



United States - Consumer Highlights

Consumer IP Traffic

- In the United States, Consumer IP traffic will grow 2-fold from 2016 to 2021, a compound annual growth rate of 20%.
- In the United States, Consumer IP traffic will reach 66.9 Exabytes per month in 2021, the equivalent of 17 billion DVDs per month, or 23 million DVDs per hour.
- In the United States, Consumer IP traffic was 27.0 Exabytes per month in 2016, the equivalent of 7 billion DVDs per month, or 9 million DVDs per hour.
- The United States's Consumer IP traffic grew 25% in 2016.
- The United States's Consumer IP traffic was 86% of total IP traffic in 2016, and will be 84% of total IP traffic in 2021.

Consumer Internet Traffic

- In the United States, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In the United States, Consumer Internet traffic will reach 53.1 Exabytes per month in 2021, the equivalent of 13 billion DVDs per month, or 18 million DVDs per hour.
- In the United States, Consumer Internet traffic was 18.2 Exabytes per month in 2016, the equivalent of 5 billion DVDs per month, or 6 million DVDs per hour.
- The United States's Consumer Internet traffic grew 31% in 2016.
- The United States's Consumer Internet traffic was 58% of total IP traffic in 2016, and will be 67% of total IP traffic in 2021.

- The United States's Consumer Internet traffic was 67% of Consumer IP traffic in 2016, and will be 79% of Consumer IP traffic in 2021.
- In the United States, 6% of Consumer Internet traffic was mobile in 2016, and 8% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In the United States, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 23%.
- In the United States, Consumer fixed Internet traffic will reach 48.7 Exabytes per month in 2021, the equivalent of 12 billion DVDs per month, or 17 million DVDs per hour.
- In the United States, Consumer fixed Internet traffic was 17.2 Exabytes per month in 2016, the equivalent of 4 billion DVDs per month, or 6 million DVDs per hour.
- The United States's consumer fixed Internet traffic grew 30% in 2016.
- The United States's consumer fixed Internet traffic was 55% of total IP traffic in 2016, and will be 61% of total IP traffic in 2021.
- The United States's consumer fixed Internet traffic was 64% of Consumer IP traffic in 2016, and will be 73% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In the United States, Consumer mobile data traffic will grow 4-fold from 2016 to 2021, a compound annual growth rate of 34%.
- In the United States, Consumer mobile data traffic will reach 4.3 Exabytes per month in 2021, the equivalent of 1 billion DVDs per month, or 1 million DVDs per hour.
- In the United States, Consumer mobile data traffic was 1.0 Exabytes per month in 2016, the equivalent of 252 million DVDs per month, or 345,019 DVDs per hour.
- The United States's Consumer mobile data traffic grew 41% in 2016.
- The United States's Consumer mobile data traffic was 3.2% of total IP traffic in 2016, and will be 5% of total IP traffic in 2021.
- The United States's Consumer mobile data traffic was 3.7% of Consumer IP traffic in 2016, and will be 6% of Consumer IP traffic in 2021.
- The United States's Consumer mobile data traffic was 6% of Consumer Internet traffic in 2016, and will be 8% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In the United States, Consumer Internet video traffic will grow 3.0-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In the United States, Consumer Internet video traffic will reach 42.8 Exabytes per month in 2021, the equivalent of 11 billion DVDs per month, or 15 million DVDs per hour.
- In the United States, Consumer Internet video traffic was 14.4 Exabytes per month in 2016, the equivalent of 4 billion DVDs per month, or 5 million DVDs per hour.

- The United States's Consumer Internet video traffic grew 34% in 2016.
- In the United States, Internet video traffic will be 81% of all consumer Internet traffic in 2021, up from 79% in 2016.
- Video exceeds half of The United States's consumer Internet traffic by year-end 2015 or earlier.
- In the United States, 389 billion minutes (740,569 years) of video content will cross the Internet each month in 2021. That's 148,114 minutes of video streamed or downloaded every second.
- In the United States, 329 billion minutes (625,005 years) of video content crossed the Internet each month in 2016. That's 125,001 minutes of video streamed or downloaded every second.
- In the United States, 329 billion minutes of video content crossed the Internet each month in 2016, up from 306 billion in 2015.
- In the United States, Internet-Video-to-TV traffic will increase 2.9-fold between 2016 and 2021.
- In the United States, Internet-Video-to-TV traffic increased 1.4-fold in 2016.
- In the United States, Internet-Video-to-TV traffic will be 40% of consumer Internet video traffic in 2021, from 42% in 2016.

Consumer IP VOD Traffic

- In the United States, Consumer IP VOD traffic will grow 1.6-fold from 2016 to 2021, a compound annual growth rate of 10%.
- In the United States, Consumer IP VOD traffic will reach 13.9 Exabytes per month in 2021, the equivalent of 3 billion DVDs per month, or 5 million DVDs per hour.
- In the United States, Consumer IP VOD traffic was 8.8 Exabytes per month in 2016, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- The United States's Consumer IP VOD traffic grew 16% in 2016.
- The United States's Consumer IP VOD traffic was 28% of total IP traffic in 2016, and will be 17% of total IP traffic in 2021.
- The United States's Consumer IP VOD traffic was 33% of Consumer IP traffic in 2016, and will be 21% of Consumer IP traffic in 2021.