



South Africa – Consumer Highlights

Consumer IP Traffic

- In South Africa, Consumer IP traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 31%.
- In South Africa, Consumer IP traffic will reach 819 Petabytes per month in 2021, the equivalent of 205 million DVDs per month, or 280,315 DVDs per hour.
- In South Africa, Consumer IP traffic was 215 Petabytes per month in 2016, the equivalent of 54 million DVDs per month, or 73,582 DVDs per hour.
- South Africa's Consumer IP traffic grew 37% in 2016.
- South Africa's Consumer IP traffic was 60% of total IP traffic in 2016, and will be 77% of total IP traffic in 2021.

Consumer Internet Traffic

- In South Africa, Consumer Internet traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 31%.
- In South Africa, Consumer Internet traffic will reach 740 Petabytes per month in 2021, the equivalent of 185 million DVDs per month, or 253,523 DVDs per hour.
- In South Africa, Consumer Internet traffic was 193 Petabytes per month in 2016, the equivalent of 48 million DVDs per month, or 66,165 DVDs per hour.
- South Africa's Consumer Internet traffic grew 33% in 2016.
- South Africa's Consumer Internet traffic was 54% of total IP traffic in 2016, and will be 70% of total IP traffic in 2021.

- South Africa's Consumer Internet traffic was 90% of Consumer IP traffic in 2016, and will be 90% of Consumer IP traffic in 2021.
- In South Africa, 13% of Consumer Internet traffic was mobile in 2016, and 32% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In South Africa, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In South Africa, Consumer fixed Internet traffic will reach 501 Petabytes per month in 2021, the equivalent of 125 million DVDs per month, or 171,488 DVDs per hour.
- In South Africa, Consumer fixed Internet traffic was 169 Petabytes per month in 2016, the equivalent of 42 million DVDs per month, or 57,865 DVDs per hour.
- South Africa's consumer fixed Internet traffic grew 28% in 2016.
- South Africa's consumer fixed Internet traffic was 48% of total IP traffic in 2016, and will be 47% of total IP traffic in 2021.
- South Africa's consumer fixed Internet traffic was 79% of Consumer IP traffic in 2016, and will be 61% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In South Africa, Consumer mobile data traffic will grow 10-fold from 2016 to 2021, a compound annual growth rate of 58%.
- In South Africa, Consumer mobile data traffic will reach 240 Petabytes per month in 2021, the equivalent of 60 million DVDs per month, or 82,035 DVDs per hour.
- In South Africa, Consumer mobile data traffic was 24 Petabytes per month in 2016, the equivalent of 6 million DVDs per month, or 8,300 DVDs per hour.
- South Africa's Consumer mobile data traffic grew 74% in 2016.
- South Africa's Consumer mobile data traffic was 6.8% of total IP traffic in 2016, and will be 23% of total IP traffic in 2021.
- South Africa's Consumer mobile data traffic was 11.3% of Consumer IP traffic in 2016, and will be 29% of Consumer IP traffic in 2021.
- South Africa's Consumer mobile data traffic was 13% of Consumer Internet traffic in 2016, and will be 32% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In South Africa, Consumer Internet video traffic will grow 4.4-fold from 2016 to 2021, a compound annual growth rate of 34%.
- In South Africa, Consumer Internet video traffic will reach 595 Petabytes per month in 2021, the equivalent of 149 million DVDs per month, or 203,737 DVDs per hour.
- In South Africa, Consumer Internet video traffic was 136 Petabytes per month in 2016, the equivalent of 34 million DVDs per month, or 46,580 DVDs per hour.
- South Africa's Consumer Internet video traffic grew 39% in 2016.

- In South Africa, Internet video traffic will be 80% of all consumer Internet traffic in 2021, up from 70% in 2016.
- Video exceeds half of South Africa's consumer Internet traffic by year-end 2015 or earlier.
- In South Africa, 48 billion minutes (91,215 years) of video content will cross the Internet each month in 2021. That's 18,243 minutes of video streamed or downloaded every second.
- In South Africa, 36 billion minutes (67,741 years) of video content crossed the Internet each month in 2016. That's 13,548 minutes of video streamed or downloaded every second.
- In South Africa, 36 billion minutes of video content crossed the Internet each month in 2016, up from 31 billion in 2015.
- In South Africa, Internet-Video-to-TV traffic will increase 4.1-fold between 2016 and 2021.
- In South Africa, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In South Africa, Internet-Video-to-TV traffic will be 11% of consumer Internet video traffic in 2021, from 10% in 2016.

Consumer IP VOD Traffic

- In South Africa, Consumer IP VOD traffic will grow 3.6-fold from 2016 to 2021, a compound annual growth rate of 29%.
- In South Africa, Consumer IP VOD traffic will reach 78 Petabytes per month in 2021, the equivalent of 20 million DVDs per month, or 26,792 DVDs per hour.
- In South Africa, Consumer IP VOD traffic was 22 Petabytes per month in 2016, the equivalent of 5 million DVDs per month, or 7,417 DVDs per hour.
- South Africa's Consumer IP VOD traffic grew 86% in 2016.
- South Africa's Consumer IP VOD traffic was 6% of total IP traffic in 2016, and will be 7% of total IP traffic in 2021.
- South Africa's Consumer IP VOD traffic was 10% of Consumer IP traffic in 2016, and will be 10% of Consumer IP traffic in 2021.