



Italy - 2015 Year in Review

2015 IP Traffic

- In Italy, IP traffic reached 849 Petabytes per month in 2015, up from 702 Petabytes per month in 2014.

2015 Internet Traffic

- In Italy, average Internet traffic grew 23% in 2015.
- In Italy, peak Internet traffic grew 45% in 2015.
- In Italy, Internet traffic reached 754 Petabytes per month in 2015, up from 615 Petabytes per month in 2014.
- Italy's Internet traffic was 20 Petabytes per day in 2015, up from 20 Petabytes per day in 2014.
- Italy's Internet traffic in 2015 was equivalent to 2 billion DVDs per year, 189 million DVDs per month, or 258,265 DVDs per hour.
- In 2015, the gigabyte equivalent of all movies ever made crossed the Internet every 8 hours.
- Italian Internet traffic in 2015 was equivalent to 27x the volume of the entire Italian Internet in 2005.
- In Italy, Internet traffic reached 12.6 Gigabytes per capita in 2015, up from 10.1 Gigabytes per capita in 2014.
- In Italy, average Internet traffic reached 2 Tbps in 2015.
- In Italy, busy hour Internet traffic reached 8 Tbps in 2015.

2015 Wi-Fi Traffic

- Italy's Fixed/Wi-Fi IP traffic grew 21% in 2015.

2015 Wired Traffic

- Italy's Fixed/Wired IP traffic grew 16% in 2015.

2015 Mobile Traffic

- Italy's mobile data traffic grew 57% in 2015.

2015 Video Traffic

- In Italy, IP video was 62% of all IP traffic in 2015, up from 58% in 2014.
- In Italy, Internet video traffic was 60% of all consumer Internet traffic in 2015, up from 56% in 2014.
- In Italy, 38 billion minutes of video content crossed the Internet each month in 2015, up from 35 billion in 2014.
- In Italy, 38 billion minutes (72,857 years) of video content crossed the Internet each month in 2015. That's 14,571 minutes of video streamed or downloaded every second.

2015 Devices

- In Italy, there were 276.9 million networked devices in 2015, up from 255.9 million in 2014.
- In Italy, there were 4.6 networked devices per capita in 2015, up from 4.2 per capita in 2014.

2015 Broadband Speed Evolution

- In Italy, the average fixed broadband speed grew 4% from 2014 to 2015, from 6.6 Mbps to 6.8 Mbps.
- In Italy, 55% of broadband connections were faster than 5 Mbps in 2015.
- In Italy, 23% of broadband connections will be faster than 10 Mbps in 2015.

2015 Traffic per User and Household

- In Italy, the average Internet user generated 18.5 gigabytes per month in 2015, up 19% from 15.5 gigabytes per month in 2014.
- In Italy, the average Internet household generated 42.1 gigabytes per month in 2015, up 19% from 35.2 gigabytes per month in 2014.
- In Italy, Internet video traffic grew 32%, and is now 75% of all consumer Internet traffic.
- In Italy, there were 252,953 Internet households (2.0% of all Internet households) generating more than 250 gigabytes per month in 2015, up from 236,954 in 2014.
- In Italy, there were 126,477 Internet households (1.0% of all Internet households) generating more than 500 gigabytes per month in 2015, up from 108,874 in 2014.