



Rest of Central and Eastern Europe - Device Growth Traffic Profiles

2021 Forecast

- In the rest of Central and Eastern Europe, there will be 260 million total Internet users (74% of population) in 2021, up from 205 million (60% of population) in 2016.
- In the rest of Central and Eastern Europe, there will be 1.0 billion networked devices in 2021, up from 688.7 million in 2016.
- In the rest of Central and Eastern Europe, there will be 3.0 networked devices per capita in 2021, up from 2.0 per capita in 2016.
- In the rest of Central and Eastern Europe, 49% of all networked devices will be mobile-connected in 2021.
- In the rest of Central and Eastern Europe, M2M modules will account for 47% (487.2 million) of all networked devices in 2021, compared to 28% (195.7 million) in 2016, (20% CAGR).
- In the rest of Central and Eastern Europe, PCs will account for 6% (59.3 million) of all networked devices in 2021, compared to 11% (72.9 million) in 2016, (-4.1% CAGR).
- In the rest of Central and Eastern Europe, Tablets will account for 5% (52.9 million) of all networked devices in 2021, compared to 5% (33.8 million) in 2016, (9.4% CAGR).
- In the rest of Central and Eastern Europe, Smartphones will account for 27% (284.1 million) of all networked devices in 2021, compared to 27% (185.0 million) in 2016, (9% CAGR).
- In the rest of Central and Eastern Europe, Connected TVs will account for 10% (108.2 million) of all networked devices in 2021, compared to 9% (60.0 million) in 2016, (12.5% CAGR).
- In the rest of Central and Eastern Europe, M2M modules will average 1.129 GB per month, up from 0.276 GB in 2016.
- In the rest of Central and Eastern Europe, Smartphones will average 20.7 GB per month, up from 4.2 GB in 2016.

- In the rest of Central and Eastern Europe, Tablets will average 25.0 GB per month, up from 11.2 GB in 2016.
- In the rest of Central and Eastern Europe, PCs will average 41.4 GB per month, up from 27.8 GB in 2016.
- In the rest of Central and Eastern Europe, Connected 4K TVs will average 1.5 GB per month, up from 0.0 GB in 2016.
- In the rest of Central and Eastern Europe, Non-Smartphones will account for 3.5% (36.0 million) of all networked devices in 2021, compared to 19% (134.3 million) in 2016, (-23.1% CAGR).
- In the rest of Central and Eastern Europe, Other Portables will account for 1% (15.2 million) of all networked devices in 2021, compared to 1% (7.1 million) in 2016, (16.5% CAGR).
- In the rest of Central and Eastern Europe, 4K TVs will account for 58% (29.9 million) of all flat panel TVs in 2021, compared to 14.4% (3.0 million) in 2016, (58.2% CAGR).

2016 Review

- In the rest of Central and Eastern Europe, there were 688.7 million networked devices in 2016, up from 651.2 million in 2015.
- In the rest of Central and Eastern Europe, there were 2.0 networked devices per capita in 2016, up from 1.9 per capita in 2015.

Device Diversity

- The rest of Central and Eastern Europe's IP traffic from non-PC devices was 42% of total IP traffic in 2016, and will be 78% of total IP traffic in 2021.
- The rest of Central and Eastern Europe's Internet traffic from non-PC devices was 41% of total Internet traffic in 2016, and will be 78% of total Internet traffic in 2021.
- In the rest of Central and Eastern Europe, PCs accounted for 58% of IP traffic in 2016, and will be 22% of IP traffic in 2021.
- In the rest of Central and Eastern Europe, TVs accounted for 7% of IP traffic in 2016, and will be 8% of IP traffic in 2021.
- In the rest of Central and Eastern Europe, Smartphones accounted for 22% of IP traffic in 2016, and will be 53% of IP traffic in 2021.
- In the rest of Central and Eastern Europe, Tablets accounted for 11% of IP traffic in 2016, and will be 12% of IP traffic in 2021.
- In the rest of Central and Eastern Europe, M2M modules accounted for 1.6% of IP traffic in 2016, and will be 5.0% of IP traffic in 2021.
- In the rest of Central and Eastern Europe, PCs accounted for 54% of consumer Internet traffic in 2016, and will be 19% of consumer Internet traffic in 2021.
- In the rest of Central and Eastern Europe, TVs accounted for 4% of consumer Internet traffic in 2016, and will be 6% of consumer Internet traffic in 2021.
- In the rest of Central and Eastern Europe, TVs accounted for 3% of total Internet traffic in 2016, and will be 5% of total Internet traffic in 2021.

Average Traffic per Mobile Device

- In the rest of Central and Eastern Europe, the average smartphone will generate 10,076 Megabytes of mobile data traffic per month in 2021, up from 2240 Megabytes per month in 2016.

- In the rest of Central and Eastern Europe, the average mobile-connected laptop will generate 5,250 Megabytes of mobile data traffic per month in 2021, up from 3,730 Megabytes per month in 2016.
- In the rest of Central and Eastern Europe, the average mobile-connected tablet will generate 10,026 Megabytes of mobile data traffic per month in 2021, up from 4,849 Megabytes per month in 2016.