



## Western Europe - Device Growth Traffic Profiles

### 2021 Forecast

- In Western Europe, there will be 365 million total Internet users (87% of population) in 2021, up from 340 million (82% of population) in 2016.
- In Western Europe, there will be 3.8 billion networked devices in 2021, up from 2.2 billion in 2016.
- In Western Europe, there will be 8.9 networked devices per capita in 2021, up from 5.3 per capita in 2016.
- In Western Europe, 30% of all networked devices will be mobile-connected in 2021.
- In Western Europe, M2M modules will account for 63% (2.4 billion) of all networked devices in 2021, compared to 45% (991.5 million) in 2016, (19% CAGR).
- In Western Europe, PCs will account for 6% (208.3 million) of all networked devices in 2021, compared to 11% (234.0 million) in 2016, (-2.3% CAGR).
- In Western Europe, Tablets will account for 3% (121.1 million) of all networked devices in 2021, compared to 5% (120.6 million) in 2016, (0.1% CAGR).
- In Western Europe, Smartphones will account for 12% (448.3 million) of all networked devices in 2021, compared to 16% (348.2 million) in 2016, (5.2% CAGR).
- In Western Europe, Connected TVs will account for 13% (476.7 million) of all networked devices in 2021, compared to 15% (340.8 million) in 2016, (6.9% CAGR).
- In Western Europe, M2M modules will average 1.285 GB per month, up from 0.436 GB in 2016.
- In Western Europe, Smartphones will average 17.7 GB per month, up from 3.6 GB in 2016.
- In Western Europe, Tablets will average 29.6 GB per month, up from 8.1 GB in 2016.
- In Western Europe, PCs will average 49.0 GB per month, up from 30.2 GB in 2016.
- In Western Europe, Connected 4K TVs will average 8.5 GB per month, up from 0.6 GB in 2016.

- In Western Europe, Non-Smartphones will account for 0.6% (22.8 million) of all networked devices in 2021, compared to 5% (115.2 million) in 2016, (-27.7% CAGR).
- In Western Europe, Other Portables will account for 3% (105.5 million) of all networked devices in 2021, compared to 3% (60.4 million) in 2016, (11.8% CAGR).
- In Western Europe, 4K TVs will account for 56% (106.2 million) of all flat panel TVs in 2021, compared to 12.9% (14.0 million) in 2016, (50.1% CAGR).

## 2016 Review

- 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.

## Device Diversity

- Western Europe's IP traffic from non-PC devices was 50% of total IP traffic in 2016, and will be 73% of total IP traffic in 2021.
- Western Europe's Internet traffic from non-PC devices was 42% of total Internet traffic in 2016, and will be 71% of total Internet traffic in 2021.
- In Western Europe, PCs accounted for 50% of IP traffic in 2016, and will be 27% of IP traffic in 2021.
- In Western Europe, TVs accounted for 31% of IP traffic in 2016, and will be 34% of IP traffic in 2021.
- In Western Europe, Smartphones accounted for 9% of IP traffic in 2016, and will be 21% of IP traffic in 2021.
- In Western Europe, Tablets accounted for 7% of IP traffic in 2016, and will be 10% of IP traffic in 2021.
- In Western Europe, M2M modules accounted for 3.1% of IP traffic in 2016, and will be 8.1% of IP traffic in 2021.
- In Western Europe, PCs accounted for 54% of consumer Internet traffic in 2016, and will be 26% of consumer Internet traffic in 2021.
- In Western Europe, TVs accounted for 22% of consumer Internet traffic in 2016, and will be 33% of consumer Internet traffic in 2021.
- In Western Europe, TVs accounted for 18% of total Internet traffic in 2016, and will be 27% of total Internet traffic in 2021.

## Average Traffic per Mobile Device

- In Western Europe, the average smartphone will generate 6,797 Megabytes of mobile data traffic per month in 2021, up from 1,576 Megabytes per month in 2016.
- In Western Europe, the average mobile-connected laptop will generate 5,132 Megabytes of mobile data traffic per month in 2021, up from 2,684 Megabytes per month in 2016.
- In Western Europe, the average mobile-connected tablet will generate 7,001 Megabytes of mobile data traffic per month in 2021, up from 2,348 Megabytes per month in 2016.