



Global - Consumer Highlights

Consumer IP Traffic

- Globally, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- Globally, Consumer IP traffic will reach 232.7 Exabytes per month in 2021, the equivalent of 58 billion DVDs per month, or 80 million DVDs per hour.
- Globally, Consumer IP traffic was 78.2 Exabytes per month in 2016, the equivalent of 20 billion DVDs per month, or 27 million DVDs per hour.
- Global Consumer IP traffic grew 30% in 2016.
- Global Consumer IP traffic was 81% of total IP traffic in 2016, and will be 84% of total IP traffic in 2021.

Consumer Internet Traffic

- Globally, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 27%.
- Globally, Consumer Internet traffic will reach 195.4 Exabytes per month in 2021, the equivalent of 49 billion DVDs per month, or 67 million DVDs per hour.
- Globally, Consumer Internet traffic was 58.6 Exabytes per month in 2016, the equivalent of 15 billion DVDs per month, or 20 million DVDs per hour.
- Global Consumer Internet traffic grew 33% in 2016.
- Global Consumer Internet traffic was 61% of total IP traffic in 2016, and will be 70% of total IP traffic in 2021.
- Global Consumer Internet traffic was 75% of Consumer IP traffic in 2016, and will be 84% of Consumer IP traffic in 2021.

- Globally, 9% of Consumer Internet traffic was mobile in 2016, and 20% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- Globally, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- Globally, Consumer fixed Internet traffic will reach 154.0 Exabytes per month in 2021, the equivalent of 39 billion DVDs per month, or 53 million DVDs per hour.
- Globally, Consumer fixed Internet traffic was 52.7 Exabytes per month in 2016, the equivalent of 13 billion DVDs per month, or 18 million DVDs per hour.
- Global consumer fixed Internet traffic grew 30% in 2016.
- Global consumer fixed Internet traffic was 55% of total IP traffic in 2016, and will be 55% of total IP traffic in 2021.
- Global consumer fixed Internet traffic was 67% of Consumer IP traffic in 2016, and will be 66% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- Globally, Consumer mobile data traffic will grow 7-fold from 2016 to 2021, a compound annual growth rate of 48%.
- Globally, Consumer mobile data traffic will reach 40.0 Exabytes per month in 2021, the equivalent of 10 billion DVDs per month, or 14 million DVDs per hour.
- Globally, Consumer mobile data traffic was 5.6 Exabytes per month in 2016, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- Global Consumer mobile data traffic grew 68% in 2016.
- Global Consumer mobile data traffic was 5.8% of total IP traffic in 2016, and will be 14% of total IP traffic in 2021.
- Global Consumer mobile data traffic was 7.1% of Consumer IP traffic in 2016, and will be 17% of Consumer IP traffic in 2021.
- Global Consumer mobile data traffic was 9% of Consumer Internet traffic in 2016, and will be 20% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- Globally, Consumer Internet video traffic will grow 3.8-fold from 2016 to 2021, a compound annual growth rate of 31%.
- Globally, Consumer Internet video traffic will reach 159.2 Exabytes per month in 2021, the equivalent of 40 billion DVDs per month, or 55 million DVDs per hour.
- Globally, Consumer Internet video traffic was 42.0 Exabytes per month in 2016, the equivalent of 11 billion DVDs per month, or 14 million DVDs per hour.
- Global Consumer Internet video traffic grew 40% in 2016.
- Globally, Internet video traffic will be 81% of all consumer Internet traffic in 2021, up from 72% in 2016.

- Video exceeds half of Global consumer Internet traffic by year-end 2015 or earlier.
- Globally, 3 trillion minutes (5 million years) of video content will cross the Internet each month in 2021. That's 1.0 million minutes of video streamed or downloaded every second.
- 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.
- Globally, 2 trillion minutes of video content crossed the Internet each month in 2016, up from 2 trillion in 2015.
- Globally, Internet-Video-to-TV traffic will increase 3.3-fold between 2016 and 2021.
- Globally, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- Globally, Internet-Video-to-TV traffic will be 23% of consumer Internet video traffic in 2021, from 26% in 2016.

Consumer IP VOD Traffic

- Globally, Consumer IP VOD traffic will grow 1.9-fold from 2016 to 2021, a compound annual growth rate of 14%.
- Globally, Consumer IP VOD traffic will reach 37.2 Exabytes per month in 2021, the equivalent of 9 billion DVDs per month, or 13 million DVDs per hour.
- Globally, Consumer IP VOD traffic was 19.6 Exabytes per month in 2016, the equivalent of 5 billion DVDs per month, or 7 million DVDs per hour.
- Global Consumer IP VOD traffic grew 22% in 2016.
- Global Consumer IP VOD traffic was 20% of total IP traffic in 2016, and will be 13% of total IP traffic in 2021.
- Global Consumer IP VOD traffic was 25% of Consumer IP traffic in 2016, and will be 16% of Consumer IP traffic in 2021.