



India - Consumer Highlights

Consumer IP Traffic

- In India, Consumer IP traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 31%.
- In India, Consumer IP traffic will reach 5.7 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- In India, Consumer IP traffic was 1.5 Exabytes per month in 2016, the equivalent of 363 million DVDs per month, or 497,330 DVDs per hour.
- India's Consumer IP traffic grew 57% in 2016.
- India's Consumer IP traffic was 83% of total IP traffic in 2016, and will be 87% of total IP traffic in 2021.

Consumer Internet Traffic

- In India, Consumer Internet traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 34%.
- In India, Consumer Internet traffic will reach 3.9 Exabytes per month in 2021, the equivalent of 979 million DVDs per month, or 1 million DVDs per hour.
- In India, Consumer Internet traffic was 917 Petabytes per month in 2016, the equivalent of 229 million DVDs per month, or 313,970 DVDs per hour.
- India's Consumer Internet traffic grew 60% in 2016.
- India's Consumer Internet traffic was 52% of total IP traffic in 2016, and will be 60% of total IP traffic in 2021.

- India's Consumer Internet traffic was 63% of Consumer IP traffic in 2016, and will be 69% of Consumer IP traffic in 2021.
- In India, 26% of Consumer Internet traffic was mobile in 2016, and 45% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In India, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 26%.
- In India, Consumer fixed Internet traffic will reach 2.1 Exabytes per month in 2021, the equivalent of 537 million DVDs per month, or 736,143 DVDs per hour.
- In India, Consumer fixed Internet traffic was 679 Petabytes per month in 2016, the equivalent of 170 million DVDs per month, or 232,453 DVDs per hour.
- India's consumer fixed Internet traffic grew 55% in 2016.
- India's consumer fixed Internet traffic was 39% of total IP traffic in 2016, and will be 33% of total IP traffic in 2021.
- India's consumer fixed Internet traffic was 47% of Consumer IP traffic in 2016, and will be 38% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In India, Consumer mobile data traffic will grow 7-fold from 2016 to 2021, a compound annual growth rate of 49%.
- In India, Consumer mobile data traffic will reach 1.8 Exabytes per month in 2021, the equivalent of 442 million DVDs per month, or 605,420 DVDs per hour.
- In India, Consumer mobile data traffic was 238 Petabytes per month in 2016, the equivalent of 60 million DVDs per month, or 81,517 DVDs per hour.
- India's Consumer mobile data traffic grew 76% in 2016.
- India's Consumer mobile data traffic was 13.6% of total IP traffic in 2016, and will be 27% of total IP traffic in 2021.
- India's Consumer mobile data traffic was 16.4% of Consumer IP traffic in 2016, and will be 31% of Consumer IP traffic in 2021.
- India's Consumer mobile data traffic was 26% of Consumer Internet traffic in 2016, and will be 45% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In India, Consumer Internet video traffic will grow 5.7-fold from 2016 to 2021, a compound annual growth rate of 41%.
- In India, Consumer Internet video traffic will reach 3.0 Exabytes per month in 2021, the equivalent of 756 million DVDs per month, or 1 million DVDs per hour.
- In India, Consumer Internet video traffic was 535 Petabytes per month in 2016, the equivalent of 134 million DVDs per month, or 183,261 DVDs per hour.
- India's Consumer Internet video traffic grew 77% in 2016.

- In India, Internet video traffic will be 77% of all consumer Internet traffic in 2021, up from 58% in 2016.
- Video exceeds half of India's consumer Internet traffic by year-end 2015 or earlier.
- In India, 84 billion minutes (159,201 years) of video content will cross the Internet each month in 2021. That's 31,840 minutes of video streamed or downloaded every second.
- In India, 61 billion minutes (115,553 years) of video content crossed the Internet each month in 2016. That's 23,111 minutes of video streamed or downloaded every second.
- In India, 61 billion minutes of video content crossed the Internet each month in 2016, up from 53 billion in 2015.
- In India, Internet-Video-to-TV traffic will increase 6.2-fold between 2016 and 2021.
- In India, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In India, Internet-Video-to-TV traffic will be 11% of consumer Internet video traffic in 2021, from 9% in 2016.

Consumer IP VOD Traffic

- In India, Consumer IP VOD traffic will grow 3.3-fold from 2016 to 2021, a compound annual growth rate of 27%.
- In India, Consumer IP VOD traffic will reach 1.8 Exabytes per month in 2021, the equivalent of 442 million DVDs per month, or 605,177 DVDs per hour.
- In India, Consumer IP VOD traffic was 535 Petabytes per month in 2016, the equivalent of 134 million DVDs per month, or 183,360 DVDs per hour.
- India's Consumer IP VOD traffic grew 51% in 2016.
- India's Consumer IP VOD traffic was 31% of total IP traffic in 2016, and will be 27% of total IP traffic in 2021.
- India's Consumer IP VOD traffic was 37% of Consumer IP traffic in 2016, and will be 31% of Consumer IP traffic in 2021.