



## Italy - Mobile Highlights

### Mobile Data Traffic

- In Italy, mobile data traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 35%.
- In Italy, mobile data traffic will reach 468 Petabytes per month in 2021, up from 105 Petabytes per month in 2016.
- Italian mobile data traffic will grow 2 times faster than Italian fixed IP traffic from 2016 to 2021.
- Italy's Mobile was 10% of total IP traffic in 2016, and will be 16% of total IP traffic in 2021.
- Italy's mobile data traffic grew 47% in 2016.
- In Italy, mobile data traffic in 2021 will be equivalent to 17x the volume of the entire Italian Internet in 2005.
- In Italy, the average mobile connection will generate 4,990 Megabytes of mobile data traffic per month in 2021, up from 1,310 Megabytes in 2016.

### Mobile Video Traffic

- In Italy, mobile video traffic will grow 6-fold from 2016 to 2021, a compound annual growth rate of 43%.
- Video will be 80% of Italy's mobile data traffic in 2021, compared to 60% at the end of 2016.