



## Western Europe - 2016 Year in Review

### IP Traffic

- Western Europe's IP traffic grew 24% in 2016.
- Western Europe's IP networks carried 461 Petabytes per day in 2016, up from 373 Petabytes per day in 2015.
- In Western Europe, IP traffic reached an annual run rate of 168.2 Exabytes in 2016, up from an annual run rate of 136.1 Exabytes in 2015.
- Western Europe's IP traffic in 2016 was equivalent to 42 billion DVDs per year, 4 billion DVDs per month, or 5 million DVDs per hour.
- In Western Europe, IP traffic reached 33.6 Gigabytes per capita in 2016, up from 27.3 Gigabytes per capita in 2015.
- In Western Europe, average IP traffic reached 43 Tbps in 2016, and busy hour traffic was 181 Tbps.
- Last year, the gigabyte equivalent all movies ever made crossed Western Europe's IP networks every 25 minutes.
- Western European IP traffic in 2016 was equivalent to 22x the volume of Western European IP traffic in 2005.

### Internet Traffic

- In Western Europe, average Internet traffic grew 26% in 2016.
- In Western Europe, peak Internet traffic grew 48% in 2016.
- In Western Europe, Internet traffic reached 11.2 Exabytes per month in 2016, up from 8.9 Exabytes per month in 2015.
- Western Europe's Internet traffic was 370 Petabytes per day in 2016, up from 292 Petabytes per day in 2015.

- Western Europe's Internet traffic in 2016 was equivalent to 33 billion DVDs per year, 3 billion DVDs per month, or 4 million DVDs per hour.
- In 2016, the gigabyte equivalent of all movies ever made crossed the Internet every 31 minutes.
- Western European Internet traffic in 2016 was equivalent to 21x the volume of the entire Western European Internet in 2005.
- In Western Europe, Internet traffic reached 26.8 Gigabytes per capita in 2016, up from 21.4 Gigabytes per capita in 2015.
- In Western Europe, average Internet traffic reached 34 Tbps in 2016.
- In Western Europe, busy hour Internet traffic reached 144 Tbps in 2016.

### Wi-Fi Traffic" data-show=" no\_graph

- Western Europe's Fixed/Wi-Fi IP traffic grew 24% in 2016.

### Wired Traffic" data-show=" no\_graph

- Western Europe's Fixed/Wired IP traffic grew 20% in 2016.

### Mobile Traffic" data-show=" no\_graph

- Western Europe's mobile data traffic grew 52% in 2016.

### Video Traffic

- In Western Europe, IP video was 70% of all IP traffic in 2016, up from 66% in 2015.
- In Western Europe, Internet video traffic was 66% of all consumer Internet traffic in 2016, up from 60% in 2015.
- In Western Europe, 400 billion minutes of video content crossed the Internet each month in 2016, up from 374 billion in 2015.
- In Western Europe, 400 billion minutes (760,548 years) of video content crossed the Internet each month in 2016. That's 152,110 minutes of video streamed or downloaded every second.

### Devices

- In Western Europe, there were 2.2 billion networked devices in 2016, up from 2.0 billion in 2015.
- In Western Europe, there were 5.3 networked devices per capita in 2016, up from 4.9 per capita in 2015.

### Broadband Speed Evolution

- In Western Europe, the average fixed broadband speed grew 33% from 2015 to 2016, from 22.8 Mbps to 30.2 Mbps.
- In Western Europe, 80% of broadband connections were faster than 5 Mbps in 2016.
- In Western Europe, 61% of broadband connections will be faster than 10 Mbps in 2016.

### Traffic per User and Household

- In Western Europe, the average Internet user generated 31.1 Gigabytes per month in 2016, up 21% from 25.7 Gigabytes per month in 2015.
- In Western Europe, the average Internet household generated 64.4 Gigabytes per month in 2016, up 21% from 53.2 Gigabytes per month in 2015.
- In Western Europe, Internet video traffic grew 37%, and is now 82% of all consumer Internet traffic.
- In Western Europe, there were 8 million Internet households (6.1% of all Internet households) generating more than 250 Gigabytes per month in 2016, up from 5 million in 2015.
- In Western Europe, there were 2 million Internet households (1.7% of all Internet households) generating more than 500 Gigabytes per month in 2016, up from 2 million in 2015.