



## Rest of Western Europe - 2015 Year in Review

### 2015 IP Traffic

- In the rest of Western Europe, IP traffic reached 2.7 Exabytes per month in 2015, up from 2.3 Exabytes per month in 2014.
- The rest of Western Europe's IP traffic grew 16% in 2015.
- The rest of Western Europe's IP networks carried 89 Petabytes per day in 2015, up from 77 Petabytes per day in 2014.
- In the rest of Western Europe, IP traffic reached an annual run rate of 32.5 Exabytes in 2015, up from an annual run rate of 28.1 Exabytes in 2014.
- The rest of Western Europe's IP traffic in 2015 was equivalent to 8 billion DVDs per year, 677 million DVDs per month, or 927,858 DVDs per hour.
- In the rest of Western Europe, IP traffic reached 30.1 Gigabytes per capita in 2015, up from 26.1 Gigabytes per capita in 2014.
- In the rest of Western Europe, average IP traffic reached 8 Tbps in 2015, and busy hour traffic was 29 Tbps.
- Last year, the gigabyte equivalent all movies ever made crossed The rest of Western Europe's IP networks every 2 hours.
- the rest of Western European IP traffic in 2015 was equivalent to 12x the volume of the rest of Western European IP traffic in 2005.

### 2015 Internet Traffic

- In the rest of Western Europe, average Internet traffic grew 17% in 2015.
- In the rest of Western Europe, peak Internet traffic grew 44% in 2015.

- In the rest of Western Europe, Internet traffic reached 1.9 Exabytes per month in 2015, up from 1.6 Exabytes per month in 2014.
- The rest of Western Europe's Internet traffic was 60 Petabytes per day in 2015, up from 54 Petabytes per day in 2014.
- The rest of Western Europe's Internet traffic in 2015 was equivalent to 6 billion DVDs per year, 477 million DVDs per month, or 653,360 DVDs per hour.
- In 2015, the gigabyte equivalent of all movies ever made crossed the Internet every 3 hours.
- the rest of Western European Internet traffic in 2015 was equivalent to 10x the volume of the entire the rest of Western European Internet in 2005.
- In the rest of Western Europe, Internet traffic reached 21.2 Gigabytes per capita in 2015, up from 18.2 Gigabytes per capita in 2014.
- In the rest of Western Europe, average Internet traffic reached 6 Tbps in 2015.
- In the rest of Western Europe, busy hour Internet traffic reached 20 Tbps in 2015.

### 2015 Wi-Fi Traffic

- The rest of Western Europe's Fixed/Wi-Fi IP traffic grew 15% in 2015.

### 2015 Wired Traffic

- The rest of Western Europe's Fixed/Wired IP traffic grew 14% in 2015.

### 2015 Mobile Traffic

- The rest of Western Europe's mobile data traffic grew 50% in 2015.

### 2015 Video Traffic

- In the rest of Western Europe, IP video was 62% of all IP traffic in 2015, up from 57% in 2014.
- In the rest of Western Europe, Internet video traffic was 55% of all consumer Internet traffic in 2015, up from 48% in 2014.
- In the rest of Western Europe, 62 billion minutes of video content crossed the Internet each month in 2015, up from 54 billion in 2014.
- In the rest of Western Europe, 62 billion minutes (117,600 years) of video content crossed the Internet each month in 2015. That's 23,520 minutes of video streamed or downloaded every second.

### 2015 Devices

- In the rest of Western Europe, there were 471.1 million networked devices in 2015, up from 432.4 million in 2014.
- In the rest of Western Europe, there were 5.2 networked devices per capita in 2015, up from 4.8 per capita in 2014.

## 2015 Broadband Speed Evolution

- In the rest of Western Europe, the average fixed broadband speed grew 12% from 2014 to 2015, from 23.6 Mbps to 26.4 Mbps.
- In the rest of Western Europe, 75% of broadband connections were faster than 5 Mbps in 2015.
- In the rest of Western Europe, 58% of broadband connections will be faster than 10 Mbps in 2015.

## 2015 Traffic per User and Household

- In the rest of Western Europe, the average Internet user generated 20.1 gigabytes per month in 2015, up 13% from 17.7 gigabytes per month in 2014.
- In the rest of Western Europe, the average Internet household generated 42.4 gigabytes per month in 2015, up 13% from 37.5 gigabytes per month in 2014.
- In the rest of Western Europe, Internet video traffic grew 33%, and is now 77% of all consumer Internet traffic.
- In the rest of Western Europe, there were 576,397 Internet households (2.0% of all Internet households) generating more than 250 gigabytes per month in 2015, up from 533,022 in 2014.
- In the rest of Western Europe, there were 288,198 Internet households (1.0% of all Internet households) generating more than 500 gigabytes per month in 2015, up from 244,909 in 2014.