



Rest of Latin America – Device Growth Traffic Profiles

2021 Forecast

- In the rest of Latin America, there will be 124 million total Internet users (50% of population) in 2020, up from 90 million (38% of population) in 2015.
- In the rest of Latin America, there will be 87 million fixed Internet users (excluding mobile-only) in 2021, up from 64 million in 2016.
- In the rest of Latin America, there will be 690.2 million networked devices in 2021, up from 472.5 million in 2016.
- In the rest of Latin America, there will be 2.5 networked devices per capita in 2021, up from 1.8 per capita in 2016.
- In the rest of Latin America, 55% of all networked devices will be mobile-connected in 2021.
- In the rest of Latin America, M2M modules will account for 37% (255.4 million) of all networked devices in 2021, compared to 22% (106.1 million) in 2016, (19.2% CAGR).
- In the rest of Latin America, PCs will account for 6% (41.9 million) of all networked devices in 2021, compared to 11% (53.1 million) in 2016, (-4.6% CAGR).
- In the rest of Latin America, Tablets will account for 3% (21.5 million) of all networked devices in 2021, compared to 3% (12.9 million) in 2016, (10.7% CAGR).
- In the rest of Latin America, Smartphones will account for 34% (233.0 million) of all networked devices in 2021, compared to 23% (110.6 million) in 2016, (16.1% CAGR).
- In the rest of Latin America, Connected TVs will account for 10% (69.2 million) of all networked devices in 2021, compared to 6% (29.3 million) in 2016, (18.8% CAGR).
- In the rest of Latin America, M2M modules will average 0.798 GB per month, up from 0.226 GB in 2016.

- In the rest of Latin America, Smartphones will average 10.3 GB per month, up from 2.5 GB in 2016.
- In the rest of Latin America, Tablets will average 17.3 GB per month, up from 7.6 GB in 2016.
- In the rest of Latin America, PCs will average 32.7 GB per month, up from 21.8 GB in 2016.
- In the rest of Latin America, Connected 4K TVs will average 0.8 GB per month, up from 0.0 GB in 2016.
- In the rest of Latin America, Non-Smartphones will account for 9.0% (61.9 million) of all networked devices in 2021, compared to 33% (157.8 million) in 2016, (-17.1% CAGR).
- In the rest of Latin America, Other Portables will account for 1% (7.3 million) of all networked devices in 2021, compared to 1% (2.7 million) in 2016, (22.5% CAGR).
- In the rest of Latin America, 4K TVs will account for 22% (8.8 million) of all flat panel TVs in 2021, compared to 5.3% (697,440) in 2016, (65.9% CAGR).

2016 Review

- In the rest of Latin America, there were 472.5 million networked devices in 2016, up from 441.7 million in 2015.
- In the rest of Latin America, there were 1.8 networked devices per capita in 2016, up from 1.7 per capita in 2015.

Device Diversity

- The rest of Latin America's IP traffic from non-PC devices was 31% of total IP traffic in 2016, and will be 72% of total IP traffic in 2021.
- The rest of Latin America's Internet traffic from non-PC devices was 30% of total Internet traffic in 2016, and will be 72% of total Internet traffic in 2021.
- In the rest of Latin America, PCs accounted for 69% of IP traffic in 2016, and will be 28% of IP traffic in 2021.
- In the rest of Latin America, TVs accounted for 7% of IP traffic in 2016, and will be 10% of IP traffic in 2021.
- In the rest of Latin America, Smartphones accounted for 17% of IP traffic in 2016, and will be 49% of IP traffic in 2021.
- In the rest of Latin America, Tablets accounted for 6% of IP traffic in 2016, and will be 8% of IP traffic in 2021.
- In the rest of Latin America, M2M modules accounted for 1.4% of IP traffic in 2016, and will be 4.2% of IP traffic in 2021.
- In the rest of Latin America, PCs accounted for 67% of consumer Internet traffic in 2016, and will be 23% of consumer Internet traffic in 2021.
- In the rest of Latin America, TVs accounted for 5% of consumer Internet traffic in 2016, and will be 8% of consumer Internet traffic in 2021.
- In the rest of Latin America, TVs accounted for 4% of total Internet traffic in 2016, and will be 6% of total Internet traffic in 2021.

Average Traffic per Mobile Device

- In the rest of Latin America, the average smartphone will generate 5,378 Megabytes of mobile data traffic per month in 2021, up from 1375 Megabytes per month in 2016.
- In the rest of Latin America, the average mobile-connected laptop will generate 7,173 Megabytes of mobile data traffic per month in 2021, up from 3,493 Megabytes per month in 2016.

- In the rest of Latin America, the average mobile-connected tablet will generate 7,390 Megabytes of mobile data traffic per month in 2021, up from 3,625 Megabytes per month in 2016.