



Saudi Arabia - Consumer Highlights

Consumer IP Traffic

- In Saudi Arabia, Consumer IP traffic will grow 4-fold from 2015 to 2020, a compound annual growth rate of 31%.
- In Saudi Arabia, Consumer IP traffic will reach 859 Petabytes per month in 2020, the equivalent of 215 million DVDs per month, or 294,312 DVDs per hour.
- In Saudi Arabia, Consumer IP traffic was 224 Petabytes per month in 2015, the equivalent of 56 million DVDs per month, or 76,848 DVDs per hour.
- Saudi Arabia's Consumer IP traffic grew 27% in 2015.
- Saudi Arabia's Consumer IP traffic was 67% of total IP traffic in 2015, and will be 77% of total IP traffic in 2020.

Consumer Internet Traffic

- In Saudi Arabia, Consumer Internet traffic will grow 4-fold from 2015 to 2020, a compound annual growth rate of 31%.
- In Saudi Arabia, Consumer Internet traffic will reach 831 Petabytes per month in 2020, the equivalent of 208 million DVDs per month, or 284,612 DVDs per hour.
- In Saudi Arabia, Consumer Internet traffic was 214 Petabytes per month in 2015, the equivalent of 54 million DVDs per month, or 73,303 DVDs per hour.
- Saudi Arabia's Consumer Internet traffic grew 27% in 2015.
- Saudi Arabia's Consumer Internet traffic was 64% of total IP traffic in 2015, and will be 74% of total IP traffic in 2020.

- Saudi Arabia's Consumer Internet traffic was 95% of Consumer IP traffic in 2015, and will be 97% of Consumer IP traffic in 2020.
- In Saudi Arabia, 15% of Consumer Internet traffic was mobile in 2015, and 27% of Consumer Internet traffic will be mobile in 2020.

Consumer Fixed Internet Traffic

- In Saudi Arabia, Consumer fixed Internet traffic will grow 3-fold from 2015 to 2020, a compound annual growth rate of 27%.
- In Saudi Arabia, Consumer fixed Internet traffic will reach 604 Petabytes per month in 2020, the equivalent of 151 million DVDs per month, or 206,774 DVDs per hour.
- In Saudi Arabia, Consumer fixed Internet traffic was 182 Petabytes per month in 2015, the equivalent of 46 million DVDs per month, or 62,471 DVDs per hour.
- Saudi Arabia's consumer fixed Internet traffic grew 21% in 2015.
- Saudi Arabia's consumer fixed Internet traffic was 54% of total IP traffic in 2015, and will be 54% of total IP traffic in 2020.
- Saudi Arabia's consumer fixed Internet traffic was 81% of Consumer IP traffic in 2015, and will be 70% of Consumer IP traffic in 2020.

Consumer Internet Video Traffic

- In Saudi Arabia, Consumer Internet video traffic will grow 4.7-fold from 2015 to 2020, a compound annual growth rate of 36%.
- In Saudi Arabia, Consumer Internet video traffic will reach 693 Petabytes per month in 2020, the equivalent of 173 million DVDs per month, or 237,229 DVDs per hour.
- In Saudi Arabia, Consumer Internet video traffic was 149 Petabytes per month in 2015, the equivalent of 37 million DVDs per month, or 51,006 DVDs per hour.
- Saudi Arabia's Consumer Internet video traffic grew 32% in 2015.
- In Saudi Arabia, Internet video traffic will be 83% of all consumer Internet traffic in 2020, up from 70% in 2015.
- Video exceeds half of Saudi Arabia's consumer Internet traffic by year-end 2014 or earlier.
- In Saudi Arabia, Internet-Video-to-TV traffic will increase 3.2-fold between 2015 and 2020.
- In Saudi Arabia, Internet-Video-to-TV traffic increased 1.3-fold in 2015.
- In Saudi Arabia, Internet-Video-to-TV traffic will be 6% of consumer Internet video traffic in 2020, from 9% in 2015.

Consumer IP VOD Traffic

- In Saudi Arabia, Consumer IP VOD traffic will grow 2.7-fold from 2015 to 2020, a compound annual growth rate of 22%.
- In Saudi Arabia, Consumer IP VOD traffic will reach 28 Petabytes per month in 2020, the equivalent of 7 million DVDs per month, or 9,700 DVDs per hour.

- In Saudi Arabia, Consumer IP VOD traffic was 10 Petabytes per month in 2015, the equivalent of 3 million DVDs per month, or 3,545 DVDs per hour.
- Saudi Arabia's Consumer IP VOD traffic grew 35% in 2015.
- Saudi Arabia's Consumer IP VOD traffic was 3% of total IP traffic in 2015, and will be 3% of total IP traffic in 2020.
- Saudi Arabia's Consumer IP VOD traffic was 5% of Consumer IP traffic in 2015, and will be 3% of Consumer IP traffic in 2020.

Consumer Mobile Traffic

- In Saudi Arabia, Consumer mobile data traffic will grow 7-fold from 2015 to 2020, a compound annual growth rate of 48%.
- In Saudi Arabia, Consumer mobile data traffic will reach 227 Petabytes per month in 2020, the equivalent of 57 million DVDs per month, or 77,837 DVDs per hour.
- In Saudi Arabia, Consumer mobile data traffic was 32 Petabytes per month in 2015, the equivalent of 8 million DVDs per month, or 10,832 DVDs per hour.
- Saudi Arabia's Consumer mobile data traffic grew 84% in 2015.
- Saudi Arabia's Consumer mobile data traffic was 9.4% of total IP traffic in 2015, and will be 20% of total IP traffic in 2020.
- Saudi Arabia's Consumer mobile data traffic was 14.1% of Consumer IP traffic in 2015, and will be 26% of Consumer IP traffic in 2020.
- Saudi Arabia's Consumer mobile data traffic was 15% of Consumer Internet traffic in 2015, and will be 27% of Consumer Internet traffic in 2020.