



Global - Consumer Highlights

Consumer IP Traffic

- Globally, consumer IP traffic will grow 3-fold from 2017 to 2022, a compound annual growth rate of 27%.
- Globally, consumer IP traffic will reach 332.7 EB per month by 2022, the equivalent of 83 billion DVDs per month, or 114 million DVDs per hour.
- Globally, consumer IP traffic was 99.9 EB per month in 2017, the equivalent of 25 billion DVDs per month, or 34 million DVDs per hour.
- Global consumer IP traffic grew 31% in 2017.
- Global consumer IP traffic was 82% of total IP traffic in 2017, and will be 84% of total IP traffic by 2022.

Consumer Internet Traffic

- Globally, consumer Internet traffic will grow 4-fold from 2017 to 2022, a compound annual growth rate of 31%.
- Globally, consumer Internet traffic will reach 292.8 EB per month by 2022, the equivalent of 73 billion DVDs per month, or 100 million DVDs per hour.
- Globally, consumer Internet traffic was 77.1 EB per month in 2017, the equivalent of 19 billion DVDs per month, or 26 million DVDs per hour.
- Global consumer Internet traffic grew 34% in 2017.
- Global consumer Internet traffic was 63% of total IP traffic in 2017, and will be 74% of total IP traffic by 2022.

- Global consumer Internet traffic was 77% of consumer IP traffic in 2017, and will be 88% of consumer IP traffic by 2022.
- Globally, 12% of consumer Internet traffic was mobile in 2017, and 23% of consumer Internet traffic will be mobile by 2022.

Consumer Fixed Internet Traffic

- Globally, consumer fixed Internet traffic will grow 3-fold from 2017 to 2022, a compound annual growth rate of 27%.
- Globally, consumer fixed Internet traffic will reach 224.5 EB per month by 2022, the equivalent of 56 billion DVDs per month, or 77 million DVDs per hour.
- Globally, consumer fixed Internet traffic was 67.3 EB per month in 2017, the equivalent of 17 billion DVDs per month, or 23 million DVDs per hour.
- Global consumer fixed Internet traffic grew 30% in 2017.
- Global consumer fixed Internet traffic was 55% of total IP traffic in 2017, and will be 57% of total IP traffic by 2022.
- Global consumer fixed Internet traffic was 67% of Consumer IP traffic in 2017, and will be 67% of Consumer IP traffic by 2022.

Consumer Mobile Traffic

- Globally, consumer mobile data traffic will grow 7-fold from 2017 to 2022, a compound annual growth rate of 48%.
- Globally, consumer mobile data traffic will reach 66.4 EB per month by 2022, the equivalent of 17 billion DVDs per month, or 23 million DVDs per hour.
- Globally, consumer mobile data traffic was 9.4 EB per month in 2017, the equivalent of 2 billion DVDs per month, or 3 million DVDs per hour.
- Global consumer mobile data traffic grew 75% in 2017.
- Global consumer mobile data traffic was 7.7% of total IP traffic in 2017, and will be 17% of total IP traffic by 2022.
- Global consumer mobile data traffic was 9.4% of consumer IP traffic in 2017, and will be 20% of consumer IP traffic by 2022.
- Global consumer mobile data traffic was 12% of consumer Internet traffic in 2017, and will be 23% of consumer Internet traffic by 2022.

Consumer Internet Video Traffic

- Globally, consumer Internet video traffic will grow 4.3-fold from 2017 to 2022, a compound annual growth rate of 34%.
- Globally, consumer Internet video traffic will reach 240.2 EB per month by 2022, the equivalent of 60 billion DVDs per month, or 82 million DVDs per hour.

- Globally, consumer Internet video traffic was 56.4 EB per month in 2017, the equivalent of 14 billion DVDs per month, or 19 million DVDs per hour.
- Global consumer Internet video traffic grew 40% in 2017.
- Globally, Internet video traffic will be 82% of all consumer Internet traffic by 2022, up from 73% in 2017.
- Video exceeds half of global consumer Internet traffic by year-end 2016 or earlier.
- Globally, 3 trillion minutes (5 million years) of video content will cross the Internet each month by 2022. That's 1.1 million minutes of video streamed or downloaded every second.
- Globally, 2 trillion minutes (5 million years) of video content crossed the Internet each month in 2017. That's 914,100 minutes of video streamed or downloaded every second.
- Globally, 2 trillion minutes of video content crossed the Internet each month in 2017, up from 2 trillion in 2016.
- Globally, Internet-Video-to-TV traffic will increase 2.9-fold between 2017 and 2022.
- Globally, Internet-Video-to-TV traffic increased 1.4-fold in 2017.
- Globally, Internet-Video-to-TV traffic will be 18% of consumer Internet video traffic by 2022, from 25% in 2017.

Consumer IP VoD Traffic

- Globally, consumer IP VoD traffic will grow 1.8-fold from 2017 to 2022, a compound annual growth rate of 12%.
- Globally, consumer IP VoD traffic will reach 39.9 EB per month by 2022, the equivalent of 10 billion DVDs per month, or 14 million DVDs per hour.
- Globally, consumer IP VoD traffic was 22.8 EB per month in 2017, the equivalent of 6 billion DVDs per month, or 8 million DVDs per hour.
- Global consumer IP VoD traffic grew 21% in 2017.
- Global consumer IP VoD traffic was 19% of total IP traffic in 2017, and will be 10% of total IP traffic by 2022.
- Global consumer IP VoD traffic was 23% of consumer IP traffic in 2017, and will be 12% of consumer IP traffic by 2022.