



## New Zealand - 2015 Year in Review

### 2015 IP Traffic

- In New Zealand, IP traffic reached 117 Petabytes per month in 2015, up from 101 Petabytes per month in 2014.
- New Zealand's IP traffic grew 16% in 2015.
- New Zealand's IP networks carried 4 Petabytes per day in 2015, up from 3 Petabytes per day in 2014.
- In New Zealand, IP traffic reached an annual run rate of 1.4 Exabytes in 2015, up from an annual run rate of 1.2 Exabytes in 2014.
- New Zealand's IP traffic in 2015 was equivalent to 350 million DVDs per year, 29 million DVDs per month, or 39,967 DVDs per hour.
- In New Zealand, IP traffic reached 25.8 Gigabytes per capita in 2015, up from 22.1 Gigabytes per capita in 2014.
- In New Zealand, average IP traffic reached 355 Gbps in 2015, and busy hour traffic was 1 Tbps.
- Last year, the gigabyte equivalent all movies ever made crossed New Zealand's IP networks every 50 hours.
- New Zealand IP traffic in 2015 was equivalent to 65x the volume of New Zealand IP traffic in 2005.

### 2015 Internet Traffic

- In New Zealand, average Internet traffic grew 16% in 2015.
- In New Zealand, peak Internet traffic grew 36% in 2015.
- In New Zealand, Internet traffic reached 102 Petabytes per month in 2015, up from 88 Petabytes per month in 2014.
- New Zealand's Internet traffic was Petabytes per day in 2015, up from 3 Petabytes per day in 2014.

- New Zealand's Internet traffic in 2015 was equivalent to 306 million DVDs per year, 26 million DVDs per month, or 34,944 DVDs per hour.
- In 2015, the gigabyte equivalent of all movies ever made crossed the Internet every 57 hours.
- New Zealand Internet traffic in 2015 was equivalent to 67x the volume of the entire New Zealand Internet in 2005.
- In New Zealand, Internet traffic reached 22.5 Gigabytes per capita in 2015, up from 19.4 Gigabytes per capita in 2014.
- In New Zealand, average Internet traffic reached 311 Gbps in 2015.
- In New Zealand, busy hour Internet traffic reached 1 Tbps in 2015.

### 2015 Wi-Fi Traffic

- New Zealand's Fixed/Wi-Fi IP traffic grew 18% in 2015.

### 2015 Wired Traffic

- New Zealand's Fixed/Wired IP traffic grew 9% in 2015.

### 2015 Mobile Traffic

- New Zealand's mobile data traffic grew 67% in 2015.

### 2015 Video Traffic

- In New Zealand, IP video was 74% of all IP traffic in 2015, up from 72% in 2014.
- In New Zealand, Internet video traffic was 73% of all consumer Internet traffic in 2015, up from 72% in 2014.
- In New Zealand, 3 billion minutes of video content crossed the Internet each month in 2015, up from 2 billion in 2014.
- In New Zealand, 3 billion minutes (5,151 years) of video content crossed the Internet each month in 2015. That's 1,030 minutes of video streamed or downloaded every second.

### 2015 Devices

- In New Zealand, there were 19.6 million networked devices in 2015, up from 17.7 million in 2014.
- In New Zealand, there were 4.3 networked devices per capita in 2015, up from 3.9 per capita in 2014.

### 2015 Broadband Speed Evolution

- In New Zealand, the average fixed broadband speed grew 2% from 2014 to 2015, from 19.1 Mbps to 19.5 Mbps.
- In New Zealand, 77% of broadband connections were faster than 5 Mbps in 2015.
- In New Zealand, 57% of broadband connections will be faster than 10 Mbps in 2015.

## 2015 Traffic per User and Household

- In New Zealand, the average Internet user generated 20.7 gigabytes per month in 2015, up 6% from 19.5 gigabytes per month in 2014.
- In New Zealand, the average Internet household generated 49.8 gigabytes per month in 2015, up 6% from 46.9 gigabytes per month in 2014.
- In New Zealand, Internet video traffic grew 17%, and is now 88% of all consumer Internet traffic.
- In New Zealand, there were 47,359 Internet households (3.0% of all Internet households) generating more than 250 gigabytes per month in 2015, up from 42,053 in 2014.
- In New Zealand, there were 15,786 Internet households (1.0% of all Internet households) generating more than 500 gigabytes per month in 2015, up from 12,881 in 2014.