



United Kingdom - Consumer Highlights

Consumer IP Traffic

- In the United Kingdom, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 22%.
- In the United Kingdom, Consumer IP traffic will reach 9.1 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In the United Kingdom, Consumer IP traffic was 3.3 Exabytes per month in 2016, the equivalent of 831 million DVDs per month, or 1 million DVDs per hour.
- The United Kingdom's Consumer IP traffic grew 33% in 2016.
- The United Kingdom's Consumer IP traffic was 85% of total IP traffic in 2016, and will be 86% of total IP traffic in 2021.

Consumer Internet Traffic

- In the United Kingdom, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In the United Kingdom, Consumer Internet traffic will reach 8.0 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In the United Kingdom, Consumer Internet traffic was 2.8 Exabytes per month in 2016, the equivalent of 690 million DVDs per month, or 944,523 DVDs per hour.
- The United Kingdom's Consumer Internet traffic grew 37% in 2016.
- The United Kingdom's Consumer Internet traffic was 70% of total IP traffic in 2016, and will be 75% of total IP traffic in 2021.

- The United Kingdom's Consumer Internet traffic was 83% of Consumer IP traffic in 2016, and will be 88% of Consumer IP traffic in 2021.
- In the United Kingdom, 3% of Consumer Internet traffic was mobile in 2016, and 6% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In the United Kingdom, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 23%.
- In the United Kingdom, Consumer fixed Internet traffic will reach 7.5 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- In the United Kingdom, Consumer fixed Internet traffic was 2.7 Exabytes per month in 2016, the equivalent of 668 million DVDs per month, or 914,927 DVDs per hour.
- The United Kingdom's consumer fixed Internet traffic grew 36% in 2016.
- The United Kingdom's consumer fixed Internet traffic was 68% of total IP traffic in 2016, and will be 71% of total IP traffic in 2021.
- The United Kingdom's consumer fixed Internet traffic was 80% of Consumer IP traffic in 2016, and will be 83% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In the United Kingdom, Consumer mobile data traffic will grow 5-fold from 2016 to 2021, a compound annual growth rate of 39%.
- In the United Kingdom, Consumer mobile data traffic will reach 446 Petabytes per month in 2021, the equivalent of 111 million DVDs per month, or 152,615 DVDs per hour.
- In the United Kingdom, Consumer mobile data traffic was 86 Petabytes per month in 2016, the equivalent of 22 million DVDs per month, or 29,596 DVDs per hour.
- The United Kingdom's Consumer mobile data traffic grew 46% in 2016.
- The United Kingdom's Consumer mobile data traffic was 2.2% of total IP traffic in 2016, and will be 4% of total IP traffic in 2021.
- The United Kingdom's Consumer mobile data traffic was 2.6% of Consumer IP traffic in 2016, and will be 5% of Consumer IP traffic in 2021.
- The United Kingdom's Consumer mobile data traffic was 3% of Consumer Internet traffic in 2016, and will be 6% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In the United Kingdom, Consumer Internet video traffic will grow 3.2-fold from 2016 to 2021, a compound annual growth rate of 26%.
- In the United Kingdom, Consumer Internet video traffic will reach 6.2 Exabytes per month in 2021, the equivalent of 2 billion DVDs per month, or 2 million DVDs per hour.
- In the United Kingdom, Consumer Internet video traffic was 2.0 Exabytes per month in 2016, the equivalent of 489 million DVDs per month, or 669,559 DVDs per hour.
- The United Kingdom's Consumer Internet video traffic grew 44% in 2016.

- In the United Kingdom, Internet video traffic will be 78% of all consumer Internet traffic in 2021, up from 71% in 2016.
- Video exceeds half of The United Kingdom's consumer Internet traffic by year-end 2015 or earlier.
- In the United Kingdom, 125 billion minutes (238,659 years) of video content will cross the Internet each month in 2021. That's 47,732 minutes of video streamed or downloaded every second.
- 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.
- 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, Internet-Video-to-TV traffic will increase 4.2-fold between 2016 and 2021.
- In the United Kingdom, Internet-Video-to-TV traffic increased 1.6-fold in 2016.
- In the United Kingdom, Internet-Video-to-TV traffic will be 39% of consumer Internet video traffic in 2021, from 31% in 2016.

Consumer IP VOD Traffic

- In the United Kingdom, Consumer IP VOD traffic will grow 2.0-fold from 2016 to 2021, a compound annual growth rate of 14%.
- In the United Kingdom, Consumer IP VOD traffic will reach 1.1 Exabytes per month in 2021, the equivalent of 277 million DVDs per month, or 379,595 DVDs per hour.
- In the United Kingdom, Consumer IP VOD traffic was 568 Petabytes per month in 2016, the equivalent of 142 million DVDs per month, or 194,391 DVDs per hour.
- The United Kingdom's Consumer IP VOD traffic grew 16% in 2016.
- The United Kingdom's Consumer IP VOD traffic was 14% of total IP traffic in 2016, and will be 10% of total IP traffic in 2021.
- The United Kingdom's Consumer IP VOD traffic was 17% of Consumer IP traffic in 2016, and will be 12% of Consumer IP traffic in 2021.