



Western Europe - Consumer Highlights

Consumer IP Traffic

- In Western Europe, Consumer IP traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 23%.
- In Western Europe, Consumer IP traffic will reach 30.9 Exabytes per month in 2021, the equivalent of 8 billion DVDs per month, or 11 million DVDs per hour.
- In Western Europe, Consumer IP traffic was 11.2 Exabytes per month in 2016, the equivalent of 3 billion DVDs per month, or 4 million DVDs per hour.
- Western Europe's Consumer IP traffic grew 25% in 2016.
- Western Europe's Consumer IP traffic was 80% of total IP traffic in 2016, and will be 83% of total IP traffic in 2021.

Consumer Internet Traffic

- In Western Europe, Consumer Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 25%.
- In Western Europe, Consumer Internet traffic will reach 27.2 Exabytes per month in 2021, the equivalent of 7 billion DVDs per month, or 9 million DVDs per hour.
- In Western Europe, Consumer Internet traffic was 8.9 Exabytes per month in 2016, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- Western Europe's Consumer Internet traffic grew 27% in 2016.
- Western Europe's Consumer Internet traffic was 64% of total IP traffic in 2016, and will be 73% of total IP traffic in 2021.

- Western Europe's Consumer Internet traffic was 80% of Consumer IP traffic in 2016, and will be 88% of Consumer IP traffic in 2021.
- In Western Europe, 6% of Consumer Internet traffic was mobile in 2016, and 11% of Consumer Internet traffic will be mobile in 2021.

Consumer Fixed Internet Traffic

- In Western Europe, Consumer fixed Internet traffic will grow 3-fold from 2016 to 2021, a compound annual growth rate of 24%.
- In Western Europe, Consumer fixed Internet traffic will reach 24.1 Exabytes per month in 2021, the equivalent of 6 billion DVDs per month, or 8 million DVDs per hour.
- In Western Europe, Consumer fixed Internet traffic was 8.4 Exabytes per month in 2016, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- Western Europe's consumer fixed Internet traffic grew 25% in 2016.
- Western Europe's consumer fixed Internet traffic was 60% of total IP traffic in 2016, and will be 64% of total IP traffic in 2021.
- Western Europe's consumer fixed Internet traffic was 75% of Consumer IP traffic in 2016, and will be 78% of Consumer IP traffic in 2021.

Consumer Mobile Traffic

- In Western Europe, Consumer mobile data traffic will grow 6-fold from 2016 to 2021, a compound annual growth rate of 41%.
- In Western Europe, Consumer mobile data traffic will reach 3.1 Exabytes per month in 2021, the equivalent of 781 million DVDs per month, or 1 million DVDs per hour.
- In Western Europe, Consumer mobile data traffic was 555 Petabytes per month in 2016, the equivalent of 139 million DVDs per month, or 190,032 DVDs per hour.
- Western Europe's Consumer mobile data traffic grew 51% in 2016.
- Western Europe's Consumer mobile data traffic was 4.0% of total IP traffic in 2016, and will be 8% of total IP traffic in 2021.
- Western Europe's Consumer mobile data traffic was 5.0% of Consumer IP traffic in 2016, and will be 10% of Consumer IP traffic in 2021.
- Western Europe's Consumer mobile data traffic was 6% of Consumer Internet traffic in 2016, and will be 11% of Consumer Internet traffic in 2021.

Consumer Internet Video Traffic

- In Western Europe, Consumer Internet video traffic will grow 3.5-fold from 2016 to 2021, a compound annual growth rate of 28%.
- In Western Europe, Consumer Internet video traffic will reach 21.8 Exabytes per month in 2021, the equivalent of 5 billion DVDs per month, or 7 million DVDs per hour.
- In Western Europe, Consumer Internet video traffic was 6.3 Exabytes per month in 2016, the equivalent of 2 billion DVDs per month, or 2 million DVDs per hour.
- Western Europe's Consumer Internet video traffic grew 37% in 2016.

- In Western Europe, Internet video traffic will be 80% of all consumer Internet traffic in 2021, up from 70% in 2016.
- Video exceeds half of Western Europe's consumer Internet traffic by year-end 2015 or earlier.
- In Western Europe, 468 billion minutes (891,121 years) of video content will cross the Internet each month in 2021. That's 178,224 minutes of video streamed or downloaded every second.
- 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.
- 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, Internet-Video-to-TV traffic will increase 3.7-fold between 2016 and 2021.
- In Western Europe, Internet-Video-to-TV traffic increased 1.5-fold in 2016.
- In Western Europe, Internet-Video-to-TV traffic will be 30% of consumer Internet video traffic in 2021, from 29% in 2016.

Consumer IP VOD Traffic

- In Western Europe, Consumer IP VOD traffic will grow 1.6-fold from 2016 to 2021, a compound annual growth rate of 10%.
- In Western Europe, Consumer IP VOD traffic will reach 3.7 Exabytes per month in 2021, the equivalent of 928 million DVDs per month, or 1 million DVDs per hour.
- In Western Europe, Consumer IP VOD traffic was 2.3 Exabytes per month in 2016, the equivalent of 569 million DVDs per month, or 779,966 DVDs per hour.
- Western Europe's Consumer IP VOD traffic grew 17% in 2016.
- Western Europe's Consumer IP VOD traffic was 16% of total IP traffic in 2016, and will be 10% of total IP traffic in 2021.
- Western Europe's Consumer IP VOD traffic was 20% of Consumer IP traffic in 2016, and will be 12% of Consumer IP traffic in 2021.