



## Italy - Device Growth Traffic Profiles

### 2021 Forecast

- In Italy, there will be 44 million total Internet users (73% of population) in 2021, up from 39 million (65% of population) in 2016.
- In Italy, there will be 500.3 million networked devices in 2021, up from 294.1 million in 2016.
- In Italy, there will be 8.4 networked devices per capita in 2021, up from 4.9 per capita in 2016.
- In Italy, 32% of all networked devices will be mobile-connected in 2021.
- In Italy, M2M modules will account for 71% (353.4 million) of all networked devices in 2021, compared to 56% (163.3 million) in 2016, (16.7% CAGR).
- In Italy, PCs will account for 4% (19.8 million) of all networked devices in 2021, compared to 7% (20.6 million) in 2016, (-0.8% CAGR).
- In Italy, Tablets will account for 3% (14.4 million) of all networked devices in 2021, compared to 5% (13.7 million) in 2016, (1.1% CAGR).
- In Italy, Smartphones will account for 13% (63.1 million) of all networked devices in 2021, compared to 15% (44.8 million) in 2016, (7.1% CAGR).
- In Italy, Connected TVs will account for 7% (36.5 million) of all networked devices in 2021, compared to 8% (24.2 million) in 2016, (8.5% CAGR).
- In Italy, M2M modules will average 1.269 GB per month, up from 0.371 GB in 2016.
- In Italy, Smartphones will average 12.1 GB per month, up from 3.8 GB in 2016.
- In Italy, Tablets will average 24.3 GB per month, up from 7.8 GB in 2016.
- In Italy, PCs will average 37.8 GB per month, up from 23.7 GB in 2016.

- In Italy, Connected 4K TVs will average 1.7 GB per month, up from 0.1 GB in 2016.
- In Italy, Non-Smartphones will account for 0.6% (3.1 million) of all networked devices in 2021, compared to 7% (21.4 million) in 2016, (-32% CAGR).
- In Italy, Other Portables will account for 2% (9.9 million) of all networked devices in 2021, compared to 2% (6.1 million) in 2016, (10.2% CAGR).
- In Italy, 4K TVs will account for 56% (11.3 million) of all flat panel TVs in 2021, compared to 11.5% (1.2 million) in 2016, (55.4% CAGR).

## 2016 Review

- 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.

## Device Diversity

- Italy's IP traffic from non-PC devices was 53% of total IP traffic in 2016, and will be 75% of total IP traffic in 2021.
- Italy's Internet traffic from non-PC devices was 51% of total Internet traffic in 2016, and will be 75% of total Internet traffic in 2021.
- In Italy, PCs accounted for 47% of IP traffic in 2016, and will be 25% of IP traffic in 2021.
- In Italy, TVs accounted for 20% of IP traffic in 2016, and will be 22% of IP traffic in 2021.
- In Italy, Smartphones accounted for 16% of IP traffic in 2016, and will be 26% of IP traffic in 2021.
- In Italy, Tablets accounted for 10% of IP traffic in 2016, and will be 12% of IP traffic in 2021.
- In Italy, M2M modules accounted for 5.9% of IP traffic in 2016, and will be 15.1% of IP traffic in 2021.
- In Italy, PCs accounted for 46% of consumer Internet traffic in 2016, and will be 25% of consumer Internet traffic in 2021.
- In Italy, TVs accounted for 18% of consumer Internet traffic in 2016, and will be 23% of consumer Internet traffic in 2021.
- In Italy, TVs accounted for 14% of total Internet traffic in 2016, and will be 19% of total Internet traffic in 2021.

## Average Traffic per Mobile Device

- In Italy, the average smartphone will generate 5,240 Megabytes of mobile data traffic per month in 2021, up from 1,847 Megabytes per month in 2016.
- In Italy, the average mobile-connected laptop will generate 6,284 Megabytes of mobile data traffic per month in 2021, up from 2,816 Megabytes per month in 2016.
- In Italy, the average mobile-connected tablet will generate 7,752 Megabytes of mobile data traffic per month in 2021, up from 2,994 Megabytes per month in 2016.