



## North America - Consumer Highlights

### Consumer IP Traffic

- In North America, Consumer IP traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 20%.
- In North America, Consumer IP traffic will reach 71.3 Exabytes per month in 2021, the equivalent of 18 billion DVDs per month, or 24 million DVDs per hour.
- In North America, Consumer IP traffic was 28.8 Exabytes per month in 2016, the equivalent of 7 billion DVDs per month, or 10 million DVDs per hour.
- North America's Consumer IP traffic grew 26% in 2016.
- North America's Consumer IP traffic was 86% of total IP traffic in 2016, and will be 84% of total IP traffic in 2021.

### Consumer Internet Traffic

- In North America, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In North America, Consumer Internet traffic will reach 56.5 Exabytes per month in 2021, the equivalent of 14 billion DVDs per month, or 19 million DVDs per hour.
- In North America, Consumer Internet traffic was 19.4 Exabytes per month in 2016, the equivalent of 5 billion DVDs per month, or 7 million DVDs per hour.
- North America's Consumer Internet traffic grew 31% in 2016.

- North America's Consumer Internet traffic was 58% of total IP traffic in 2016, and will be 66% of total IP traffic in 2021.
- North America's Consumer Internet traffic was 67% of Consumer IP traffic in 2016, and will be 79% of Consumer IP traffic in 2021.
- In North America, 5% of Consumer Internet traffic was mobile in 2016, and 8% of Consumer Internet traffic will be mobile in 2021.

### Consumer Fixed Internet Traffic

- In North America, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 23%.
- In North America, Consumer fixed Internet traffic will reach 52.0 Exabytes per month in 2021, the equivalent of 13 billion DVDs per month, or 18 million DVDs per hour.
- In North America, Consumer fixed Internet traffic was 18.3 Exabytes per month in 2016, the equivalent of 5 billion DVDs per month, or 6 million DVDs per hour.
- North America's consumer fixed Internet traffic grew 31% in 2016.
- North America's consumer fixed Internet traffic was 54% of total IP traffic in 2016, and will be 61% of total IP traffic in 2021.
- North America's consumer fixed Internet traffic was 64% of Consumer IP traffic in 2016, and will be 73% of Consumer IP traffic in 2021.

### Consumer Mobile Traffic

- In North America, Consumer mobile data traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 34%.
- In North America, Consumer mobile data traffic will reach 4.5 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- In North America, Consumer mobile data traffic was 1.0 Exabytes per month in 2016, the equivalent of 261 million DVDs per month, or 357,395 DVDs per hour.
- North America's Consumer mobile data traffic grew 41% in 2016.
- North America's Consumer mobile data traffic was 3.1% of total IP traffic in 2016, and will be 5% of total IP traffic in 2021.
- North America's Consumer mobile data traffic was 3.6% of Consumer IP traffic in 2016, and will be 6% of Consumer IP traffic in 2021.
- North America's Consumer mobile data traffic was 5% of Consumer Internet traffic in 2016, and will be 8% of Consumer Internet traffic in 2021.

### Consumer Internet Video Traffic

- In North America, Consumer Internet video traffic will grow 3.0-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In North America, Consumer Internet video traffic will reach 45.5 Exabytes per month in 2021, the equivalent of 11 billion DVDs per month, or 16 million DVDs per hour.
- In North America, Consumer Internet video traffic was 15.3 Exabytes per month in 2016, the equivalent of 4 billion DVDs per month, or 5 million DVDs per hour.
- North America's Consumer Internet video traffic grew 34% in 2016.

- In North America, Internet video traffic will be 81% of all consumer Internet traffic in 2021, up from 79% in 2016.
- Video exceeds half of North America's consumer Internet traffic by year-end 2015 or earlier.
- In North America, 450 billion minutes (855,951 years) of video content will cross the Internet each month in 2021. That's 171,190 minutes of video streamed or downloaded every second.
- 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.
- 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, Internet-Video-to-TV traffic will increase 2.9-fold between 2016 and 2021.
- In North America, Internet-Video-to-TV traffic increased 1.4-fold in 2016.
- In North America, Internet-Video-to-TV traffic will be 40% of consumer Internet video traffic in 2021, from 42% in 2016.

### Consumer IP VOD Traffic

- In North America, Consumer IP VOD traffic will grow 1.6-fold from 2016 to 2021, a compound annual growth rate of 10%.
- In North America, Consumer IP VOD traffic will reach 14.9 Exabytes per month in 2021, the equivalent of 4 billion DVDs per month, or 5 million DVDs per hour.
- In North America, Consumer IP VOD traffic was 9.4 Exabytes per month in 2016, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- North America's Consumer IP VOD traffic grew 16% in 2016.
- North America's Consumer IP VOD traffic was 28% of total IP traffic in 2016, and will be 17% of total IP traffic in 2021.
- North America's Consumer IP VOD traffic was 33% of Consumer IP traffic in 2016, and will be 21% of Consumer IP traffic in 2021.