



Japan - Consumer Highlights

Consumer IP Traffic

- In Japan, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 27%.
- In Japan, Consumer IP traffic will reach 11.3 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- In Japan, Consumer IP traffic was 3.4 Exabytes per month in 2016, the equivalent of 852 million DVDs per month, or 1 million DVDs per hour.
- Japan's Consumer IP traffic grew 44% in 2016.
- Japan's Consumer IP traffic was 77% of total IP traffic in 2016, and will be 80% of total IP traffic in 2021.

Consumer Internet Traffic

- In Japan, Consumer Internet traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 31%.
- In Japan, Consumer Internet traffic will reach 10.1 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 3 million DVDs per hour.
- In Japan, Consumer Internet traffic was 2.6 Exabytes per month in 2016, the equivalent of 659 million DVDs per month, or 902,692 DVDs per hour.
- Japan's Consumer Internet traffic grew 57% in 2016.
- Japan's Consumer Internet traffic was 60% of total IP traffic in 2016, and will be 72% of total IP traffic in 2021.

- Japan's Consumer Internet traffic was 77% of Consumer IP traffic in 2016, and will be 90% of Consumer IP traffic in 2021.
- In Japan, 15% of Consumer Internet traffic was mobile in 2016, and 14% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Japan, Consumer fixed Internet traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 31%.
- In Japan, Consumer fixed Internet traffic will reach 8.7 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In Japan, Consumer fixed Internet traffic was 2.2 Exabytes per month in 2016, the equivalent of 560 million DVDs per month, or 767,669 DVDs per hour.
- Japan's consumer fixed Internet traffic grew 63% in 2016.
- Japan's consumer fixed Internet traffic was 51% of total IP traffic in 2016, and will be 62% of total IP traffic in 2021.
- Japan's consumer fixed Internet traffic was 66% of Consumer IP traffic in 2016, and will be 77% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Japan, Consumer mobile data traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 29%.
- In Japan, Consumer mobile data traffic will reach 1.4 Exabytes per month in 2021, the equivalent of 352 million DVDs per month, or 482,123 DVDs per hour.
- In Japan, Consumer mobile data traffic was 394 Petabytes per month in 2016, the equivalent of 99 million DVDs per month, or 135,023 DVDs per hour.
- Japan's Consumer mobile data traffic grew 34% in 2016.
- Japan's Consumer mobile data traffic was 9.0% of total IP traffic in 2016, and will be 10% of total IP traffic in 2021.
- Japan's Consumer mobile data traffic was 11.6% of Consumer IP traffic in 2016, and will be 12% of Consumer IP traffic in 2021.
- Japan's Consumer mobile data traffic was 15% of Consumer Internet traffic in 2016, and will be 14% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Japan, Consumer Internet video traffic will grow 4.1-fold from 2016 to 2021, a compound annual growth rate of 33%.
- In Japan, Consumer Internet video traffic will reach 7.9 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In Japan, Consumer Internet video traffic was 1.9 Exabytes per month in 2016, the equivalent of 478 million DVDs per month, or 655,451 DVDs per hour.
- Japan's Consumer Internet video traffic grew 61% in 2016.

- In Japan, Internet video traffic will be 78% of all consumer Internet traffic in 2021, up from 73% in 2016.
- Video exceeds half of Japan's consumer Internet traffic by year-end 2015 or earlier.
- In Japan, 385 billion minutes (733,031 years) of video content will cross the Internet each month in 2021. That's 146,606 minutes of video streamed or downloaded every second.
- In Japan, 318 billion minutes (605,392 years) of video content crossed the Internet each month in 2016. That's 121,078 minutes of video streamed or downloaded every second.
- In Japan, 318 billion minutes of video content crossed the Internet each month in 2016, up from 293 billion in 2015.
- In Japan, Internet-Video-to-TV traffic will increase 3.7-fold between 2016 and 2021.
- In Japan, Internet-Video-to-TV traffic increased 1.4-fold in 2016.
- In Japan, Internet-Video-to-TV traffic will be 19% of consumer Internet video traffic in 2021, from 21% in 2016.

Consumer IP VOD Traffic

- In Japan, Consumer IP VOD traffic will grow 1.5-fold from 2016 to 2021, a compound annual growth rate of 9%.
- In Japan, Consumer IP VOD traffic will reach 1.2 Exabytes per month in 2021, the equivalent of 294 million DVDs per month, or 402,345 DVDs per hour.
- In Japan, Consumer IP VOD traffic was 772 Petabytes per month in 2016, the equivalent of 193 million DVDs per month, or 264,536 DVDs per hour.
- Japan's Consumer IP VOD traffic grew 11% in 2016.
- Japan's Consumer IP VOD traffic was 18% of total IP traffic in 2016, and will be 8% of total IP traffic in 2021.
- Japan's Consumer IP VOD traffic was 23% of Consumer IP traffic in 2016, and will be 10% of Consumer IP traffic in 2021.