



## Rest of Western Europe - Business Highlights

### Business IP Traffic

- In the rest of Western Europe, Business IP traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 15%.
- In the rest of Western Europe, Business IP traffic will reach 1.7 Exabytes per month in 2021, the equivalent of 418 million DVDs per month, or 572,368 DVDs per hour.
- In the rest of Western Europe, Business IP traffic was 847 Petabytes per month in 2016, the equivalent of 212 million DVDs per month, or 289,923 DVDs per hour.
- The rest of Western Europe's Business IP traffic grew 12% in 2016.
- The rest of Western Europe's Business IP traffic was 27% of total IP traffic in 2016, and will be 21% of total IP traffic in 2021.

### Business Internet Traffic

- In the rest of Western Europe, Business Internet traffic will grow 2.2-fold from 2016 to 2021, a compound annual growth rate of 17%.
- In the rest of Western Europe, Business Internet traffic will reach 1.5 Exabytes per month in 2021, the equivalent of 365 million DVDs per month, or 499,620 DVDs per hour.
- In the rest of Western Europe, Business Internet traffic was 652 Petabytes per month in 2016, the equivalent of 163 million DVDs per month, or 223,326 DVDs per hour.
- The rest of Western Europe's Business Internet traffic was 21% of total IP traffic in 2016, and will be 18% of total IP traffic in 2021.

- The rest of Western Europe's Business Internet traffic was 77% of Business IP traffic in 2016, and will be 87% of Business IP traffic in 2021.
- In the rest of Western Europe, 7% of Business Internet traffic was mobile in 2016, and 18% of Business Internet traffic will be mobile in 2021.

### Business Fixed Internet Traffic

- In the rest of Western Europe, Business fixed Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 14%.
- In the rest of Western Europe, Business fixed Internet traffic will reach 1.2 Exabytes per month in 2021, the equivalent of 297 million DVDs per month, or 407,219 DVDs per hour.
- In the rest of Western Europe, Business fixed Internet traffic was 605 Petabytes per month in 2016, the equivalent of 151 million DVDs per month, or 207,100 DVDs per hour.
- The rest of Western Europe's Business fixed Internet traffic grew 12% in 2016.
- The rest of Western Europe's Business fixed Internet traffic was 19% of total IP traffic in 2016, and will be 15% of total IP traffic in 2021.
- The rest of Western Europe's Business fixed Internet traffic was 71% of Business IP traffic in 2016, and will be 71% of Business IP traffic in 2021.

### Business Mobile Traffic

- In the rest of Western Europe, Business mobile data traffic will grow 6-fold from 2016 to 2021, a compound annual growth rate of 42%.
- In the rest of Western Europe, Business mobile data traffic will reach 270 Petabytes per month in 2021, the equivalent of 67 million DVDs per month, or 92,401 DVDs per hour.
- In the rest of Western Europe, Business mobile data traffic was 47 Petabytes per month in 2016, the equivalent of 12 million DVDs per month, or 16,226 DVDs per hour.
- The rest of Western Europe's Business mobile data traffic grew 48% in 2016.
- The rest of Western Europe's Business mobile data traffic was 1.5% of total IP traffic in 2016, and will be 3.4% of total IP traffic in 2021.
- The rest of Western Europe's Business mobile data traffic was 6% of Business IP traffic in 2016, and will be 16% of Business IP traffic in 2021.
- The rest of Western Europe's Business mobile data traffic was 7% of Business Internet traffic in 2016, and will be 18% of Business Internet traffic in 2021.

### Business IP WAN Traffic

- In the rest of Western Europe, Business IP WAN traffic will grow 1-fold from 2016 to 2021, a compound annual growth rate of 2%.
- In the rest of Western Europe, Business IP WAN traffic will reach 212 Petabytes per month in 2021, the equivalent of 53 million DVDs per month, or 72,748 DVDs per hour.
- In the rest of Western Europe, Business IP WAN traffic was 194 Petabytes per month in 2016, the equivalent of 49 million DVDs per month, or 66,597 DVDs per hour.
- The rest of Western Europe's Business IP WAN traffic grew 6% in 2016.

- The rest of Western Europe's Business IP WAN traffic was 6% of total IP traffic in 2016, and will be 3% of total IP traffic in 2021.
- The rest of Western Europe's Business IP WAN traffic was 23% of Business IP traffic in 2016, and will be 13% of Business IP traffic in 2021.

### **Business Internet Video Traffic**

- In the rest of Western Europe, Business Internet video traffic will grow 3.5-fold from 2016 to 2021, a compound annual growth rate of 28%.
- In the rest of Western Europe, Business Internet video traffic will reach 1.0 Exabytes per month in 2021, the equivalent of 254 million DVDs per month, or 347,443 DVDs per hour.
- In the rest of Western Europe, Business Internet video traffic was 291 Petabytes per month in 2016, the equivalent of 73 million DVDs per month, or 99,607 DVDs per hour.
- The rest of Western Europe's Business Internet video traffic grew 37% in 2016.
- In the rest of Western Europe, Internet video will be 70% of all business Internet traffic in 2021, up from 45% in 2016.