China, Consumer IP traffic will reach 45.7 Exabytes per month in 2021, the equivalent of 11 billion DVDs per month, or 16 million DVDs per hour.
- In China, Consumer IP traffic was 13.7 Exabytes per month in 2016, the equivalent of 3 billion DVDs per month, or 5 million DVDs per hour.
- China's Consumer IP traffic grew 41% in 2016.
- China's Consumer IP traffic was 80% of total IP traffic in 2016, and will be 84% of total IP traffic in 2021.

Consumer Internet Traffic

- In China, Consumer Internet traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 32%.
- In China, Consumer Internet traffic will reach 34.6 Exabytes per month in 2021, the equivalent of 9 billion DVDs per month, or 12 million DVDs per hour.
- In China, Consumer Internet traffic was 8.6 Exabytes per month in 2016, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- China's Consumer Internet traffic grew 45% in 2016.
- China's Consumer Internet traffic was 51% of total IP traffic in 2016, and will be 63% of total IP traffic in 2021.

- China's Consumer Internet traffic was 63% of Consumer IP traffic in 2016, and will be 76% of Consumer IP traffic in 2021.
- In China, 10% of Consumer Internet traffic was mobile in 2016, and 24% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In China, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 28%.
- In China, Consumer fixed Internet traffic will reach 26.3 Exabytes per month in 2021, the equivalent of 7 billion DVDs per month, or 9 million DVDs per hour.
- In China, Consumer fixed Internet traffic was 7.8 Exabytes per month in 2016, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- China's consumer fixed Internet traffic grew 41% in 2016.
- China's consumer fixed Internet traffic was 45% of total IP traffic in 2016, and will be 48% of total IP traffic in 2021.
- China's consumer fixed Internet traffic was 57% of Consumer IP traffic in 2016, and will be 58% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In China, Consumer mobile data traffic will grow 9-fold from 2016 to 2021, a compound annual growth rate of 56%.
- In China, Consumer mobile data traffic will reach 8.3 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In China, Consumer mobile data traffic was 887 Petabytes per month in 2016, the equivalent of 222 million DVDs per month, or 303,799 DVDs per hour.
- China's Consumer mobile data traffic grew 89% in 2016.
- China's Consumer mobile data traffic was 5.2% of total IP traffic in 2016, and will be 15% of total IP traffic in 2021.
- China's Consumer mobile data traffic was 6.5% of Consumer IP traffic in 2016, and will be 18% of Consumer IP traffic in 2021.
- China's Consumer mobile data traffic was 10% of Consumer Internet traffic in 2016, and will be 24% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In China, Consumer Internet video traffic will grow 4.5-fold from 2016 to 2021, a compound annual growth rate of 35%.
- In China, Consumer Internet video traffic will reach 30.3 Exabytes per month in 2021, the equivalent of 8 billion DVDs per month, or 10 million DVDs per hour.
- In China, Consumer Internet video traffic was 6.7 Exabytes per month in 2016, the equivalent of 2 billion DVDs per month, or 2 million DVDs per hour.

- China's Consumer Internet video traffic grew 50% in 2016.
- In China, Internet video traffic will be 88% of all consumer Internet traffic in 2021, up from 78% in 2016.
- Video exceeds half of China's consumer Internet traffic by year-end 2015 or earlier.
- In China, 315 billion minutes (598,557 years) of video content will cross the Internet each month in 2021. That's 119,711 minutes of video streamed or downloaded every second.
- In China, 279 billion minutes (530,578 years) of video content crossed the Internet each month in 2016. That's 106,116 minutes of video streamed or downloaded every second.
- In China, 279 billion minutes of video content crossed the Internet each month in 2016, up from 265 billion in 2015.
- In China, Internet-Video-to-TV traffic will increase 3.5-fold between 2016 and 2021.
- In China, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In China, Internet-Video-to-TV traffic will be 14% of consumer Internet video traffic in 2021, from 18% in 2016.

Consumer IP VOD Traffic

- In China, Consumer IP VOD traffic will grow 2.2-fold from 2016 to 2021, a compound annual growth rate of 17%.
- In China, Consumer IP VOD traffic will reach 11.1 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- In China, Consumer IP VOD traffic was 5.0 Exabytes per month in 2016, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- China's Consumer IP VOD traffic grew 34% in 2016.
- China's Consumer IP VOD traffic was 29% of total IP traffic in 2016, and will be 20% of total IP traffic in 2021.
- China's Consumer IP VOD traffic was 37% of Consumer IP traffic in 2016, and will be 24% of Consumer IP traffic in 2021.