



## Rest of Western Europe - Device Growth Traffic Profiles

### 2021 Forecast

- In the rest of Western Europe, there will be 79 million total Internet users (86% of population) in 2021, up from 76 million (84% of population) in 2016.
- In the rest of Western Europe, there will be 846.8 million networked devices in 2021, up from 507.8 million in 2016.
- In the rest of Western Europe, there will be 9.2 networked devices per capita in 2021, up from 5.6 per capita in 2016.
- In the rest of Western Europe, 29% of all networked devices will be mobile-connected in 2021.
- In the rest of Western Europe, M2M modules will account for 64% (540.7 million) of all networked devices in 2021, compared to 45% (230.7 million) in 2016, (18.6% CAGR).
- In the rest of Western Europe, PCs will account for 5% (43.8 million) of all networked devices in 2021, compared to 11% (53.5 million) in 2016, (-3.9% CAGR).
- In the rest of Western Europe, Tablets will account for 3% (24.3 million) of all networked devices in 2021, compared to 5% (25.7 million) in 2016, (-1.1% CAGR).
- In the rest of Western Europe, Smartphones will account for 12% (100.4 million) of all networked devices in 2021, compared to 15% (76.5 million) in 2016, (5.6% CAGR).
- In the rest of Western Europe, Connected TVs will account for 13% (107.8 million) of all networked devices in 2021, compared to 16% (81.2 million) in 2016, (5.8% CAGR).
- In the rest of Western Europe, M2M modules will average 1.372 GB per month, up from 0.470 GB in 2016.
- In the rest of Western Europe, Smartphones will average 22.4 GB per month, up from 4.0 GB in 2016.
- In the rest of Western Europe, Tablets will average 24.1 GB per month, up from 5.9 GB in 2016.

- In the rest of Western Europe, PCs will average 46.8 GB per month, up from 29.2 GB in 2016.
- In the rest of Western Europe, Connected 4K TVs will average 9.0 GB per month, up from 0.7 GB in 2016.
- In the rest of Western Europe, Non-Smartphones will account for 0.8% (6.7 million) of all networked devices in 2021, compared to 5% (27.9 million) in 2016, (-24.9% CAGR).
- In the rest of Western Europe, Other Portables will account for 3% (23.0 million) of all networked devices in 2021, compared to 2% (12.2 million) in 2016, (13.6% CAGR).
- In the rest of Western Europe, 4K TVs will account for 53% (22.1 million) of all flat panel TVs in 2021, compared to 12.5% (3.0 million) in 2016, (49.5% CAGR).

## 2016 Review

- 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.

## Device Diversity

- The rest of Western Europe's IP traffic from non-PC devices was 50% of total IP traffic in 2016, and will be 74% of total IP traffic in 2021.
- The rest of Western Europe's Internet traffic from non-PC devices was 40% of total Internet traffic in 2016, and will be 73% of total Internet traffic in 2021.
- In the rest of Western Europe, PCs accounted for 50% of IP traffic in 2016, and will be 26% of IP traffic in 2021.
- In the rest of Western Europe, TVs accounted for 32% of IP traffic in 2016, and will be 30% of IP traffic in 2021.
- In the rest of Western Europe, Smartphones accounted for 10% of IP traffic in 2016, and will be 28% of IP traffic in 2021.
- In the rest of Western Europe, Tablets accounted for 5% of IP traffic in 2016, and will be 7% of IP traffic in 2021.
- In the rest of Western Europe, M2M modules accounted for 3.5% of IP traffic in 2016, and will be 9.2% of IP traffic in 2021.
- In the rest of Western Europe, PCs accounted for 52% of consumer Internet traffic in 2016, and will be 22% of consumer Internet traffic in 2021.
- In the rest of Western Europe, TVs accounted for 21% of consumer Internet traffic in 2016, and will be 27% of consumer Internet traffic in 2021.
- In the rest of Western Europe, TVs accounted for 15% of total Internet traffic in 2016, and will be 21% of total Internet traffic in 2021.

## Average Traffic per Mobile Device

- In the rest of Western Europe, the average smartphone will generate 9,687 Megabytes of mobile data traffic per month in 2021, up from 1945 Megabytes per month in 2016.
- In the rest of Western Europe, the average mobile-connected laptop will generate 7,404 Megabytes of mobile data traffic per month in 2021, up from 3,835 Megabytes per month in 2016.

- In the rest of Western Europe, the average mobile-connected tablet will generate 7,652 Megabytes of mobile data traffic per month in 2021, up from 2,217 Megabytes per month in 2016.