



Rest of Western Europe - Mobile Highlights

Mobile Data Traffic

- In the rest of Western Europe, mobile data traffic will grow 6-fold from 2016 to 2021, a compound annual growth rate of 44%.
- In the rest of Western Europe, mobile data traffic will reach 1.2 Exabytes per month in 2021, up from 196 Petabytes per month in 2016.
- the rest of Western European mobile data traffic will grow 2 times faster than the rest of Western European fixed IP traffic from 2016 to 2021.
- The rest of Western Europe's Mobile was 6% of total IP traffic in 2016, and will be 15% of total IP traffic in 2021.
- The rest of Western Europe's mobile data traffic grew 49% in 2016.
- In the rest of Western Europe, mobile data traffic in 2021 will be equivalent to 6x the volume of the entire the rest of Western European Internet in 2005.
- In the rest of Western Europe, the average mobile connection will generate 9,010 Megabytes of mobile data traffic per month in 2021, up from 1,641 Megabytes in 2016.

Mobile Video Traffic

- In the rest of Western Europe, mobile video traffic will grow 8-fold from 2016 to 2021, a compound annual growth rate of 52%.
- Video will be 80% of The rest of Western Europe's mobile data traffic in 2021, compared to 61% at the end of 2016.