



Global – 2016 Year in Review

IP Traffic

- Globally, IP traffic reached 96.1 Exabytes per month in 2016, up from 74.3 Exabytes per month in 2015.
- Global IP traffic grew 29% in 2016.
- Global IP networks carried 3.2 Exabytes per day in 2016, up from 2.4 Exabytes per day in 2015.
- Globally, IP traffic reached an annual run rate of 1.2 Zettabytes in 2016, up from an annual run rate of 891.4 Exabytes in 2015.
- Global IP traffic in 2016 was equivalent to 288 billion DVDs per year, 24 billion DVDs per month, or 33 million DVDs per hour.
- Globally, IP traffic reached 12.9 Gigabytes per capita in 2016, up from 10.1 Gigabytes per capita in 2015.
- Globally, average IP traffic reached 292 Tbps in 2016, and busy hour traffic was 1 Pbps.
- Last year, the gigabyte equivalent all movies ever made crossed Global IP networks every 4 minutes.
- Global IP traffic in 2016 was equivalent to 40x the volume of Global IP traffic in 2005.

Internet Traffic

- Globally, average Internet traffic grew 32% in 2016.
- Globally, peak Internet traffic grew 51% in 2016.
- Globally, Internet traffic reached 73.1 Exabytes per month in 2016, up from 55.4 Exabytes per month in 2015.
- Global Internet traffic was 2.4 Exabytes per day in 2016, up from 1.8 Exabytes per day in 2015.
- Global Internet traffic in 2016 was equivalent to 219 billion DVDs per year, 18 billion DVDs per month, or 25 million DVDs per hour.

- In 2016, the gigabyte equivalent of all movies ever made crossed the Internet every 5 minutes.
- Global Internet traffic in 2016 was equivalent to 36x the volume of the entire Global Internet in 2005.
- Globally, Internet traffic reached 9.8 Gigabytes per capita in 2016, up from 7.5 Gigabytes per capita in 2015.
- Globally, average Internet traffic reached 223 Tbps in 2016.
- Globally, busy hour Internet traffic reached 931 Tbps in 2016.

Wi-Fi Traffic

- Global Fixed/Wi-Fi IP traffic grew 32% in 2016.

Wired Traffic

- Global Fixed/Wired IP traffic grew 24% in 2016.

Mobile Traffic

- Global mobile data traffic grew 63% in 2016.

Video Traffic

- Globally, IP video was 73% of all IP traffic in 2016, up from 70% in 2015.
- Globally, Internet video traffic was 67% of all consumer Internet traffic in 2016, up from 63% in 2015.
- Globally, 2 trillion minutes of video content crossed the Internet each month in 2016, up from 2 trillion in 2015.
- Globally, 2 trillion minutes (4 million years) of video content crossed the Internet each month in 2016. That's 882,603 minutes of video streamed or downloaded every second.

Devices

- Globally, there were 17.1 billion networked devices in 2016, up from 15.7 billion in 2015.
- Globally, there were 2.3 networked devices per capita in 2016, up from 2.1 per capita in 2015.

Broadband Speed Evolution

- Globally, the average fixed broadband speed grew 11% from 2015 to 2016, from 24.7 Mbps to 27.5 Mbps.
- Globally, 79% of broadband connections were faster than 5 Mbps in 2016.
- Globally, 63% of broadband connections will be faster than 10 Mbps in 2016.

Traffic per User and Household

- Globally, the average Internet user generated 23.9 Gigabytes per month in 2016, up 24% from 19.2 Gigabytes per month in 2015.
- Globally, the average Internet household generated 62.9 Gigabytes per month in 2016, up 25% from 50.3 Gigabytes per month in 2015.

- Globally, Internet video traffic grew 41%, and is now 84% of all consumer Internet traffic.
- Globally, there were 49 million Internet households (6.3% of all Internet households) generating more than 250 Gigabytes per month in 2016, up from 39 million in 2015.
- Globally, there were 19 million Internet households (2.4% of all Internet households) generating more than 500 Gigabytes per month in 2016, up from 11 million in 2015.