



## United Kingdom - 2016 Year in Review

### IP Traffic

- In the United Kingdom, IP traffic reached 3.9 Exabytes per month in 2016, up from 2.9 Exabytes per month in 2015.
- The United Kingdom's IP traffic grew 33% in 2016.
- The United Kingdom's IP networks carried 129 Petabytes per day in 2016, up from 97 Petabytes per day in 2015.
- In the United Kingdom, IP traffic reached an annual run rate of 47.1 Exabytes in 2016, up from an annual run rate of 35.3 Exabytes in 2015.
- The United Kingdom's IP traffic in 2016 was equivalent to 12 billion DVDs per year, 982 million DVDs per month, or 1 million DVDs per hour.
- In the United Kingdom, IP traffic reached 60.3 Gigabytes per capita in 2016, up from 45.5 Gigabytes per capita in 2015.
- In the United Kingdom, average IP traffic reached 12 Tbps in 2016, and busy hour traffic was 51 Tbps.
- Last year, the gigabyte equivalent all movies ever made crossed The United Kingdom's IP networks every 1 hours.
- U.K. IP traffic in 2016 was equivalent to 39x the volume of U.K. IP traffic in 2005.

### Internet Traffic

- In the United Kingdom, average Internet traffic grew 37% in 2016.
- In the United Kingdom, peak Internet traffic grew 60% in 2016.
- In the United Kingdom, Internet traffic reached 3.2 Exabytes per month in 2016, up from 2.4 Exabytes per month in 2015.

- The United Kingdom's Internet traffic was 110 Petabytes per day in 2016, up from 78 Petabytes per day in 2015.
- The United Kingdom's Internet traffic in 2016 was equivalent to 10 billion DVDs per year, 811 million DVDs per month, or 1 million DVDs per hour.
- In 2016, the gigabyte equivalent of all movies ever made crossed the Internet every 2 hours.
- U.K. Internet traffic in 2016 was equivalent to 38x the volume of the entire U.K. Internet in 2005.
- In the United Kingdom, Internet traffic reached 49.8 Gigabytes per capita in 2016, up from 36.5 Gigabytes per capita in 2015.
- In the United Kingdom, average Internet traffic reached 10 Tbps in 2016.
- In the United Kingdom, busy hour Internet traffic reached 42 Tbps in 2016.

### Wi-Fi Traffic

- The United Kingdom's Fixed/Wi-Fi IP traffic grew 37% in 2016.

### Wired Traffic

- The United Kingdom's Fixed/Wired IP traffic grew 30% in 2016.

### Mobile Traffic

- The United Kingdom's mobile data traffic grew 46% in 2016.

### Video Traffic

- In the United Kingdom, IP video was 71% of all IP traffic in 2016, up from 69% in 2015.
- In the United Kingdom, Internet video traffic was 68% of all consumer Internet traffic in 2016, up from 64% in 2015.
- In the United Kingdom, 106 billion minutes of video content crossed the Internet each month in 2016, up from 98 billion in 2015.
- In the United Kingdom, 106 billion minutes (200,976 years) of video content crossed the Internet each month in 2016. That's 40,195 minutes of video streamed or downloaded every second.

### Devices

- In the United Kingdom, there were 371.2 million networked devices in 2016, up from 342.5 million in 2015.
- In the United Kingdom, there were 5.7 networked devices per capita in 2016, up from 5.3 per capita in 2015.

### Broadband Speed Evolution

- In the United Kingdom, the average fixed broadband speed grew 20% from 2015 to 2016, from 24.7 Mbps to 29.8 Mbps.
- In the United Kingdom, 83% of broadband connections were faster than 5 Mbps in 2016.
- In the United Kingdom, 69% of broadband connections will be faster than 10 Mbps in 2016.

### Traffic per User and Household

- In the United Kingdom, the average Internet user generated 54.0 Gigabytes per month in 2016, up 31% from 41.3 Gigabytes per month in 2015.
- In the United Kingdom, the average Internet household generated 114.9 Gigabytes per month in 2016, up 32% from 87.3 Gigabytes per month in 2015.
- In the United Kingdom, Internet video traffic grew 46%, and is now 80% of all consumer Internet traffic.
- In the United Kingdom, there were 4 million Internet households (18.0% of all Internet households) generating more than 250 Gigabytes per month in 2016, up from 2 million in 2015.
- In the United Kingdom, there were 901,312 Internet households (4.0% of all Internet households) generating more than 500 Gigabytes per month in 2016, up from 433,678 in 2015.