



Italy – Consumer Highlights

Consumer IP Traffic

- In Italy, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In Italy, Consumer IP traffic will reach 2.4 Exabytes per month in 2021, the equivalent of 597 million DVDs per month, or 818,361 DVDs per hour.
- In Italy, Consumer IP traffic was 818 Petabytes per month in 2016, the equivalent of 204 million DVDs per month, or 280,130 DVDs per hour.
- Italy's Consumer IP traffic grew 25% in 2016.
- Italy's Consumer IP traffic was 79% of total IP traffic in 2016, and will be 81% of total IP traffic in 2021.

Consumer Internet Traffic

- In Italy, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 25%.
- In Italy, Consumer Internet traffic will reach 2.3 Exabytes per month in 2021, the equivalent of 567 million DVDs per month, or 776,345 DVDs per hour.
- In Italy, Consumer Internet traffic was 742 Petabytes per month in 2016, the equivalent of 186 million DVDs per month, or 254,277 DVDs per hour.
- Italy's Consumer Internet traffic grew 25% in 2016.
- Italy's Consumer Internet traffic was 72% of total IP traffic in 2016, and will be 76% of total IP traffic in 2021.
- Italy's Consumer Internet traffic was 91% of Consumer IP traffic in 2016, and will be 95% of Consumer IP traffic in 2021.
- In Italy, 11% of Consumer Internet traffic was mobile in 2016, and 16% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Italy, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In Italy, Consumer fixed Internet traffic will reach 1.9 Exabytes per month in 2021, the equivalent of 478 million DVDs per month, or 655,089 DVDs per hour.
- In Italy, Consumer fixed Internet traffic was 663 Petabytes per month in 2016, the equivalent of 166 million DVDs per month, or 226,962 DVDs per hour.
- Italy's consumer fixed Internet traffic grew 23% in 2016.
- Italy's consumer fixed Internet traffic was 64% of total IP traffic in 2016, and will be 64% of total IP traffic in 2021.
- Italy's consumer fixed Internet traffic was 81% of Consumer IP traffic in 2016, and will be 80% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Italy, Consumer mobile data traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 35%.
- In Italy, Consumer mobile data traffic will reach 354 Petabytes per month in 2021, the equivalent of 89 million DVDs per month, or 121,256 DVDs per hour.
- In Italy, Consumer mobile data traffic was 80 Petabytes per month in 2016, the equivalent of 20 million DVDs per month, or 27,315 DVDs per hour.
- Italy's Consumer mobile data traffic grew 48% in 2016.
- Italy's Consumer mobile data traffic was 7.7% of total IP traffic in 2016, and will be 12% of total IP traffic in 2021.
- Italy's Consumer mobile data traffic was 9.8% of Consumer IP traffic in 2016, and will be 15% of Consumer IP traffic in 2021.
- Italy's Consumer mobile data traffic was 11% of Consumer Internet traffic in 2016, and will be 16% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Italy, Consumer Internet video traffic will grow 3.5-fold from 2016 to 2021, a compound annual growth rate of 29%.
- In Italy, Consumer Internet video traffic will reach 1.8 Exabytes per month in 2021, the equivalent of 453 million DVDs per month, or 620,833 DVDs per hour.
- In Italy, Consumer Internet video traffic was 513 Petabytes per month in 2016, the equivalent of 128 million DVDs per month, or 175,749 DVDs per hour.
- Italy's Consumer Internet video traffic grew 35% in 2016.
- In Italy, Internet video traffic will be 80% of all consumer Internet traffic in 2021, up from 69% in 2016.
- Video exceeds half of Italy's consumer Internet traffic by year-end 2015 or earlier.

- In Italy, 45 billion minutes (86,062 years) of video content will cross the Internet each month in 2021. That's 17,212 minutes of video streamed or downloaded every second.
- 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.
- In Italy, 40 billion minutes of video content crossed the Internet each month in 2016, up from 38 billion in 2015.
- In Italy, Internet-Video-to-TV traffic will increase 3.4-fold between 2016 and 2021.
- In Italy, Internet-Video-to-TV traffic increased 1.4-fold in 2016.
- In Italy, Internet-Video-to-TV traffic will be 22% of consumer Internet video traffic in 2021, from 24% in 2016.

Consumer IP VOD Traffic

- In Italy, Consumer IP VOD traffic will grow 1.6-fold from 2016 to 2021, a compound annual growth rate of 10%.
- In Italy, Consumer IP VOD traffic will reach 123 Petabytes per month in 2021, the equivalent of 31 million DVDs per month, or 42,016 DVDs per hour.
- In Italy, Consumer IP VOD traffic was 75 Petabytes per month in 2016, the equivalent of 19 million DVDs per month, or 25,853 DVDs per hour.
- Italy's Consumer IP VOD traffic grew 22% in 2016.
- Italy's Consumer IP VOD traffic was 7% of total IP traffic in 2016, and will be 4% of total IP traffic in 2021.
- Italy's Consumer IP VOD traffic was 9% of Consumer IP traffic in 2016, and will be 5% of Consumer IP traffic in 2021.