



## Rest of Central and Eastern Europe - Consumer Highlights

### Consumer IP Traffic

- In the rest of Central and Eastern Europe, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 28%.
- In the rest of Central and Eastern Europe, Consumer IP traffic will reach 9.0 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In the rest of Central and Eastern Europe, Consumer IP traffic was 2.6 Exabytes per month in 2016, the equivalent of 650 million DVDs per month, or 890,542 DVDs per hour.
- The rest of Central and Eastern Europe's Consumer IP traffic grew 27% in 2016.
- The rest of Central and Eastern Europe's Consumer IP traffic was 75% of total IP traffic in 2016, and will be 82% of total IP traffic in 2021.

### Consumer Internet Traffic

- In the rest of Central and Eastern Europe, Consumer Internet traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 29%.
- In the rest of Central and Eastern Europe, Consumer Internet traffic will reach 8.7 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In the rest of Central and Eastern Europe, Consumer Internet traffic was 2.5 Exabytes per month in 2016, the equivalent of 618 million DVDs per month, or 846,077 DVDs per hour.
- The rest of Central and Eastern Europe's Consumer Internet traffic grew 26% in 2016.

- The rest of Central and Eastern Europe's Consumer Internet traffic was 71% of total IP traffic in 2016, and will be 78% of total IP traffic in 2021.
- The rest of Central and Eastern Europe's Consumer Internet traffic was 95% of Consumer IP traffic in 2016, and will be 96% of Consumer IP traffic in 2021.
- In the rest of Central and Eastern Europe, 19% of Consumer Internet traffic was mobile in 2016, and 33% of Consumer Internet traffic will be mobile in 2021.

### Consumer Fixed Internet Traffic

- In the rest of Central and Eastern Europe, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In the rest of Central and Eastern Europe, Consumer fixed Internet 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 Central and Eastern Europe, Consumer fixed Internet traffic was 2.0 Exabytes per month in 2016, the equivalent of 501 million DVDs per month, or 686,366 DVDs per hour.
- The rest of Central and Eastern Europe's consumer fixed Internet traffic grew 19% in 2016.
- The rest of Central and Eastern Europe's consumer fixed Internet traffic was 58% of total IP traffic in 2016, and will be 52% of total IP traffic in 2021.
- The rest of Central and Eastern Europe's consumer fixed Internet traffic was 77% of Consumer IP traffic in 2016, and will be 64% of Consumer IP traffic in 2021.

### Consumer Mobile Traffic

- In the rest of Central and Eastern Europe, Consumer mobile data traffic will grow 6-fold from 2016 to 2021, a compound annual growth rate of 44%.
- In the rest of Central and Eastern Europe, Consumer mobile data traffic will reach 2.9 Exabytes per month in 2021, the equivalent of 720 million DVDs per month, or 986,194 DVDs per hour.
- In the rest of Central and Eastern Europe, Consumer mobile data traffic was 466 Petabytes per month in 2016, the equivalent of 117 million DVDs per month, or 159,711 DVDs per hour.
- The rest of Central and Eastern Europe's Consumer mobile data traffic grew 68% in 2016.
- The rest of Central and Eastern Europe's Consumer mobile data traffic was 13.4% of total IP traffic in 2016, and will be 26% of total IP traffic in 2021.
- The rest of Central and Eastern Europe's Consumer mobile data traffic was 17.9% of Consumer IP traffic in 2016, and will be 32% of Consumer IP traffic in 2021.
- The rest of Central and Eastern Europe's Consumer mobile data traffic was 19% of Consumer Internet traffic in 2016, and will be 33% of Consumer Internet traffic in 2021.

### Consumer Internet Video Traffic

- In the rest of Central and Eastern Europe, Consumer Internet video traffic will grow 4.9-fold from 2016 to 2021, a compound annual growth rate of 37%.
- In the rest of Central and Eastern Europe, Consumer Internet video traffic will reach 6.8 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 2 million DVDs per hour.
- In the rest of Central and Eastern Europe, Consumer Internet video traffic was 1.4 Exabytes per month in 2016, the equivalent of 350 million DVDs per month, or 478,779 DVDs per hour.
- The rest of Central and Eastern Europe's Consumer Internet video traffic grew 41% in 2016.

- In the rest of Central and Eastern Europe, Internet video traffic will be 79% of all consumer Internet traffic in 2021, up from 57% in 2016.
- Video exceeds half of The rest of Central and Eastern Europe's consumer Internet traffic by year-end 2015 or earlier.
- In the rest of Central and Eastern Europe, 57 billion minutes (109,270 years) of video content will cross the Internet each month in 2021. That's 21,854 minutes of video streamed or downloaded every second.
- In the rest of Central and Eastern Europe, 50 billion minutes (95,018 years) of video content crossed the Internet each month in 2016. That's 19,004 minutes of video streamed or downloaded every second.
- In the rest of Central and Eastern Europe, 50 billion minutes of video content crossed the Internet each month in 2016, up from 47 billion in 2015.
- In the rest of Central and Eastern Europe, Internet-Video-to-TV traffic will increase 4.0-fold between 2016 and 2021.
- In the rest of Central and Eastern Europe, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In the rest of Central and Eastern Europe, Internet-Video-to-TV traffic will be 6% of consumer Internet video traffic in 2021, from 7% in 2016.

### Consumer IP VOD Traffic

- In the rest of Central and Eastern Europe, Consumer IP VOD traffic will grow 2.9-fold from 2016 to 2021, a compound annual growth rate of 23%.
- In the rest of Central and Eastern Europe, Consumer IP VOD traffic will reach 371 Petabytes per month in 2021, the equivalent of 93 million DVDs per month, or 127,198 DVDs per hour.
- In the rest of Central and Eastern Europe, Consumer IP VOD traffic was 130 Petabytes per month in 2016, the equivalent of 32 million DVDs per month, or 44,464 DVDs per hour.
- The rest of Central and Eastern Europe's Consumer IP VOD traffic grew 40% in 2016.
- The rest of Central and Eastern Europe's Consumer IP VOD traffic was 4% of total IP traffic in 2016, and will be 3% of total IP traffic in 2021.
- The rest of Central and Eastern Europe's Consumer IP VOD traffic was 5% of Consumer IP traffic in 2016, and will be 4% of Consumer IP traffic in 2021.