



## Middle East and Africa - Consumer Highlights

### Consumer IP Traffic

- In Middle East and Africa, Consumer IP traffic will grow 7-fold from 2016 to 2021, a compound annual growth rate of 49%.
- In Middle East and Africa, Consumer IP traffic will reach 13.5 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 5 million DVDs per hour.
- In Middle East and Africa, Consumer IP traffic was 1.9 Exabytes per month in 2016, the equivalent of 466 million DVDs per month, or 638,501 DVDs per hour.
- Middle East and Africa's Consumer IP traffic grew 46% in 2016.
- Middle East and Africa's Consumer IP traffic was 70% of total IP traffic in 2016, and will be 87% of total IP traffic in 2021.

### Consumer Internet Traffic

- In Middle East and Africa, Consumer Internet traffic will grow 7-fold from 2016 to 2021, a compound annual growth rate of 50%.
- In Middle East and Africa, Consumer Internet traffic will reach 13.2 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 5 million DVDs per hour.
- In Middle East and Africa, Consumer Internet traffic was 1.8 Exabytes per month in 2016, the equivalent of 443 million DVDs per month, or 606,475 DVDs per hour.
- Middle East and Africa's Consumer Internet traffic grew 46% in 2016.
- Middle East and Africa's Consumer Internet traffic was 66% of total IP traffic in 2016, and will be 85% of total IP traffic in 2021.

- Middle East and Africa's Consumer Internet traffic was 95% of Consumer IP traffic in 2016, and will be 98% of Consumer IP traffic in 2021.
- In Middle East and Africa, 31% of Consumer Internet traffic was mobile in 2016, and 52% of Consumer Internet traffic will be mobile in 2021.

### Consumer Fixed Internet Traffic

- In Middle East and Africa, Consumer fixed Internet traffic will grow 5-fold from 2016 to 2021, a compound annual growth rate of 39%.
- In Middle East and Africa, Consumer fixed Internet traffic will reach 6.3 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 2 million DVDs per hour.
- In Middle East and Africa, Consumer fixed Internet traffic was 1.2 Exabytes per month in 2016, the equivalent of 305 million DVDs per month, or 417,864 DVDs per hour.
- Middle East and Africa's consumer fixed Internet traffic grew 30% in 2016.
- Middle East and Africa's consumer fixed Internet traffic was 46% of total IP traffic in 2016, and will be 41% of total IP traffic in 2021.
- Middle East and Africa's consumer fixed Internet traffic was 65% of Consumer IP traffic in 2016, and will be 47% of Consumer IP traffic in 2021.

### Consumer Mobile Traffic

- In Middle East and Africa, Consumer mobile data traffic will grow 13-fold from 2016 to 2021, a compound annual growth rate of 66%.
- In Middle East and Africa, Consumer mobile data traffic will reach 6.9 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 2 million DVDs per hour.
- In Middle East and Africa, Consumer mobile data traffic was 551 Petabytes per month in 2016, the equivalent of 138 million DVDs per month, or 188,611 DVDs per hour.
- Middle East and Africa's Consumer mobile data traffic grew 99% in 2016.
- Middle East and Africa's Consumer mobile data traffic was 20.6% of total IP traffic in 2016, and will be 45% of total IP traffic in 2021.
- Middle East and Africa's Consumer mobile data traffic was 29.5% of Consumer IP traffic in 2016, and will be 51% of Consumer IP traffic in 2021.
- Middle East and Africa's Consumer mobile data traffic was 31% of Consumer Internet traffic in 2016, and will be 52% of Consumer Internet traffic in 2021.

### Consumer Internet Video Traffic

- In Middle East and Africa, Consumer Internet video traffic will grow 9.3-fold from 2016 to 2021, a compound annual growth rate of 56%.
- In Middle East and Africa, Consumer Internet video traffic will reach 10.9 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- In Middle East and Africa, Consumer Internet video traffic was 1.2 Exabytes per month in 2016, the equivalent of 292 million DVDs per month, or 400,518 DVDs per hour.
- Middle East and Africa's Consumer Internet video traffic grew 53% in 2016.
- In Middle East and Africa, Internet video traffic will be 82% of all consumer Internet traffic in 2021, up from 66% in 2016.

- Video exceeds half of Middle East and Africa's consumer Internet traffic by year-end 2015 or earlier.
- In Middle East and Africa, 178 billion minutes (338,392 years) of video content will cross the Internet each month in 2021. That's 67,678 minutes of video streamed or downloaded every second.
- In Middle East and Africa, 134 billion minutes (255,400 years) of video content crossed the Internet each month in 2016. That's 51,080 minutes of video streamed or downloaded every second.
- In Middle East and Africa, 134 billion minutes of video content crossed the Internet each month in 2016, up from 119 billion in 2015.
- In Middle East and Africa, Internet-Video-to-TV traffic will increase 4.5-fold between 2016 and 2021.
- In Middle East and Africa, Internet-Video-to-TV traffic increased 1.4-fold in 2016.
- In Middle East and Africa, Internet-Video-to-TV traffic will be 4% of consumer Internet video traffic in 2021, from 7% in 2016.

### Consumer IP VOD Traffic

- In Middle East and Africa, Consumer IP VOD traffic will grow 3.0-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In Middle East and Africa, Consumer IP VOD traffic will reach 276 Petabytes per month in 2021, the equivalent of 69 million DVDs per month, or 94,526 DVDs per hour.
- In Middle East and Africa, Consumer IP VOD traffic was 94 Petabytes per month in 2016, the equivalent of 23 million DVDs per month, or 32,026 DVDs per hour.
- Middle East and Africa's Consumer IP VOD traffic grew 50% in 2016.
- Middle East and Africa's Consumer IP VOD traffic was 3% of total IP traffic in 2016, and will be 2% of total IP traffic in 2021.
- Middle East and Africa's Consumer IP VOD traffic was 5% of Consumer IP traffic in 2016, and will be 2% of Consumer IP traffic in 2021.