



## South Africa - Consumer Highlights

### Consumer IP Traffic

- In South Africa, consumer IP traffic will grow 5-fold from 2017 to 2022, a compound annual growth rate of 39%.
- In South Africa, consumer IP traffic will reach 2.0 EB per month by 2022, the equivalent of 496 million DVDs per month, or 679,416 DVDs per hour.
- In South Africa, consumer IP traffic was 380 PB per month in 2017, the equivalent of 95 million DVDs per month, or 130,271 DVDs per hour.
- South Africa's consumer IP traffic grew 52% in 2017.
- South Africa's consumer IP traffic was 70% of total IP traffic in 2017, and will be 84% of total IP traffic by 2022.

### Consumer Internet Traffic

- In South Africa, consumer Internet traffic will grow 5-fold from 2017 to 2022, a compound annual growth rate of 41%.
- In South Africa, consumer Internet traffic will reach 1.9 EB per month by 2022, the equivalent of 473 million DVDs per month, or 647,529 DVDs per hour.
- In South Africa, consumer Internet traffic was 345 PB per month in 2017, the equivalent of 86 million DVDs per month, or 118,253 DVDs per hour.
- South Africa's consumer Internet traffic grew 51% in 2017.

- South Africa's consumer Internet traffic was 64% of total IP traffic in 2017, and will be 80% of total IP traffic by 2022.
- South Africa's consumer Internet traffic was 91% of consumer IP traffic in 2017, and will be 95% of consumer IP traffic by 2022.
- In South Africa, 35% of consumer Internet traffic was mobile in 2017, and 56% of consumer Internet traffic will be mobile by 2022.

## **Consumer Fixed Internet Traffic**

- In South Africa, consumer fixed Internet traffic will grow 4-fold from 2017 to 2022, a compound annual growth rate of 30%.
- In South Africa, consumer fixed Internet traffic will reach 824 PB per month by 2022, the equivalent of 206 million DVDs per month, or 282,119 DVDs per hour.
- In South Africa, consumer fixed Internet traffic was 224 PB per month in 2017, the equivalent of 56 million DVDs per month, or 76,595 DVDs per hour.
- South Africa's consumer fixed Internet traffic grew 34% in 2017.
- South Africa's consumer fixed Internet traffic was 41% of total IP traffic in 2017, and will be 35% of total IP traffic by 2022.
- South Africa's consumer fixed Internet traffic was 59% of Consumer IP traffic in 2017, and will be 42% of Consumer IP traffic by 2022.

## **Consumer Mobile Traffic**

- In South Africa, consumer mobile data traffic will grow 9-fold from 2017 to 2022, a compound annual growth rate of 54%.
- In South Africa, consumer mobile data traffic will reach 1.1 EB per month by 2022, the equivalent of 267 million DVDs per month, or 365,410 DVDs per hour.
- In South Africa, consumer mobile data traffic was 122 PB per month in 2017, the equivalent of 30 million DVDs per month, or 41,657 DVDs per hour.
- South Africa's consumer mobile data traffic grew 98% in 2017.
- South Africa's consumer mobile data traffic was 22.4% of total IP traffic in 2017, and will be 45% of total IP traffic by 2022.
- South Africa's consumer mobile data traffic was 32.0% of consumer IP traffic in 2017, and will be 54% of consumer IP traffic by 2022.
- South Africa's consumer mobile data traffic was 35% of consumer Internet traffic in 2017, and will be 56% of consumer Internet traffic by 2022.

## Consumer Internet Video Traffic

- In South Africa, consumer Internet video traffic will grow 6.3-fold from 2017 to 2022, a compound annual growth rate of 45%.
- In South Africa, consumer Internet video traffic will reach 1.5 EB per month by 2022, the equivalent of 374 million DVDs per month, or 512,907 DVDs per hour.
- In South Africa, consumer Internet video traffic was 236 PB per month in 2017, the equivalent of 59 million DVDs per month, or 80,934 DVDs per hour.
- South Africa's consumer Internet video traffic grew 56% in 2017.
- In South Africa, Internet video traffic will be 79% of all consumer Internet traffic by 2022, up from 68% in 2017.
- Video exceeds half of South Africa's consumer Internet traffic by year-end 2016 or earlier.
- In South Africa, 50 billion minutes (95,910 years) of video content will cross the Internet each month by 2022. That's 19,182 minutes of video streamed or downloaded every second.
- In South Africa, 38 billion minutes (72,436 years) of video content crossed the Internet each month in 2017. That's 14,487 minutes of video streamed or downloaded every second.
- In South Africa, 38 billion minutes of video content crossed the Internet each month in 2017, up from 36 billion in 2016.
- In South Africa, Internet-Video-to-TV traffic will increase 3.6-fold between 2017 and 2022.
- In South Africa, Internet-Video-to-TV traffic increased 1.4-fold in 2017.
- In South Africa, Internet-Video-to-TV traffic will be 5% of consumer Internet video traffic by 2022, from 8% in 2017.

## Consumer IP VoD Traffic

- In South Africa, consumer IP VoD traffic will grow 2.7-fold from 2017 to 2022, a compound annual growth rate of 22%.
- In South Africa, consumer IP VoD traffic will reach 93 PB per month by 2022, the equivalent of 23 million DVDs per month, or 31,887 DVDs per hour.
- In South Africa, consumer IP VoD traffic was 35 PB per month in 2017, the equivalent of 9 million DVDs per month, or 12,019 DVDs per hour.
- South Africa's consumer IP VoD traffic grew 60% in 2017.
- South Africa's consumer IP VoD traffic was 6% of total IP traffic in 2017, and will be 4% of total IP traffic by 2022.
- South Africa's consumer IP VoD traffic was 9% of consumer IP traffic in 2017, and will be 5% of consumer IP traffic by 2022.