



Rest of Western Europe - 2016 Year in Review

IP Traffic

- In the rest of Western Europe, IP traffic reached 3.1 Exabytes per month in 2016, up from 2.7 Exabytes per month in 2015.
- The rest of Western Europe's IP traffic grew 17% in 2016.
- The rest of Western Europe's IP networks carried 103 Petabytes per day in 2016, up from 88 Petabytes per day in 2015.
- In the rest of Western Europe, IP traffic reached an annual run rate of 37.5 Exabytes in 2016, up from an annual run rate of 32.1 Exabytes in 2015.
- The rest of Western Europe's IP traffic in 2016 was equivalent to 9 billion DVDs per year, 782 million DVDs per month, or 1 million DVDs per hour.
- In the rest of Western Europe, IP traffic reached 34.6 Gigabytes per capita in 2016, up from 29.6 Gigabytes per capita in 2015.
- In the rest of Western Europe, average IP traffic reached 10 Tbps in 2016, and busy hour traffic was 39 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 2016 was equivalent to 14x the volume of the rest of Western European IP traffic in 2005.

Internet Traffic

- In the rest of Western Europe, average Internet traffic grew 19% in 2016.
- In the rest of Western Europe, peak Internet traffic grew 43% in 2016.

- In the rest of Western Europe, Internet traffic reached 2.3 Exabytes per month in 2016, up from 1.9 Exabytes per month in 2015.
- The rest of Western Europe's Internet traffic was 70 Petabytes per day in 2016, up from 63 Petabytes per day in 2015.
- The rest of Western Europe's Internet traffic in 2016 was equivalent to 7 billion DVDs per year, 569 million DVDs per month, or 779,380 DVDs per hour.
- In 2016, the gigabyte equivalent of all movies ever made crossed the Internet every 3 hours.
- the rest of Western European Internet traffic in 2016 was equivalent to 12x the volume of the entire the rest of Western European Internet in 2005.
- In the rest of Western Europe, Internet traffic reached 25.2 Gigabytes per capita in 2016, up from 21.3 Gigabytes per capita in 2015.
- In the rest of Western Europe, average Internet traffic reached 7 Tbps in 2016.
- In the rest of Western Europe, busy hour Internet traffic reached 29 Tbps in 2016.

Wi-Fi Traffic

- The rest of Western Europe's Fixed/Wi-Fi IP traffic grew 17% in 2016.

Wired Traffic

- The rest of Western Europe's Fixed/Wired IP traffic grew 15% in 2016.

Mobile Traffic

- The rest of Western Europe's mobile data traffic grew 49% in 2016.

Video Traffic

- In the rest of Western Europe, IP video was 68% of all IP traffic in 2016, up from 62% in 2015.
- In the rest of Western Europe, Internet video traffic was 61% of all consumer Internet traffic in 2016, up from 54% in 2015.
- In the rest of Western Europe, 67 billion minutes of video content crossed the Internet each month in 2016, up from 62 billion in 2015.
- In the rest of Western Europe, 67 billion minutes (126,688 years) of video content crossed the Internet each month in 2016. That's 25,338 minutes of video streamed or downloaded every second.

Devices

- In the rest of Western Europe, there were 507.8 million networked devices in 2016, up from 465.7 million in 2015.
- In the rest of Western Europe, there were 5.6 networked devices per capita in 2016, up from 5.2 per capita in 2015.

Broadband Speed Evolution

- In the rest of Western Europe, the average fixed broadband speed grew 39% from 2015 to 2016, from 26.4 Mbps to 36.8 Mbps.

- In the rest of Western Europe, 81% of broadband connections were faster than 5 Mbps in 2016.
- In the rest of Western Europe, 64% of broadband connections will be faster than 10 Mbps in 2016.

Traffic per User and Household

- In the rest of Western Europe, the average Internet user generated 23.5 Gigabytes per month in 2016, up 17% from 20.2 Gigabytes per month in 2015.
- In the rest of Western Europe, the average Internet household generated 49.7 Gigabytes per month in 2016, up 17% from 42.6 Gigabytes per month in 2015.
- In the rest of Western Europe, Internet video traffic grew 35%, and is now 86% of all consumer Internet traffic.
- In the rest of Western Europe, there were 861,753 Internet households (3.0% of all Internet households) generating more than 250 Gigabytes per month in 2016, up from 563,713 in 2015.
- In the rest of Western Europe, there were 287,251 Internet households (1.0% of all Internet households) generating more than 500 Gigabytes per month in 2016, up from 281,857 in 2015.