



Japan - Device Growth Traffic Profiles

2021 Forecast

- In Japan, there will be 111 million total Internet users (89% of population) in 2021, up from 106 million (84% of population) in 2016.
- In Japan, there will be 1.4 billion networked devices in 2021, up from 801.8 million in 2016.
- In Japan, there will be 11.4 networked devices per capita in 2021, up from 6.3 per capita in 2016.
- In Japan, 26% of all networked devices will be mobile-connected in 2021.
- In Japan, M2M modules will account for 73% (1.0 billion) of all networked devices in 2021, compared to 54% (431.6 million) in 2016, (18.9% CAGR).
- In Japan, PCs will account for 4% (60.6 million) of all networked devices in 2021, compared to 9% (72.3 million) in 2016, (-3.5% CAGR).
- In Japan, Tablets will account for 2% (21.3 million) of all networked devices in 2021, compared to 2% (19.1 million) in 2016, (2.1% CAGR).
- In Japan, Smartphones will account for 10% (142.9 million) of all networked devices in 2021, compared to 13% (108.1 million) in 2016, (5.7% CAGR).
- In Japan, Connected TVs will account for 8% (114.0 million) of all networked devices in 2021, compared to 13% (102.6 million) in 2016, (2.1% CAGR).
- In Japan, M2M modules will average 0.942 GB per month, up from 0.311 GB in 2016.
- In Japan, Smartphones will average 36.0 GB per month, up from 11.7 GB in 2016.
- In Japan, Tablets will average 79.1 GB per month, up from 19.6 GB in 2016.
- In Japan, PCs will average 41.1 GB per month, up from 18.6 GB in 2016.
- In Japan, Connected 4K TVs will average 14.5 GB per month, up from 0.5 GB in 2016.

- In Japan, Non-Smartphones will account for 0.3% (4.3 million) of all networked devices in 2021, compared to 5% (36.3 million) in 2016, (-34.8% CAGR).
- In Japan, Other Portables will account for 3% (46.0 million) of all networked devices in 2021, compared to 4% (31.8 million) in 2016, (7.6% CAGR).
- In Japan, 4K TVs will account for 58% (21.6 million) of all flat panel TVs in 2021, compared to 6.1% (1.9 million) in 2016, (62.3% CAGR).

2016 Review

- In Japan, there were 801.8 million networked devices in 2016, up from 729.8 million in 2015.
- In Japan, there were 6.3 networked devices per capita in 2016, up from 5.8 per capita in 2015.

Device Diversity

- Japan's IP traffic from non-PC devices was 69% of total IP traffic in 2016, and will be 82% of total IP traffic in 2021.
- Japan's Internet traffic from non-PC devices was 65% of total Internet traffic in 2016, and will be 82% of total Internet traffic in 2021.
- In Japan, PCs accounted for 31% of IP traffic in 2016, and will be 18% of IP traffic in 2021.
- In Japan, TVs accounted for 29% of IP traffic in 2016, and will be 27% of IP traffic in 2021.
- In Japan, Smartphones accounted for 29% of IP traffic in 2016, and will be 37% of IP traffic in 2021.
- In Japan, Tablets accounted for 9% of IP traffic in 2016, and will be 12% of IP traffic in 2021.
- In Japan, M2M modules accounted for 3.0% of IP traffic in 2016, and will be 6.9% of IP traffic in 2021.
- In Japan, PCs accounted for 29% of consumer Internet traffic in 2016, and will be 16% of consumer Internet traffic in 2021.
- In Japan, TVs accounted for 18% of consumer Internet traffic in 2016, and will be 25% of consumer Internet traffic in 2021.
- In Japan, TVs accounted for 14% of total Internet traffic in 2016, and will be 20% of total Internet traffic in 2021.

Average Traffic per Mobile Device

- In Japan, the average smartphone will generate 10,660 Megabytes of mobile data traffic per month in 2021, up from 4115 Megabytes per month in 2016.
- In Japan, the average mobile-connected laptop will generate 14,524 Megabytes of mobile data traffic per month in 2021, up from 5,819 Megabytes per month in 2016.
- In Japan, the average mobile-connected tablet will generate 16,823 Megabytes of mobile data traffic per month in 2021, up from 5,349 Megabytes per month in 2016.