



## Global - 2015 Year in Review

### 2015 IP Traffic

- Globally, IP traffic reached 72.5 Exabytes per month in 2015, up from 57.6 Exabytes per month in 2014.

### 2015 Internet Traffic

- Globally, average Internet traffic grew 29% in 2015.
- Globally, peak Internet traffic grew 51% in 2015.
- Globally, Internet traffic reached 53.2 Exabytes per month in 2015, up from 41.4 Exabytes per month in 2014.
- Global Internet traffic was 1.7 Exabytes per day in 2015, up from 1.4 Exabytes per day in 2014.
- Global Internet traffic in 2015 was equivalent to 160 billion DVDs per year, 13 billion DVDs per month, or 18 million DVDs per hour.
- In 2015, the gigabyte equivalent of all movies ever made crossed the Internet every 7 minutes.
- Global Internet traffic in 2015 was equivalent to 26x the volume of the entire Global Internet in 2005.
- Globally, Internet traffic reached 7.2 Gigabytes per capita in 2015, up from 5.7 Gigabytes per capita in 2014.
- Globally, average Internet traffic reached 162 Tbps in 2015.
- Globally, busy hour Internet traffic reached 571 Tbps in 2015.

### 2015 Wi-Fi Traffic

- Global Fixed/Wi-Fi IP traffic grew 30% in 2015.

### 2015 Wired Traffic

- Global Fixed/Wired IP traffic grew 19% in 2015.

### 2015 Mobile Traffic

- Global mobile data traffic grew 74% in 2015.

### 2015 Video Traffic

- Globally, IP video was 70% of all IP traffic in 2015, up from 68% in 2014.
- Globally, Internet video traffic was 63% of all consumer Internet traffic in 2015, up from 60% in 2014.
- Globally, 2 trillion minutes of video content crossed the Internet each month in 2015, up from 2 trillion in 2014.
- Globally, 2 trillion minutes (4 million years) of video content crossed the Internet each month in 2015. That's 824,270 minutes of video streamed or downloaded every second.

### 2015 Devices

- Globally, there were 16.3 billion networked devices in 2015, up from 14.7 billion in 2014.
- Globally, there were 2.2 networked devices per capita in 2015, up from 2.0 per capita in 2014.

### 2015 Broadband Speed Evolution

- Globally, the average fixed broadband speed grew 22% from 2014 to 2015, from 20.3 Mbps to 24.7 Mbps.
- Globally, 70% of broadband connections were faster than 5 Mbps in 2015.
- Globally, 53% of broadband connections will be faster than 10 Mbps in 2015.

### 2015 Traffic per User and Household

- Globally, the average Internet user generated 18.9 gigabytes per month in 2015, up 22% from 15.5 gigabytes per month in 2014.
- Globally, the average Internet household generated 49.2 gigabytes per month in 2015, up 23% from 40.1 gigabytes per month in 2014.
- Globally, Internet video traffic grew 35%, and is now 80% of all consumer Internet traffic.
- Globally, there were 37 million Internet households (4.9% of all Internet households) generating more than 250 gigabytes per month in 2015, up from 24 million in 2014.
- Globally, there were 10 million Internet households (1.4% of all Internet households) generating more than 500 gigabytes per month in 2015, up from 6 million in 2014.