



North America - 2016 Year in Review

IP Traffic

- In North America, IP traffic reached 33.6 Exabytes per month in 2016, up from 26.6 Exabytes per month in 2015.
- North America's IP traffic grew 27% in 2016.
- North America's IP networks carried 1.1 Exabytes per day in 2016, up from 874 Petabytes per day in 2015.
- In North America, IP traffic reached an annual run rate of 403.8 Exabytes in 2016, up from an annual run rate of 319.1 Exabytes in 2015.
- North America's IP traffic in 2016 was equivalent to 101 billion DVDs per year, 8 billion DVDs per month, or 12 million DVDs per hour.
- In North America, IP traffic reached 93.4 Gigabytes per capita in 2016, up from 74.3 Gigabytes per capita in 2015.
- In North America, average IP traffic reached 102 Tbps in 2016, and busy hour traffic was 513 Tbps.
- Last year, the gigabyte equivalent all movies ever made crossed North America's IP networks every 10 minutes.
- North American IP traffic in 2016 was equivalent to 48x the volume of North American IP traffic in 2005.

Internet Traffic

- In North America, average Internet traffic grew 32% in 2016.
- In North America, peak Internet traffic grew 49% in 2016.
- In North America, Internet traffic reached 23.3 Exabytes per month in 2016, up from 17.7 Exabytes per month in 2015.

- North America's Internet traffic was 770 Petabytes per day in 2016, up from 583 Petabytes per day in 2015.
- North America's Internet traffic in 2016 was equivalent to 70 billion DVDs per year, 6 billion DVDs per month, or 8 million DVDs per hour.
- In 2016, the gigabyte equivalent of all movies ever made crossed the Internet every 15 minutes.
- North American Internet traffic in 2016 was equivalent to 42x the volume of the entire North American Internet in 2005.
- In North America, Internet traffic reached 64.8 Gigabytes per capita in 2016, up from 49.6 Gigabytes per capita in 2015.
- In North America, average Internet traffic reached 71 Tbps in 2016.
- In North America, busy hour Internet traffic reached 356 Tbps in 2016.

Wi-Fi Traffic

- North America's Fixed/Wi-Fi IP traffic grew 33% in 2016.

Wired Traffic

- North America's Fixed/Wired IP traffic grew 22% in 2016.

Mobile Traffic

- North America's mobile data traffic grew 41% in 2016.

Video Traffic

- In North America, IP video was 81% of all IP traffic in 2016, up from 80% in 2015.
- In North America, Internet video traffic was 74% of all consumer Internet traffic in 2016, up from 72% in 2015.
- In North America, 382 billion minutes of video content crossed the Internet each month in 2016, up from 356 billion in 2015.
- In North America, 382 billion minutes (726,439 years) of video content crossed the Internet each month in 2016. That's 145,288 minutes of video streamed or downloaded every second.

Devices

- In North America, there were 2.8 billion networked devices in 2016, up from 2.5 billion in 2015.
- In North America, there were 7.7 networked devices per capita in 2016, up from 6.9 per capita in 2015.

Broadband Speed Evolution

- In North America, the average fixed broadband speed grew 30% from 2015 to 2016, from 25.4 Mbps to 32.9 Mbps.
- In North America, 87% of broadband connections were faster than 5 Mbps in 2016.
- In North America, 74% of broadband connections will be faster than 10 Mbps in 2016.

Traffic per User and Household

- In North America, the average Internet user generated 67.9 Gigabytes per month in 2016, up 28% from 53.2 Gigabytes per month in 2015.

- In North America, the average Internet household generated 164.3 Gigabytes per month in 2016, up 28% from 128.3 Gigabytes per month in 2015.
- In North America, Internet video traffic grew 35%, and is now 90% of all consumer Internet traffic.
- In North America, there were 23 million Internet households (20.9% of all Internet households) generating more than 250 Gigabytes per month in 2016, up from 22 million in 2015.
- In North America, there were 10 million Internet households (9.3% of all Internet households) generating more than 500 Gigabytes per month in 2016, up from 6 million in 2015.