



Sweden - Consumer Highlights

Consumer IP Traffic

- In Sweden, Consumer IP traffic will reach 921 Petabytes per month in 2021, the equivalent of 230 million DVDs per month, or 315,568 DVDs per hour.
- In Sweden, Consumer IP traffic was 470 Petabytes per month in 2016, the equivalent of 118 million DVDs per month, or 161,038 DVDs per hour.
- Sweden's Consumer IP traffic grew 15% in 2016.
- Sweden's Consumer IP traffic was 78% of total IP traffic in 2016, and will be 79% of total IP traffic in 2021.

Consumer Internet Traffic

- In Sweden, Consumer Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 15%.
- In Sweden, Consumer Internet traffic will reach 830 Petabytes per month in 2021, the equivalent of 208 million DVDs per month, or 284,280 DVDs per hour.
- In Sweden, Consumer Internet traffic was 412 Petabytes per month in 2016, the equivalent of 103 million DVDs per month, or 141,136 DVDs per hour.
- Sweden's Consumer Internet traffic grew 15% in 2016.
- Sweden's Consumer Internet traffic was 68% of total IP traffic in 2016, and will be 71% of total IP traffic in 2021.

- Sweden's Consumer Internet traffic was 88% of Consumer IP traffic in 2016, and will be 90% of Consumer IP traffic in 2021.
- In Sweden, 10% of Consumer Internet traffic was mobile in 2016, and 12% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Sweden, Consumer fixed Internet traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 15%.
- In Sweden, Consumer fixed Internet traffic will reach 733 Petabytes per month in 2021, the equivalent of 183 million DVDs per month, or 251,147 DVDs per hour.
- In Sweden, Consumer fixed Internet traffic was 372 Petabytes per month in 2016, the equivalent of 93 million DVDs per month, or 127,513 DVDs per hour.
- Sweden's consumer fixed Internet traffic grew 14% in 2016.
- Sweden's consumer fixed Internet traffic was 62% of total IP traffic in 2016, and will be 63% of total IP traffic in 2021.
- Sweden's consumer fixed Internet traffic was 79% of Consumer IP traffic in 2016, and will be 80% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Sweden, Consumer mobile data traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 19%.
- In Sweden, Consumer mobile data traffic will reach 97 Petabytes per month in 2021, the equivalent of 24 million DVDs per month, or 33,133 DVDs per hour.
- In Sweden, Consumer mobile data traffic was 40 Petabytes per month in 2016, the equivalent of 10 million DVDs per month, or 13,623 DVDs per hour.
- Sweden's Consumer mobile data traffic grew 22% in 2016.
- Sweden's Consumer mobile data traffic was 6.6% of total IP traffic in 2016, and will be 8% of total IP traffic in 2021.
- Sweden's Consumer mobile data traffic was 8.5% of Consumer IP traffic in 2016, and will be 10% of Consumer IP traffic in 2021.
- Sweden's Consumer mobile data traffic was 10% of Consumer Internet traffic in 2016, and will be 12% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Sweden, Consumer Internet video traffic will grow 2.5-fold from 2016 to 2021, a compound annual growth rate of 20%.
- In Sweden, Consumer Internet video traffic will reach 654 Petabytes per month in 2021, the equivalent of 163 million DVDs per month, or 223,904 DVDs per hour.
- In Sweden, Consumer Internet video traffic was 262 Petabytes per month in 2016, the equivalent of 65 million DVDs per month, or 89,662 DVDs per hour.
- Sweden's Consumer Internet video traffic grew 28% in 2016.
- In Sweden, Internet video traffic will be 79% of all consumer Internet traffic in 2021, up from 64% in 2016.

- Video exceeds half of Sweden's consumer Internet traffic by year-end 2015 or earlier.
- In Sweden, Internet-Video-to-TV traffic will increase 3.4-fold between 2016 and 2021.
- In Sweden, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In Sweden, Internet-Video-to-TV traffic will be 18% of consumer Internet video traffic in 2021, from 14% in 2016.

Consumer IP VOD Traffic

- In Sweden, Consumer IP VOD traffic will grow 1.6-fold from 2016 to 2021, a compound annual growth rate of 9%.
- In Sweden, Consumer IP VOD traffic will reach 91 Petabytes per month in 2021, the equivalent of 23 million DVDs per month, or 31,288 DVDs per hour.
- In Sweden, Consumer IP VOD traffic was 58 Petabytes per month in 2016, the equivalent of 15 million DVDs per month, or 19,902 DVDs per hour.
- Sweden's Consumer IP VOD traffic grew 13% in 2016.
- Sweden's Consumer IP VOD traffic was 10% of total IP traffic in 2016, and will be 8% of total IP traffic in 2021.
- Sweden's Consumer IP VOD traffic was 12% of Consumer IP traffic in 2016, and will be 10% of Consumer IP traffic in 2021.