



Rest of Asia Pacific - Consumer Highlights

Consumer IP Traffic

- In the rest of Asia Pacific, Consumer IP traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 31%.
- In the rest of Asia Pacific, Consumer IP traffic will reach 14.7 Exabytes per month in 2021, the equivalent of 4 billion DVDs per month, or 5 million DVDs per hour.
- In the rest of Asia Pacific, Consumer IP traffic was 3.8 Exabytes per month in 2016, the equivalent of 949 million DVDs per month, or 1 million DVDs per hour.
- The rest of Asia Pacific's Consumer IP traffic grew 23% in 2016.
- The rest of Asia Pacific's Consumer IP traffic was 80% of total IP traffic in 2016, and will be 85% of total IP traffic in 2021.

Consumer Internet Traffic

- In the rest of Asia Pacific, Consumer Internet traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 31%.
- In the rest of Asia Pacific, Consumer Internet traffic will reach 14.3 Exabytes per month in 2021, the equivalent of 4 billion DVDs per month, or 5 million DVDs per hour.
- In the rest of Asia Pacific, Consumer Internet traffic was 3.6 Exabytes per month in 2016, the equivalent of 907 million DVDs per month, or 1 million DVDs per hour.
- The rest of Asia Pacific's Consumer Internet traffic grew 23% in 2016.
- The rest of Asia Pacific's Consumer Internet traffic was 76% of total IP traffic in 2016, and will be 83% of total IP traffic in 2021.

- The rest of Asia Pacific's Consumer Internet traffic was 96% of Consumer IP traffic in 2016, and will be 97% of Consumer IP traffic in 2021.
- In the rest of Asia Pacific, 20% of Consumer Internet traffic was mobile in 2016, and 41% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In the rest of Asia Pacific, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In the rest of Asia Pacific, Consumer fixed Internet traffic will reach 8.5 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In the rest of Asia Pacific, Consumer fixed Internet traffic was 2.9 Exabytes per month in 2016, the equivalent of 726 million DVDs per month, or 994,642 DVDs per hour.
- The rest of Asia Pacific's consumer fixed Internet traffic grew 14% in 2016.
- The rest of Asia Pacific's consumer fixed Internet traffic was 61% of total IP traffic in 2016, and will be 49% of total IP traffic in 2021.
- The rest of Asia Pacific's consumer fixed Internet traffic was 77% of Consumer IP traffic in 2016, and will be 58% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In the rest of Asia Pacific, Consumer mobile data traffic will grow 8-fold from 2016 to 2021, a compound annual growth rate of 52%.
- In the rest of Asia Pacific, Consumer mobile data traffic will reach 5.8 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- In the rest of Asia Pacific, Consumer mobile data traffic was 723 Petabytes per month in 2016, the equivalent of 181 million DVDs per month, or 247,511 DVDs per hour.
- The rest of Asia Pacific's Consumer mobile data traffic grew 84% in 2016.
- The rest of Asia Pacific's Consumer mobile data traffic was 15.2% of total IP traffic in 2016, and will be 34% of total IP traffic in 2021.
- The rest of Asia Pacific's Consumer mobile data traffic was 19.0% of Consumer IP traffic in 2016, and will be 40% of Consumer IP traffic in 2021.
- The rest of Asia Pacific's Consumer mobile data traffic was 20% of Consumer Internet traffic in 2016, and will be 41% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In the rest of Asia Pacific, Consumer Internet video traffic will grow 5.5-fold from 2016 to 2021, a compound annual growth rate of 41%.
- In the rest of Asia Pacific, Consumer Internet video traffic will reach 11.1 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- In the rest of Asia Pacific, Consumer Internet video traffic was 2.0 Exabytes per month in 2016, the equivalent of 504 million DVDs per month, or 690,216 DVDs per hour.
- The rest of Asia Pacific's Consumer Internet video traffic grew 38% in 2016.

- In the rest of Asia Pacific, Internet video traffic will be 78% of all consumer Internet traffic in 2021, up from 56% in 2016.
- Video exceeds half of The rest of Asia Pacific's consumer Internet traffic by year-end 2016.
- In the rest of Asia Pacific, 155 billion minutes (295,557 years) of video content will cross the Internet each month in 2021. That's 59,111 minutes of video streamed or downloaded every second.
- In the rest of Asia Pacific, 141 billion minutes (268,613 years) of video content crossed the Internet each month in 2016. That's 53,723 minutes of video streamed or downloaded every second.
- In the rest of Asia Pacific, 141 billion minutes of video content crossed the Internet each month in 2016, up from 136 billion in 2015.
- In the rest of Asia Pacific, Internet-Video-to-TV traffic will increase 4.3-fold between 2016 and 2021.
- In the rest of Asia Pacific, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In the rest of Asia Pacific, Internet-Video-to-TV traffic will be 9% of consumer Internet video traffic in 2021, from 11% in 2016.

Consumer IP VOD Traffic

- In the rest of Asia Pacific, Consumer IP VOD traffic will grow 2.4-fold from 2016 to 2021, a compound annual growth rate of 19%.
- In the rest of Asia Pacific, Consumer IP VOD traffic will reach 410 Petabytes per month in 2021, the equivalent of 102 million DVDs per month, or 140,276 DVDs per hour.
- In the rest of Asia Pacific, Consumer IP VOD traffic was 169 Petabytes per month in 2016, the equivalent of 42 million DVDs per month, or 58,027 DVDs per hour.
- The rest of Asia Pacific's Consumer IP VOD traffic grew 22% in 2016.
- The rest of Asia Pacific's Consumer IP VOD traffic was 4% of total IP traffic in 2016, and will be 2% of total IP traffic in 2021.
- The rest of Asia Pacific's Consumer IP VOD traffic was 4% of Consumer IP traffic in 2016, and will be 3% of Consumer IP traffic in 2021.