



Rest of Middle East and Africa - Consumer Highlights

Consumer IP Traffic

- In the rest of Middle East and Africa, Consumer IP traffic will grow 8-fold from 2016 to 2021, a compound annual growth rate of 50%.
- In the rest of Middle East and Africa, Consumer IP traffic will reach 12.7 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- In the rest of Middle East and Africa, Consumer IP traffic was 1.6 Exabytes per month in 2016, the equivalent of 412 million DVDs per month, or 564,920 DVDs per hour.
- The rest of Middle East and Africa's Consumer IP traffic grew 48% in 2016.
- The rest of Middle East and Africa's Consumer IP traffic was 71% of total IP traffic in 2016, and will be 88% of total IP traffic in 2021.

Consumer Internet Traffic

- In the rest of Middle East and Africa, Consumer Internet traffic will grow 8-fold from 2016 to 2021, a compound annual growth rate of 51%.
- In the rest of Middle East and Africa, Consumer Internet traffic will reach 12.5 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- In the rest of Middle East and Africa, Consumer Internet traffic was 1.6 Exabytes per month in 2016, the equivalent of 394 million DVDs per month, or 540,310 DVDs per hour.
- The rest of Middle East and Africa's Consumer Internet traffic grew 48% in 2016.
- The rest of Middle East and Africa's Consumer Internet traffic was 68% of total IP traffic in 2016, and will be 87% of total IP traffic in 2021.

- The rest of Middle East and Africa's Consumer Internet traffic was 96% of Consumer IP traffic in 2016, and will be 98% of Consumer IP traffic in 2021.
- In the rest of Middle East and Africa, 33% of Consumer Internet traffic was mobile in 2016, and 54% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In the rest of Middle East and Africa, Consumer fixed Internet traffic will grow 6-fold from 2016 to 2021, a compound annual growth rate of 41%.
- In the rest of Middle East and Africa, 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 Middle East and Africa, Consumer fixed Internet traffic was 1.1 Exabytes per month in 2016, the equivalent of 263 million DVDs per month, or 359,999 DVDs per hour.
- The rest of Middle East and Africa's consumer fixed Internet traffic grew 31% in 2016.
- The rest of Middle East and Africa's consumer fixed Internet traffic was 45% of total IP traffic in 2016, and will be 40% of total IP traffic in 2021.
- The rest of Middle East and Africa's consumer fixed Internet traffic was 64% of Consumer IP traffic in 2016, and will be 46% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In the rest of Middle East and Africa, Consumer mobile data traffic will grow 13-fold from 2016 to 2021, a compound annual growth rate of 66%.
- In the rest of Middle East and Africa, Consumer mobile data traffic will reach 6.7 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 2 million DVDs per hour.
- In the rest of Middle East and Africa, Consumer mobile data traffic was 527 Petabytes per month in 2016, the equivalent of 132 million DVDs per month, or 180,311 DVDs per hour.
- The rest of Middle East and Africa's Consumer mobile data traffic grew 100% in 2016.
- The rest of Middle East and Africa's Consumer mobile data traffic was 22.7% of total IP traffic in 2016, and will be 46% of total IP traffic in 2021.
- The rest of Middle East and Africa's Consumer mobile data traffic was 31.9% of Consumer IP traffic in 2016, and will be 53% of Consumer IP traffic in 2021.
- The rest of Middle East and Africa's Consumer mobile data traffic was 33% of Consumer Internet traffic in 2016, and will be 54% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In the rest of Middle East and Africa, Consumer Internet video traffic will grow 10.0-fold from 2016 to 2021, a compound annual growth rate of 58%.
- In the rest of Middle East and Africa, Consumer Internet video traffic will reach 10.3 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- In the rest of Middle East and Africa, Consumer Internet video traffic was 1.0 Exabytes per month in 2016, the equivalent of 258 million DVDs per month, or 353,937 DVDs per hour.
- The rest of Middle East and Africa's Consumer Internet video traffic grew 55% in 2016.

- In the rest of Middle East and Africa, Internet video traffic will be 82% of all consumer Internet traffic in 2021, up from 66% in 2016.
- Video exceeds half of The rest of Middle East and Africa's consumer Internet traffic by year-end 2015 or earlier.
- In the rest of Middle East and Africa, 130 billion minutes (247,176 years) of video content will cross the Internet each month in 2021. That's 49,435 minutes of video streamed or downloaded every second.
- 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.
- 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, Internet-Video-to-TV traffic will increase 4.7-fold between 2016 and 2021.
- In the rest of Middle East and Africa, Internet-Video-to-TV traffic increased 1.4-fold in 2016.
- In the rest of Middle East and Africa, Internet-Video-to-TV traffic will be 3% of consumer Internet video traffic in 2021, from 6% in 2016.

Consumer IP VOD Traffic

- In the rest of Middle East and Africa, Consumer IP VOD traffic will grow 2.8-fold from 2016 to 2021, a compound annual growth rate of 22%.
- In the rest of Middle East and Africa, Consumer IP VOD traffic will reach 198 Petabytes per month in 2021, the equivalent of 49 million DVDs per month, or 67,734 DVDs per hour.
- In the rest of Middle East and Africa, Consumer IP VOD traffic was 72 Petabytes per month in 2016, the equivalent of 18 million DVDs per month, or 24,610 DVDs per hour.
- The rest of Middle East and Africa's Consumer IP VOD traffic grew 42% in 2016.
- The rest of Middle East and Africa's Consumer IP VOD traffic was 3% of total IP traffic in 2016, and will be 1% of total IP traffic in 2021.
- The rest of Middle East and Africa's Consumer IP VOD traffic was 4% of Consumer IP traffic in 2016, and will be 2% of Consumer IP traffic in 2021.