



## Rest of Middle East and Africa - 2015 Year in Review

### IP Traffic

- In the rest of Middle East and Africa, IP traffic reached 2.3 Exabytes per month in 2016, up from 1.7 Exabytes per month in 2015.
- The rest of Middle East and Africa's IP traffic grew 40% in 2016.
- The rest of Middle East and Africa's IP networks carried 76 Petabytes per day in 2016, up from 55 Petabytes per day in 2015.
- In the rest of Middle East and Africa, IP traffic reached an annual run rate of 27.9 Exabytes in 2016, up from an annual run rate of 19.9 Exabytes in 2015.
- The rest of Middle East and Africa's IP traffic in 2016 was equivalent to 7 billion DVDs per year, 581 million DVDs per month, or 795,710 DVDs per hour.
- In the rest of Middle East and Africa, IP traffic reached 1.6 Gigabytes per capita in 2016, up from 1.2 Gigabytes per capita in 2015.
- In the rest of Middle East and Africa, average IP traffic reached 7 Tbps in 2016, and busy hour traffic was 24 Tbps.
- Last year, the gigabyte equivalent all movies ever made crossed The rest of Middle East and Africa's IP networks every 3 hours.
- the rest of Middle Eastern and African IP traffic in 2016 was equivalent to 106x the volume of the rest of Middle Eastern and African IP traffic in 2005.

### Internet Traffic

- In the rest of Middle East and Africa, average Internet traffic grew 42% in 2016.
- In the rest of Middle East and Africa, peak Internet traffic grew 58% in 2016.

- In the rest of Middle East and Africa, Internet traffic reached 2.1 Exabytes per month in 2016, up from 1.5 Exabytes per month in 2015.
- The rest of Middle East and Africa's Internet traffic was 70 Petabytes per day in 2016, up from 49 Petabytes per day in 2015.
- The rest of Middle East and Africa's Internet traffic in 2016 was equivalent to 6 billion DVDs per year, 531 million DVDs per month, or 727,993 DVDs per hour.
- In 2016, the gigabyte equivalent of all movies ever made crossed the Internet every 3 hours.
- the rest of Middle Eastern and African Internet traffic in 2016 was equivalent to 147x the volume of the entire the rest of Middle Eastern and African Internet in 2005.
- In the rest of Middle East and Africa, Internet traffic reached 1.5 Gigabytes per capita in 2016, up from 1.1 Gigabytes per capita in 2015.
- In the rest of Middle East and Africa, average Internet traffic reached 6 Tbps in 2016.
- In the rest of Middle East and Africa, busy hour Internet traffic reached 22 Tbps in 2016.

### Wi-Fi Traffic

- The rest of Middle East and Africa's Fixed/Wi-Fi IP traffic grew 30% in 2016.

### Wired Traffic

- The rest of Middle East and Africa's Fixed/Wired IP traffic grew 21% in 2016.

### Mobile Traffic

- The rest of Middle East and Africa's mobile data traffic grew 99% in 2016.

### Video Traffic

- In the rest of Middle East and Africa, IP video was 62% of all IP traffic in 2016, up from 58% in 2015.
- In the rest of Middle East and Africa, Internet video traffic was 62% of all consumer Internet traffic in 2016, up from 58% in 2015.
- In the rest of Middle East and Africa, 99 billion minutes of video content crossed the Internet each month in 2016, up from 88 billion in 2015.
- In the rest of Middle East and Africa, 99 billion minutes (187,659 years) of video content crossed the Internet each month in 2016. That's 37,532 minutes of video streamed or downloaded every second.

### Devices

- In the rest of Middle East and Africa, there were 1.5 billion networked devices in 2016, up from 1.4 billion in 2015.
- In the rest of Middle East and Africa, there were 1.1 networked devices per capita in 2016, up from 1.0 per capita in 2015.

### Broadband Speed Evolution

- In the rest of Middle East and Africa, the average fixed broadband speed grew 4% from 2015 to 2016, from 6.1 Mbps to 6.3 Mbps.

- In the rest of Middle East and Africa, 31% of broadband connections were faster than 5 Mbps in 2016.
- In the rest of Middle East and Africa, 13% of broadband connections will be faster than 10 Mbps in 2016.

### Traffic per User and Household

- In the rest of Middle East and Africa, the average Internet user generated 7.4 Gigabytes per month in 2016, up 19% from 6.2 Gigabytes per month in 2015.
- In the rest of Middle East and Africa, the average Internet household generated 27.3 Gigabytes per month in 2016, up 22% from 22.3 Gigabytes per month in 2015.
- In the rest of Middle East and Africa, Internet video traffic grew 52%, and is now 84% of all consumer Internet traffic.
- In the rest of Middle East and Africa, there were 536,654 Internet households (1.6% of all Internet households) generating more than 250 Gigabytes per month in 2016, up from 443,578 in 2015.
- In the rest of Middle East and Africa, there were 351,012 Internet households (1.1% of all Internet households) generating more than 500 Gigabytes per month in 2016, up from 59,961 in 2015.