



Latin America – Consumer Highlights

Consumer IP Traffic

- In Latin America, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 22%.
- In Latin America, Consumer IP traffic will reach 12.9 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- In Latin America, Consumer IP traffic was 4.8 Exabytes per month in 2016, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- Latin America's Consumer IP traffic grew 34% in 2016.
- Latin America's Consumer IP traffic was 81% of total IP traffic in 2016, and will be 84% of total IP traffic in 2021.

Consumer Internet Traffic

- In Latin America, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 21%.
- In Latin America, Consumer Internet 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 Latin America, Consumer Internet traffic was 4.3 Exabytes per month in 2016, the equivalent of 1 billion DVDs per month, or 1 million DVDs per hour.
- Latin America's Consumer Internet traffic grew 34% in 2016.
- Latin America's Consumer Internet traffic was 72% of total IP traffic in 2016, and will be 73% of total IP traffic in 2021.

- Latin America's Consumer Internet traffic was 89% of Consumer IP traffic in 2016, and will be 87% of Consumer IP traffic in 2021.
- In Latin America, 9% of Consumer Internet traffic was mobile in 2016, and 24% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Latin America, Consumer fixed Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 17%.
- In Latin America, Consumer fixed Internet traffic will reach 8.6 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In Latin America, Consumer fixed Internet traffic was 3.9 Exabytes per month in 2016, the equivalent of 979 million DVDs per month, or 1 million DVDs per hour.
- Latin America's consumer fixed Internet traffic grew 31% in 2016.
- Latin America's consumer fixed Internet traffic was 65% of total IP traffic in 2016, and will be 55% of total IP traffic in 2021.
- Latin America's consumer fixed Internet traffic was 81% of Consumer IP traffic in 2016, and will be 66% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Latin America, Consumer mobile data traffic will grow 7-fold from 2016 to 2021, a compound annual growth rate of 47%.
- In Latin America, Consumer mobile data traffic will reach 2.7 Exabytes per month in 2021, the equivalent of 678 million DVDs per month, or 928,582 DVDs per hour.
- In Latin America, Consumer mobile data traffic was 395 Petabytes per month in 2016, the equivalent of 99 million DVDs per month, or 135,279 DVDs per hour.
- Latin America's Consumer mobile data traffic grew 74% in 2016.
- Latin America's Consumer mobile data traffic was 6.6% of total IP traffic in 2016, and will be 18% of total IP traffic in 2021.
- Latin America's Consumer mobile data traffic was 8.2% of Consumer IP traffic in 2016, and will be 21% of Consumer IP traffic in 2021.
- Latin America's Consumer mobile data traffic was 9% of Consumer Internet traffic in 2016, and will be 24% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Latin America, Consumer Internet video traffic will grow 3.2-fold from 2016 to 2021, a compound annual growth rate of 26%.
- In Latin America, Consumer Internet video traffic will reach 9.5 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In Latin America, Consumer Internet video traffic was 2.9 Exabytes per month in 2016, the equivalent of 736 million DVDs per month, or 1 million DVDs per hour.
- Latin America's Consumer Internet video traffic grew 43% in 2016.

- In Latin America, Internet video traffic will be 84% of all consumer Internet traffic in 2021, up from 68% in 2016.
- Video exceeds half of Latin America's consumer Internet traffic by year-end 2015 or earlier.
- In Latin America, 323 billion minutes (614,378 years) of video content will cross the Internet each month in 2021. That's 122,876 minutes of video streamed or downloaded every second.
- In Latin America, 279 billion minutes (530,031 years) of video content crossed the Internet each month in 2016. That's 106,006 minutes of video streamed or downloaded every second.
- In Latin America, 279 billion minutes of video content crossed the Internet each month in 2016, up from 262 billion in 2015.
- In Latin America, Internet-Video-to-TV traffic will increase 5.1-fold between 2016 and 2021.
- In Latin America, Internet-Video-to-TV traffic increased 1.6-fold in 2016.
- In Latin America, Internet-Video-to-TV traffic will be 14% of consumer Internet video traffic in 2021, from 9% in 2016.

Consumer IP VOD Traffic

- In Latin America, Consumer IP VOD traffic will grow 3.1-fold from 2016 to 2021, a compound annual growth rate of 25%.
- In Latin America, Consumer IP VOD traffic will reach 1.6 Exabytes per month in 2021, the equivalent of 412 million DVDs per month, or 565,068 DVDs per hour.
- In Latin America, Consumer IP VOD traffic was 532 Petabytes per month in 2016, the equivalent of 133 million DVDs per month, or 182,253 DVDs per hour.
- Latin America's Consumer IP VOD traffic grew 36% in 2016.
- Latin America's Consumer IP VOD traffic was 9% of total IP traffic in 2016, and will be 11% of total IP traffic in 2021.
- Latin America's Consumer IP VOD traffic was 11% of Consumer IP traffic in 2016, and will be 13% of Consumer IP traffic in 2021.