



Russia - Consumer Highlights

Consumer IP Traffic

- In Russia, Consumer IP traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 20%.
- In Russia, Consumer IP traffic will reach 4.7 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 2 million DVDs per hour.
- In Russia, Consumer IP traffic was 1.9 Exabytes per month in 2016, the equivalent of 480 million DVDs per month, or 657,677 DVDs per hour.
- Russia's Consumer IP traffic grew 36% in 2016.
- Russia's Consumer IP traffic was 70% of total IP traffic in 2016, and will be 79% of total IP traffic in 2021.

Consumer Internet Traffic

- In Russia, Consumer Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 19%.
- In Russia, Consumer Internet traffic will reach 4.2 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 1 million DVDs per hour.
- In Russia, Consumer Internet traffic was 1.7 Exabytes per month in 2016, the equivalent of 434 million DVDs per month, or 594,245 DVDs per hour.
- Russia's Consumer Internet traffic grew 37% in 2016.
- Russia's Consumer Internet traffic was 64% of total IP traffic in 2016, and will be 69% of total IP traffic in 2021.

- Russia's Consumer Internet traffic was 90% of Consumer IP traffic in 2016, and will be 88% of Consumer IP traffic in 2021.
- In Russia, 16% of Consumer Internet traffic was mobile in 2016, and 33% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Russia, Consumer fixed Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 14%.
- In Russia, Consumer fixed Internet traffic will reach 2.8 Exabytes per month in 2021, the equivalent of 695 million DVDs per month, or 952,159 DVDs per hour.
- In Russia, Consumer fixed Internet traffic was 1.5 Exabytes per month in 2016, the equivalent of 363 million DVDs per month, or 497,382 DVDs per hour.
- Russia's consumer fixed Internet traffic grew 35% in 2016.
- Russia's consumer fixed Internet traffic was 53% of total IP traffic in 2016, and will be 46% of total IP traffic in 2021.
- Russia's consumer fixed Internet traffic was 76% of Consumer IP traffic in 2016, and will be 59% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Russia, Consumer mobile data traffic will grow 5-fold from 2016 to 2021, a compound annual growth rate of 37%.
- In Russia, Consumer mobile data traffic will reach 1.4 Exabytes per month in 2021, the equivalent of 344 million DVDs per month, or 471,421 DVDs per hour.
- In Russia, Consumer mobile data traffic was 283 Petabytes per month in 2016, the equivalent of 71 million DVDs per month, or 96,863 DVDs per hour.
- Russia's Consumer mobile data traffic grew 49% in 2016.
- Russia's Consumer mobile data traffic was 10.4% of total IP traffic in 2016, and will be 23% of total IP traffic in 2021.
- Russia's Consumer mobile data traffic was 14.7% of Consumer IP traffic in 2016, and will be 29% of Consumer IP traffic in 2021.
- Russia's Consumer mobile data traffic was 16% of Consumer Internet traffic in 2016, and will be 33% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- Consumer Internet Video Traffic
- In Russia, Consumer Internet video traffic will grow 3.0-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In Russia, Consumer Internet video traffic will reach 3.4 Exabytes per month in 2021, the equivalent of 838 million DVDs per month, or 1 million DVDs per hour.
- In Russia, Consumer Internet video traffic was 1.1 Exabytes per month in 2016, the equivalent of 282 million DVDs per month, or 386,566 DVDs per hour.

- Russia's Consumer Internet video traffic grew 48% in 2016.
- In Russia, Internet video traffic will be 81% of all consumer Internet traffic in 2021, up from 65% in 2016.
- Video exceeds half of Russia's consumer Internet traffic by year-end 2015 or earlier.
- In Russia, 165 billion minutes (314,419 years) of video content will cross the Internet each month in 2021. That's 62,884 minutes of video streamed or downloaded every second.
- In Russia, 135 billion minutes (257,087 years) of video content crossed the Internet each month in 2016. That's 51,417 minutes of video streamed or downloaded every second.
- In Russia, 135 billion minutes of video content crossed the Internet each month in 2016, up from 124 billion in 2015.
- In Russia, Internet-Video-to-TV traffic will increase 4.6-fold between 2016 and 2021.
- In Russia, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In Russia, Internet-Video-to-TV traffic will be 12% of consumer Internet video traffic in 2021, from 7% in 2016.

Consumer IP VOD Traffic

- In Russia, Consumer IP VOD traffic will grow 3.1-fold from 2016 to 2021, a compound annual growth rate of 26%.
- In Russia, Consumer IP VOD traffic will reach 582 Petabytes per month in 2021, the equivalent of 145 million DVDs per month, or 199,297 DVDs per hour.
- In Russia, Consumer IP VOD traffic was 185 Petabytes per month in 2016, the equivalent of 46 million DVDs per month, or 63,432 DVDs per hour.
- Russia's Consumer IP VOD traffic grew 28% in 2016.
- Russia's Consumer IP VOD traffic was 7% of total IP traffic in 2016, and will be 10% of total IP traffic in 2021.
- Russia's Consumer IP VOD traffic was 10% of Consumer IP traffic in 2016, and will be 12% of Consumer IP traffic in 2021.