



## Mexico – Consumer Highlights

### Consumer IP Traffic

- In Mexico, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 21%.
- In Mexico, Consumer IP traffic will reach 2.9 Exabytes per month in 2021, the equivalent of 717 million DVDs per month, or 982,275 DVDs per hour.
- In Mexico, Consumer IP traffic was 1.1 Exabytes per month in 2016, the equivalent of 272 million DVDs per month, or 372,581 DVDs per hour.
- Mexico's Consumer IP traffic grew 30% in 2016.
- Mexico's Consumer IP traffic was 86% of total IP traffic in 2016, and will be 85% of total IP traffic in 2021.

### Consumer Internet Traffic

- In Mexico, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 20%.
- In Mexico, Consumer Internet traffic will reach 2.2 Exabytes per month in 2021, the equivalent of 555 million DVDs per month, or 760,354 DVDs per hour.
- In Mexico, Consumer Internet traffic was 880 Petabytes per month in 2016, the equivalent of 220 million DVDs per month, or 301,299 DVDs per hour.
- Mexico's Consumer Internet traffic grew 26% in 2016.
- Mexico's Consumer Internet traffic was 70% of total IP traffic in 2016, and will be 66% of total IP traffic in 2021.

- Mexico's Consumer Internet traffic was 81% of Consumer IP traffic in 2016, and will be 77% of Consumer IP traffic in 2021.
- In Mexico, 6% of Consumer Internet traffic was mobile in 2016, and 17% of Consumer Internet traffic will be mobile in 2021.

### Consumer Fixed Internet Traffic

- In Mexico, Consumer fixed Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 17%.
- In Mexico, Consumer fixed Internet traffic will reach 1.9 Exabytes per month in 2021, the equivalent of 463 million DVDs per month, or 633,617 DVDs per hour.
- In Mexico, Consumer fixed Internet traffic was 828 Petabytes per month in 2016, the equivalent of 207 million DVDs per month, or 283,551 DVDs per hour.
- Mexico's consumer fixed Internet traffic grew 24% in 2016.
- Mexico's consumer fixed Internet traffic was 66% of total IP traffic in 2016, and will be 55% of total IP traffic in 2021.
- Mexico's consumer fixed Internet traffic was 76% of Consumer IP traffic in 2016, and will be 65% of Consumer IP traffic in 2021.

### Consumer Mobile Traffic

- In Mexico, Consumer mobile data traffic will grow 7-fold from 2016 to 2021, a compound annual growth rate of 48%.
- In Mexico, Consumer mobile data traffic will reach 370 Petabytes per month in 2021, the equivalent of 93 million DVDs per month, or 126,737 DVDs per hour.
- In Mexico, Consumer mobile data traffic was 52 Petabytes per month in 2016, the equivalent of 13 million DVDs per month, or 17,748 DVDs per hour.
- Mexico's Consumer mobile data traffic grew 81% in 2016.
- Mexico's Consumer mobile data traffic was 4.1% of total IP traffic in 2016, and will be 11% of total IP traffic in 2021.
- Mexico's Consumer mobile data traffic was 4.8% of Consumer IP traffic in 2016, and will be 13% of Consumer IP traffic in 2021.
- Mexico's Consumer mobile data traffic was 6% of Consumer Internet traffic in 2016, and will be 17% of Consumer Internet traffic in 2021.

### Consumer Internet Video Traffic

- In Mexico, Consumer Internet video traffic will grow 3.0-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In Mexico, Consumer Internet video traffic will reach 1.9 Exabytes per month in 2021, the equivalent of 470 million DVDs per month, or 643,224 DVDs per hour.
- In Mexico, Consumer Internet video traffic was 633 Petabytes per month in 2016, the equivalent of 158 million DVDs per month, or 216,764 DVDs per hour.
- Mexico's Consumer Internet video traffic grew 34% in 2016.
- In Mexico, Internet video traffic will be 85% of all consumer Internet traffic in 2021, up from 72% in 2016.
- Video exceeds half of Mexico's consumer Internet traffic by year-end 2015 or earlier.

- In Mexico, 30 billion minutes (56,737 years) of video content will cross the Internet each month in 2021. That's 11,347 minutes of video streamed or downloaded every second.
- In Mexico, 27 billion minutes (50,543 years) of video content crossed the Internet each month in 2016. That's 10,109 minutes of video streamed or downloaded every second.
- In Mexico, 27 billion minutes of video content crossed the Internet each month in 2016, up from 25 billion in 2015.
- In Mexico, Internet-Video-to-TV traffic will increase 5.8-fold between 2016 and 2021.
- In Mexico, Internet-Video-to-TV traffic increased 1.7-fold in 2016.
- In Mexico, Internet-Video-to-TV traffic will be 21% of consumer Internet video traffic in 2021, from 11% in 2016.

### Consumer IP VOD Traffic

- In Mexico, Consumer IP VOD traffic will grow 3.1-fold from 2016 to 2021, a compound annual growth rate of 26%.
- In Mexico, Consumer IP VOD traffic will reach 648 Petabytes per month in 2021, the equivalent of 162 million DVDs per month, or 221,921 DVDs per hour.
- In Mexico, Consumer IP VOD traffic was 208 Petabytes per month in 2016, the equivalent of 52 million DVDs per month, or 71,282 DVDs per hour.
- Mexico's Consumer IP VOD traffic grew 53% in 2016.
- Mexico's Consumer IP VOD traffic was 16% of total IP traffic in 2016, and will be 19% of total IP traffic in 2021.
- Mexico's Consumer IP VOD traffic was 19% of Consumer IP traffic in 2016, and will be 23% of Consumer IP traffic in 2021.