



Italy - 2020 Forecast Highlights

IP Traffic

- In Italy, IP traffic will grow 3-fold from 2015 to 2020, a compound annual growth rate of 26%.
- In Italy, IP traffic will reach 2.6 Exabytes per month in 2020, up from 849 Petabytes per month in 2015.
- Italy's IP networks will carry 87 Petabytes per day in 2020, up from 28 Petabytes per day in 2015.
- In Italy, IP traffic will reach an annual run rate of 31.8 Exabytes in 2020, up from an annual run rate of 10.2 Exabytes in 2015.
- In Italy, IP traffic will reach 44 Gigabytes per capita in 2020, up from 14 Gigabytes per capita in 2015.
- In Italy, average IP traffic will reach 8 Tbps in 2020, and busy hour traffic will reach 41 Tbps.
- In 2020, the gigabyte equivalent of all movies ever made will cross Italy's IP networks every 2 hours.

Internet Traffic

- In Italy, Internet traffic will grow 3.3-fold from 2015 to 2020, a compound annual growth rate of 27%.
- In Italy, busy hour Internet traffic will grow 5.1-fold from 2015 to 2020, a compound annual growth rate of 38%.
- In Italy, Internet traffic will reach 2.5 Exabytes per month in 2020, up from 754 Petabytes per month in 2015.
- Italy's Internet traffic will be 83 Petabytes per day in 2020, up from 20 Petabytes per day in 2015.
- Italy's Internet traffic in 2020 will be equivalent to 8 billion DVDs per year, 630 million DVDs per month, or 862,427 DVDs per hour.
- In 2020, the gigabyte equivalent of all movies ever made will cross the Internet every 2 hours.
- Italian Internet traffic in 2020 will be equivalent to 95x the volume of the entire Italian Internet in 2005.

- In Italy, Internet traffic will reach 42 Gigabytes per capita in 2020, up from 13 Gigabytes per capita in 2015.
- In Italy, average Internet traffic will increase 3.3-fold by 2020 and will reach 8 Tbps.
- In Italy, busy hour Internet traffic will increase 5.1-fold by 2020 and will reach 39 Tbps.

Wired Wi-Fi and Mobile Growth

- Italy's Fixed/Wi-Fi was 57% of total IP traffic in 2015, and will be 66% of total IP traffic in 2020.
- Italy's Fixed/Wired was 36% of total IP traffic in 2015, and will be 18% of total IP traffic in 2020.
- Italy's Mobile was 8% of total IP traffic in 2015, and will be 15% of total IP traffic in 2020.
- Italy's Fixed/Wi-Fi was 62.0% of total Internet traffic in 2015, and will be 69.1% of total Internet traffic in 2020.
- Italy's Fixed/Wired was 29% of total Internet traffic in 2015, and will be 15% of total Internet traffic in 2020.
- Italy's Mobile was 8.8% of total Internet traffic in 2015, and will be 16.0% of total Internet traffic in 2020.

IP Video

- In Italy, IP video traffic will grow 4-fold from 2015 to 2020, a compound annual growth rate of 32%.
- In Italy, IP video traffic will reach 2.1 Exabytes per month in 2020, up from 525 Petabytes per month in 2015.
- In Italy, IP video will be 79% of all IP traffic in 2020, up from 62% in 2015.
- In Italy, Ultra HD will be 8.3% of IP Video traffic in 2020, up from 0.5% in 2015 (130.5% CAGR).
- In Italy, HD will be 58.9% of IP Video traffic in 2020, up from 32.2% in 2015 (48.8% CAGR).
- In Italy, SD will be 32.7% of IP Video traffic in 2020, compared to 67.3% in 2015 (14.1% CAGR).
- In Italy, consumer IP video traffic will be 82% of consumer IP traffic in 2020, up from 68% in 2015.
- In Italy, business IP video traffic will be 66% of business IP traffic in 2020, up from 40% in 2015.

Internet Video

- In Italy, Internet video traffic will grow 4-fold from 2015 to 2020, a compound annual growth rate of 34%.
- In Italy, Internet video traffic will reach 2.0 Exabytes per month in 2020, up from 454 Petabytes per month in 2015.
- In Italy, total Internet video traffic (business and consumer, combined) will be 79% of all Internet traffic in 2020, up from 60% in 2015.
- In Italy, Ultra HD will be 8.5% of Internet video traffic in 2020, up from 0.6% in 2015 (130.4% CAGR).
- In Italy, HD will be 60.1% of Internet video traffic in 2020, up from 32.0% in 2015 (52.4% CAGR).
- In Italy, SD will be 31.4% of Internet video traffic in 2020, compared to 67.4% in 2015 (15.3% CAGR).
- In Italy, consumer Internet video traffic will be 81% of consumer Internet traffic in 2020, up from 65% in 2015.
- In Italy, business Internet video traffic will be 67% of business Internet traffic in 2020, up from 42% in 2015.
- In Italy, Internet-Video-to-TV traffic will be 19% of fixed consumer Internet video traffic in 2020, up from 23% in 2015.
- In Italy, Internet-Video-to-TV traffic will increase 3-fold between 2015 and 2020 (27.2% CAGR).

- In Italy, 44 billion minutes (84,150 years) of video content will cross the Internet each month in 2020. That's 16,830 minutes of video streamed or downloaded every second.
- In Italy, 73% of all Internet video traffic will cross content delivery networks in 2020, up from 60% in 2015.
- In Italy, 63% of all Internet traffic will cross content delivery networks in 2020, up from 42% in 2015.

IP VOD

- In Italy, Ultra HD will be 5.7% of IP VOD traffic in 2020, up from 0.1% in 2015 (131.5% CAGR).
- In Italy, HD will be 46.7% of IP VOD traffic in 2020, up from 38.5% in 2015 (11.8% CAGR).
- In Italy, SD will be 47.6% of IP VOD traffic in 2020, compared to 61.4% in 2015 (2.3% CAGR).

Gaming

- In Italy, Internet gaming traffic will grow 8-fold from 2015 to 2020, a compound annual growth rate of 51%.
- In Italy, Internet gaming traffic will reach 2.0 Exabytes per month in 2020, up from 454 Petabytes per month in 2015.
- In Italy, Internet gaming traffic will be 4% of consumer Internet traffic in 2020, up from 2% in 2015.

Mobile

- In Italy, mobile data traffic will grow 6-fold from 2015 to 2020, a compound annual growth rate of 43%.
- In Italy, mobile data traffic will reach 404 Petabytes per month in 2020, up from 66 Petabytes per month in 2015.
- Italian mobile data traffic will grow 2 times faster than Italian fixed IP traffic from 2015 to 2020.
- Italy's Mobile was 8% of total IP traffic in 2015, and will be 15% of total IP traffic in 2020.
- In Italy, mobile data traffic in 2020 will be equivalent to 14x the volume of the entire Italian Internet in 2005.

Devices

- In Italy, there will be 482.3 million networked devices in 2020, up from 276.9 million in 2015.
- In Italy, there will be 8.1 networked devices per capita in 2020, up from 4.6 per capita in 2015.
- In Italy, 35% of all networked devices will be mobile-connected in 2020.
- In Italy, M2M modules will account for 66% (316.0 million) of all networked devices in 2020, compared to 50% (138.4 million) in 2015, (18% CAGR).
- In Italy, PCs will account for 5% (22.0 million) of all networked devices in 2020, compared to 8% (21.5 million) in 2015, (0.4% CAGR).
- In Italy, Tablets will account for 3% (16.3 million) of all networked devices in 2020, compared to 5% (12.8 million) in 2015, (5% CAGR).
- In Italy, Smartphones will account for 13% (65.0 million) of all networked devices in 2020, compared to 14% (40.1 million) in 2015, (10.1% CAGR).
- In Italy, Connected TVs will account for 9% (43.6 million) of all networked devices in 2020, compared to 8% (22.0 million) in 2015, (14.7% CAGR).
- In Italy, Non-Smartphones will account for 1.3% (6.1 million) of all networked devices in 2020, compared to 11% (30.9 million) in 2015, (-27.6% CAGR).

- In Italy, Other Portables will account for 3% (13.2 million) of all networked devices in 2020, compared to 4% (11.2 million) in 2015, (3.4% CAGR).
- In Italy, 4K TVs will account for 36% (9.9 million) of all flat panel TVs in 2020, compared to 5.7% (535,324) in 2015, (79.3% CAGR).
- Italy's IP traffic from non-PC devices was 45% of total IP traffic in 2015, and will be 72% of total IP traffic in 2020.
- In Italy, PCs accounted for 55% of IP traffic in 2015, and will be 28% of IP traffic in 2020.
- In Italy, TVs accounted for 16% of IP traffic in 2015, and will be 12% of IP traffic in 2020.
- In Italy, Smartphones accounted for 14% of IP traffic in 2015, and will be 32% of IP traffic in 2020.
- In Italy, Tablets accounted for 12% of IP traffic in 2015, and will be 22% of IP traffic in 2020.
- In Italy, M2M modules accounted for 3.2% of IP traffic in 2015, and will be 6.0% of IP traffic in 2020.
- In Italy, PCs accounted for 55% of consumer Internet traffic in 2015, and will be 28% of consumer Internet traffic in 2020.
- In Italy, TVs accounted for 12% of consumer Internet traffic in 2015, and will be 11% of consumer Internet traffic in 2020.
- In Italy, TVs accounted for 9% of total Internet traffic in 2015, and will be 9% of total Internet traffic in 2020.

Speed Evolution

- In Italy, the average fixed broadband speed will grow 2.6-fold from 2015 to 2020, from 6.8 Mbps to 17.3 Mbps.
- In Italy, 76% of fixed broadband connections will be faster than 5 Mbps in 2020, up from 55% today.
- In Italy, 44% of fixed broadband connections will be faster than 10 Mbps in 2020, up from 23% today.
- In Italy, 9.6% of fixed broadband connections will be faster than 25 Mbps in 2020, up from 6.7% today.
- In Italy, 3.7% of fixed broadband connections will be faster than 50 Mbps in 2020, up from 2.3% today.
- In Italy, the average Wi-Fi speeds from mobile devices will grow 1.4-fold from 2015 to 2020, from 7.0 Mbps to 10 Mbps.
- In Italy, the average mobile connection speed will grow 4-fold from 2015 to 2020, reaching 8 Mbps in 2020.

Traffic per User and Household

- In Italy, the average Internet user will generate 48.3 gigabytes of Internet traffic per month in 2020, up 162% from 18.5 gigabytes per month in 2015, a CAGR of 21%.
- In Italy, the average Internet household will generate 110.5 gigabytes of Internet traffic per month in 2020, up 162% from 42.1 gigabytes per month in 2015, a CAGR of 21%.
- In Italy, the average FTTx Internet household will generate 195.3 gigabytes of Internet traffic per month in 2020, 117.2% more than other broadband households.
- In Italy, the average FTTx Internet household generated 96.1 gigabytes of Internet traffic per month in 2015, 145.5% more than other broadband households.
- In Italy, there will be 2 million Internet households (16.0% of all Internet households) generating more than 250 gigabytes per month in 2020.
- In Italy, there will be 614,761 households (4.0% of all Internet households) generating more than 500 gigabytes per month in 2020.

- In Italy, there will be 153,690 households (1.0% of all Internet households) generating more than a terabyte per month in 2020.
- In Italy, the average mobile connection will generate 4,416 megabytes of mobile data traffic per month in 2020, up from 840 megabytes in 2015.