



## North America - Device Growth Traffic Profiles

### 2021 Forecast

- In North America, there will be 334 million total Internet users (89% of population) in 2021, up from 317 million (88% of population) in 2016.
- In North America, there will be 4.8 billion networked devices in 2021, up from 2.8 billion in 2016.
- In North America, there will be 12.9 networked devices per capita in 2021, up from 7.7 per capita in 2016.
- In North America, 23% of all networked devices will be mobile-connected in 2021.
- In North America, M2M modules will account for 65% (3.1 billion) of all networked devices in 2021, compared to 47% (1.3 billion) in 2016, (19.1% CAGR).
- In North America, PCs will account for 7% (317.1 million) of all networked devices in 2021, compared to 11% (312.8 million) in 2016, (0.3% CAGR).
- In North America, Tablets will account for 3% (129.3 million) of all networked devices in 2021, compared to 5% (133.7 million) in 2016, (-0.7% CAGR).
- In North America, Smartphones will account for 8% (373.4 million) of all networked devices in 2021, compared to 10% (264.2 million) in 2016, (7.2% CAGR).
- In North America, Connected TVs will account for 14% (699.4 million) of all networked devices in 2021, compared to 21% (577.0 million) in 2016, (3.9% CAGR).
- In North America, M2M modules will average 1.276 GB per month, up from 0.475 GB in 2016.
- In North America, Smartphones will average 35.1 GB per month, up from 10.4 GB in 2016.
- In North America, Tablets will average 35.1 GB per month, up from 11.3 GB in 2016.
- In North America, PCs will average 80.6 GB per month, up from 39.4 GB in 2016.

- In North America, Connected 4K TVs will average 42.7 GB per month, up from 3.9 GB in 2016.
- In North America, Non-Smartphones will account for 0.2% (7.6 million) of all networked devices in 2021, compared to 3% (74.6 million) in 2016, (-36.6% CAGR).
- In North America, Other Portables will account for 4% (179.5 million) of all networked devices in 2021, compared to 4% (103.0 million) in 2016, (11.7% CAGR).
- In North America, 4K TVs will account for 75% (139.0 million) of all flat panel TVs in 2021, compared to 16.6% (18.2 million) in 2016, (50.2% CAGR).

## 2016 Review

- 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.

## Device Diversity

- North America's IP traffic from non-PC devices was 63% of total IP traffic in 2016, and will be 70% of total IP traffic in 2021.
- North America's Internet traffic from non-PC devices was 51% of total Internet traffic in 2016, and will be 65% of total Internet traffic in 2021.
- In North America, PCs accounted for 37% of IP traffic in 2016, and will be 30% of IP traffic in 2021.
- In North America, TVs accounted for 49% of IP traffic in 2016, and will be 44% of IP traffic in 2021.
- In North America, Smartphones accounted for 8% of IP traffic in 2016, and will be 15% of IP traffic in 2021.
- In North America, Tablets accounted for 5% of IP traffic in 2016, and will be 5% of IP traffic in 2021.
- In North America, M2M modules accounted for 1.8% of IP traffic in 2016, and will be 4.7% of IP traffic in 2021.
- In North America, PCs accounted for 45% of consumer Internet traffic in 2016, and will be 31% of consumer Internet traffic in 2021.
- In North America, TVs accounted for 36% of consumer Internet traffic in 2016, and will be 41% of consumer Internet traffic in 2021.
- In North America, TVs accounted for 30% of total Internet traffic in 2016, and will be 34% of total Internet traffic in 2021.

## Average Traffic per Mobile Device

- In North America, the average smartphone will generate 12,763 Megabytes of mobile data traffic per month in 2021, up from 4,232 Megabytes per month in 2016.
- In North America, the average mobile-connected laptop will generate 6,935 Megabytes of mobile data traffic per month in 2021, up from 3,538 Megabytes per month in 2016.
- In North America, the average mobile-connected tablet will generate 9,194 Megabytes of mobile data traffic per month in 2021, up from 3,521 Megabytes per month in 2016.