



## Rest of Western Europe - Consumer Highlights

### Consumer IP Traffic

- In the rest of Western Europe, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 23%.
- In the rest of Western Europe, Consumer IP traffic will reach 6.4 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 2 million DVDs per hour.
- In the rest of Western Europe, Consumer IP traffic was 2.3 Exabytes per month in 2016, the equivalent of 570 million DVDs per month, or 781,079 DVDs per hour.
- The rest of Western Europe's Consumer IP traffic grew 19% in 2016.
- The rest of Western Europe's Consumer IP traffic was 73% of total IP traffic in 2016, and will be 79% of total IP traffic in 2021.

### Consumer Internet Traffic

- In the rest of Western Europe, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 27%.
- In the rest of Western Europe, Consumer Internet traffic will reach 5.4 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- In the rest of Western Europe, Consumer Internet traffic was 1.6 Exabytes per month in 2016, the equivalent of 406 million DVDs per month, or 556,055 DVDs per hour.
- The rest of Western Europe's Consumer Internet traffic grew 21% in 2016.
- The rest of Western Europe's Consumer Internet traffic was 52% of total IP traffic in 2016, and will be 67% of total IP traffic in 2021.

- The rest of Western Europe's Consumer Internet traffic was 71% of Consumer IP traffic in 2016, and will be 85% of Consumer IP traffic in 2021.
- In the rest of Western Europe, 9% of Consumer Internet traffic was mobile in 2016, and 17% of Consumer Internet traffic will be mobile in 2021.

### Consumer Fixed Internet Traffic

- In the rest of Western Europe, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 25%.
- In the rest of Western Europe, Consumer fixed Internet traffic will reach 4.4 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- In the rest of Western Europe, Consumer fixed Internet traffic was 1.5 Exabytes per month in 2016, the equivalent of 369 million DVDs per month, or 505,179 DVDs per hour.
- The rest of Western Europe's consumer fixed Internet traffic grew 18% in 2016.
- The rest of Western Europe's consumer fixed Internet traffic was 47% of total IP traffic in 2016, and will be 55% of total IP traffic in 2021.
- The rest of Western Europe's consumer fixed Internet traffic was 65% of Consumer IP traffic in 2016, and will be 70% of Consumer IP traffic in 2021.

### Consumer Mobile Traffic

- In the rest of Western Europe, Consumer mobile data traffic will grow 6-fold from 2016 to 2021, a compound annual growth rate of 45%.
- In the rest of Western Europe, Consumer mobile data traffic will reach 943 Petabytes per month in 2021, the equivalent of 236 million DVDs per month, or 322,827 DVDs per hour.
- In the rest of Western Europe, Consumer mobile data traffic was 149 Petabytes per month in 2016, the equivalent of 37 million DVDs per month, or 50,875 DVDs per hour.
- The rest of Western Europe's Consumer mobile data traffic grew 50% in 2016.
- The rest of Western Europe's Consumer mobile data traffic was 4.8% of total IP traffic in 2016, and will be 12% of total IP traffic in 2021.
- The rest of Western Europe's Consumer mobile data traffic was 6.5% of Consumer IP traffic in 2016, and will be 15% of Consumer IP traffic in 2021.
- The rest of Western Europe's Consumer mobile data traffic was 9% of Consumer Internet traffic in 2016, and will be 17% of Consumer Internet traffic in 2021.

### Consumer Internet Video Traffic

- In the rest of Western Europe, Consumer Internet video traffic will grow 4.0-fold from 2016 to 2021, a compound annual growth rate of 32%.
- In the rest of Western Europe, Consumer Internet video traffic will reach 4.4 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- In the rest of Western Europe, Consumer Internet video traffic was 1.1 Exabytes per month in 2016, the equivalent of 276 million DVDs per month, or 378,371 DVDs per hour.
- The rest of Western Europe's Consumer Internet video traffic grew 35% in 2016.

- In the rest of Western Europe, Internet video traffic will be 81% of all consumer Internet traffic in 2021, up from 68% in 2016.
- Video exceeds half of The rest of Western Europe's consumer Internet traffic by year-end 2015 or earlier.
- In the rest of Western Europe, 79 billion minutes (151,164 years) of video content will cross the Internet each month in 2021. That's 30,233 minutes of video streamed or downloaded every second.
- 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.
- 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, Internet-Video-to-TV traffic will increase 3.6-fold between 2016 and 2021.
- In the rest of Western Europe, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In the rest of Western Europe, Internet-Video-to-TV traffic will be 25% of consumer Internet video traffic in 2021, from 26% in 2016.

### Consumer IP VOD Traffic

- In the rest of Western Europe, Consumer IP VOD traffic will grow 1.5-fold from 2016 to 2021, a compound annual growth rate of 8%.
- In the rest of Western Europe, Consumer IP VOD traffic will reach 963 Petabytes per month in 2021, the equivalent of 241 million DVDs per month, or 329,945 DVDs per hour.
- In the rest of Western Europe, Consumer IP VOD traffic was 657 Petabytes per month in 2016, the equivalent of 164 million DVDs per month, or 225,024 DVDs per hour.
- The rest of Western Europe's Consumer IP VOD traffic grew 15% in 2016.
- The rest of Western Europe's Consumer IP VOD traffic was 21% of total IP traffic in 2016, and will be 12% of total IP traffic in 2021.
- The rest of Western Europe's Consumer IP VOD traffic was 29% of Consumer IP traffic in 2016, and will be 15% of Consumer IP traffic in 2021.