



By the numbers

Projecting the future of digital transformation (2016–2021)

Global

By 2021

58%

of the population will be using the Internet
up from 44% in 2016.



By 2021

61 GB

of Internet traffic per month, per user
up from 24 GB in 2016.



By 2021

3.5

networked devices and connections per person
up from 2.3 in 2016.



By 2021

80%

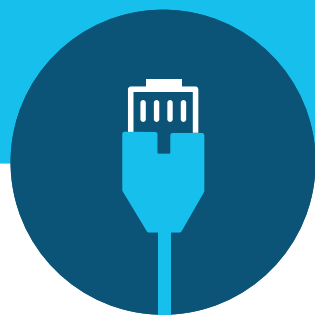
of all Internet traffic will be video
up from 67% in 2016.



By 2021

53 Mbps

average broadband speed
up from 27.5 Mbps in 2016.



By 2021

20 Mbps

average mobile speed
up from 6.8 Mbps in 2016.



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North America

By 2021

89%

of the population will
be using the Internet
up from 88% in 2016.



By 2021

181 GB

of Internet traffic per
month, per user
up from 68 GB in 2016.



By 2021

12.9

networked devices and
connections per person
up from 7.7 in 2016.



By 2021

78%

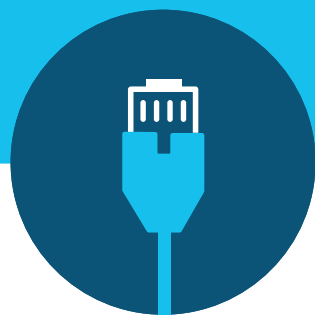
of all Internet traffic
will be video
up from 74% in 2016.



By 2021

74.2 Mbps

average broadband
speed
up from 32.9 Mbps in 2016.



By 2021

25 Mbps

average mobile
speed
up from 13.7 Mbps in 2016.



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Latin America

By 2021

66%

of the population will be using the Internet
up from 52% in 2016.



By 2021

41 GB

of Internet traffic per month, per user
up from 21 GB in 2016.



By 2021

2.9

networked devices and connections per person
up from 2.1 in 2016.



By 2021

78%

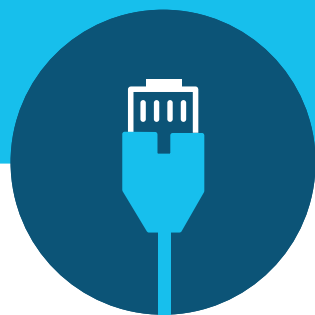
of all Internet traffic will be video
up from 74% in 2016.



By 2021

20.5 Mbps

average broadband speed
up from 9.3 Mbps in 2016.



By 2021

12 Mbps

average mobile speed
up from 3.7 Mbps in 2016.



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Western Europe

By 2021

87%

of the population will be using the Internet
up from 82% in 2016.



By 2021

80 GB

of Internet traffic per month, per user
up from 29 GB in 2016.



By 2021

8.9

networked devices and connections per person
up from 5.3 in 2016.



By 2021

78%

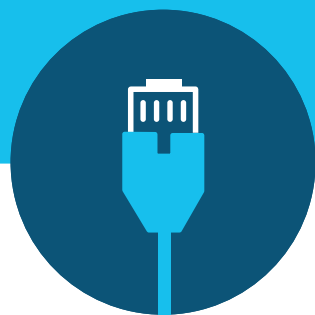
of all Internet traffic will be video
up from 66% in 2016.



By 2021

53.6 Mbps

average broadband speed
up from 30 Mbps in 2016.



By 2021

28 Mbps

average mobile speed
up from 11 Mbps in 2016.



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Central and Eastern Europe

By 2021

72%

of the population will be using the Internet
up from 60% in 2016.



By 2021

32 GB

of Internet traffic per month, per user
up from 15 GB in 2016.



By 2021

3.8

networked devices and connections per person
up from 2.5 in 2016.



By 2021

77%

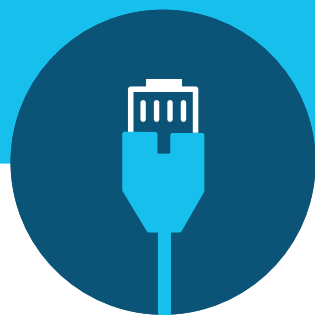
of all Internet traffic will be video
up from 56% in 2016.



By 2021

45.5 Mbps

average broadband speed
up from 29.2 Mbps in 2016.



By 2021

18 Mbps

average mobile speed
up from 6.6 Mbps in 2016.



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Middle East and Africa

By 2021

28%

of the population will be using the Internet
up from 21% in 2016.



By 2021

35 GB

of Internet traffic per month, per user
up from 8 GB in 2016.



By 2021

1.4

networked devices and connections per person
up from 1.1 in 2016.



By 2021

81%

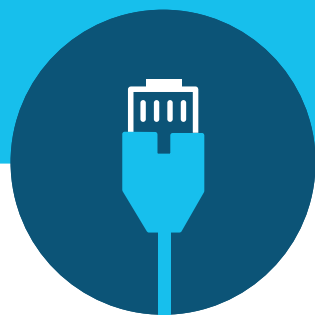
of all Internet traffic will be video
up from 62% in 2016.



By 2021

17.1 Mbps

average broadband speed
up from 7.8 Mbps in 2016.



By 2021

11 Mbps

average mobile speed
up from 3.8 Mbps in 2016.



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Asia Pacific

By 2021

62%

of the population will
be using the Internet
up from 41% in 2016.



By 2021

43 GB

of Internet traffic per
month, per user
up from 16 GB in 2016.



By 2021

2.9

networked devices and
connections per person
up from 1.9 in 2016.



By 2021

81%

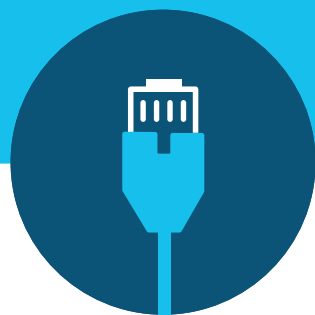
of all Internet traffic
will be video
up from 65% in 2016.



By 2021

64 Mbps

average broadband
speed
up from 34 Mbps in 2016.



By 2021

20 Mbps

average mobile
speed
up from 9.9 Mbps in 2016.



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