



Italy - 2016 Year in Review

IP Traffic

- In Italy, IP traffic reached 1.0 Exabytes per month in 2016, up from 839 Petabytes per month in 2015.
- Italy's IP traffic grew 23% in 2016.
- Italy's IP networks carried 34 Petabytes per day in 2016, up from 28 Petabytes per day in 2015.
- In Italy, IP traffic reached an annual run rate of 12.4 Exabytes in 2016, up from an annual run rate of 10.1 Exabytes in 2015.
- Italy's IP traffic in 2016 was equivalent to 3 billion DVDs per year, 259 million DVDs per month, or 354,767 DVDs per hour.
- In Italy, IP traffic reached 17.3 Gigabytes per capita in 2016, up from 14.0 Gigabytes per capita in 2015.
- In Italy, average IP traffic reached 3 Tbps in 2016, and busy hour traffic was 13 Tbps.
- Last year, the gigabyte equivalent all movies ever made crossed Italy's IP networks every 6 hours.
- Italian IP traffic in 2016 was equivalent to 34x the volume of Italian IP traffic in 2005.

Internet Traffic

- In Italy, average Internet traffic grew 24% in 2016.
- In Italy, peak Internet traffic grew 44% in 2016.
- In Italy, Internet traffic reached 926 Petabytes per month in 2016, up from 745 Petabytes per month in 2015.
- Italy's Internet traffic was 30 Petabytes per day in 2016, up from 24 Petabytes per day in 2015.
- Italy's Internet traffic in 2016 was equivalent to 3 billion DVDs per year, 232 million DVDs per month, or 317,207 DVDs per hour.

- In 2016, the gigabyte equivalent of all movies ever made crossed the Internet every 6 hours.
- Italian Internet traffic in 2016 was equivalent to 33x the volume of the entire Italian Internet in 2005.
- In Italy, Internet traffic reached 15.5 Gigabytes per capita in 2016, up from 12.5 Gigabytes per capita in 2015.
- In Italy, average Internet traffic reached 3 Tbps in 2016.
- In Italy, busy hour Internet traffic reached 11 Tbps in 2016.

Wi-Fi Traffic

- Italy's Fixed/Wi-Fi IP traffic grew 23% in 2016.

Wired Traffic

- Italy's Fixed/Wi-Fi IP traffic grew 23% in 2016.

Mobile Traffic

- Italy's mobile data traffic grew 47% in 2016.

Video Traffic

- In Italy, IP video was 67% of all IP traffic in 2016, up from 62% in 2015.
- In Italy, Internet video traffic was 65% of all consumer Internet traffic in 2016, up from 60% in 2015.
- In Italy, 40 billion minutes of video content crossed the Internet each month in 2016, up from 38 billion in 2015.
- In Italy, 40 billion minutes (76,500 years) of video content crossed the Internet each month in 2016. That's 15,300 minutes of video streamed or downloaded every second.

Devices

- In Italy, there were 294.1 million networked devices in 2016, up from 269.3 million in 2015.
- In Italy, there were 4.9 networked devices per capita in 2016, up from 4.5 per capita in 2015.

Broadband Speed Evolution

- In Italy, the average fixed broadband speed grew 59% from 2015 to 2016, from 6.8 Mbps to 10.8 Mbps.
- In Italy, 66% of broadband connections were faster than 5 Mbps in 2016.
- In Italy, 33% of broadband connections will be faster than 10 Mbps in 2016.

Traffic per User and Household

- In Italy, the average Internet user generated 22.0 Gigabytes per month in 2016, up 21% from 18.2 Gigabytes per month in 2015.
- In Italy, the average Internet household generated 50.4 Gigabytes per month in 2016, up 21% from 41.5 Gigabytes per month in 2015.
- In Italy, Internet video traffic grew 36%, and is now 81% of all consumer Internet traffic.

- In Italy, there were 379,802 Internet households (3.0% of all Internet households) generating more than 250 Gigabytes per month in 2016, up from 250,392 in 2015.
- In Italy, there were 126,601 Internet households (1.0% of all Internet households) generating more than 500 Gigabytes per month in 2016, up from 125,196 in 2015.