



Italy - Business Highlights

Business IP Traffic

- In Italy, Business IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 21%.
- In Italy, Business IP traffic will reach 576 Petabytes per month in 2021, the equivalent of 144 million DVDs per month, or 197,400 DVDs per hour.
- In Italy, Business IP traffic was 218 Petabytes per month in 2016, the equivalent of 54 million DVDs per month, or 74,637 DVDs per hour.
- Italy's Business IP traffic grew 18% in 2016.
- Italy's Business IP traffic was 21% of total IP traffic in 2016, and will be 19% of total IP traffic in 2021.

Business Internet Traffic

- In Italy, Business Internet traffic will grow 2.9-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In Italy, Business Internet traffic will reach 536 Petabytes per month in 2021, the equivalent of 134 million DVDs per month, or 183,695 DVDs per hour.
- In Italy, Business Internet traffic was 184 Petabytes per month in 2016, the equivalent of 46 million DVDs per month, or 62,931 DVDs per hour.
- Italy's Business Internet traffic was 18% of total IP traffic in 2016, and will be 18% of total IP traffic in 2021.
- Italy's Business Internet traffic was 84% of Business IP traffic in 2016, and will be 93% of Business IP traffic in 2021.
- In Italy, 14% of Business Internet traffic was mobile in 2016, and 21% of Business Internet traffic will be mobile in 2021.

Business Fixed Internet Traffic

- In Italy, Business fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 22%.
- In Italy, Business fixed Internet traffic will reach 423 Petabytes per month in 2021, the equivalent of 106 million DVDs per month, or 144,788 DVDs per hour.
- In Italy, Business fixed Internet traffic was 159 Petabytes per month in 2016, the equivalent of 40 million DVDs per month, or 54,323 DVDs per hour.
- Italy's Business fixed Internet traffic grew 18% in 2016.
- Italy's Business fixed Internet traffic was 15% of total IP traffic in 2016, and will be 14% of total IP traffic in 2021.
- Italy's Business fixed Internet traffic was 73% of Business IP traffic in 2016, and will be 73% of Business IP traffic in 2021.

Business Mobile Traffic

- In Italy, Business mobile data traffic will grow 5-fold from 2016 to 2021, a compound annual growth rate of 35%.
- In Italy, Business mobile data traffic will reach 114 Petabytes per month in 2021, the equivalent of 28 million DVDs per month, or 38,907 DVDs per hour.
- In Italy, Business mobile data traffic was 25 Petabytes per month in 2016, the equivalent of 6 million DVDs per month, or 8,608 DVDs per hour.
- Italy's Business mobile data traffic grew 46% in 2016.
- Italy's Business mobile data traffic was 2.4% of total IP traffic in 2016, and will be 3.8% of total IP traffic in 2021.
- Italy's Business mobile data traffic was 12% of Business IP traffic in 2016, and will be 20% of Business IP traffic in 2021.
- Italy's Business mobile data traffic was 14% of Business Internet traffic in 2016, and will be 21% of Business Internet traffic in 2021.

Business IP WAN Traffic

- In Italy, Business IP WAN traffic will grow 1-fold from 2016 to 2021, a compound annual growth rate of 3%.
- In Italy, Business IP WAN traffic will reach 40 Petabytes per month in 2021, the equivalent of 10 million DVDs per month, or 13,705 DVDs per hour.
- In Italy, Business IP WAN traffic was 34 Petabytes per month in 2016, the equivalent of 9 million DVDs per month, or 11,706 DVDs per hour.
- Italy's Business IP WAN traffic grew 5% in 2016.
- Italy's Business IP WAN traffic was 3% of total IP traffic in 2016, and will be 1% of total IP traffic in 2021.
- Italy's Business IP WAN traffic was 16% of Business IP traffic in 2016, and will be 7% of Business IP traffic in 2021.

Business Internet Video Traffic

- In Italy, Business Internet video traffic will grow 4.3-fold from 2016 to 2021, a compound annual growth rate of 34%.
- In Italy, Business Internet video traffic will reach 395 Petabytes per month in 2021, the equivalent of 99 million DVDs per month, or 135,275 DVDs per hour.
- In Italy, Business Internet video traffic was 91 Petabytes per month in 2016, the equivalent of 23 million DVDs per month, or 31,231 DVDs per hour.
- Italy's Business Internet video traffic grew 39% in 2016.
- In Italy, Internet video will be 74% of all business Internet traffic in 2021, up from 50% in 2016.