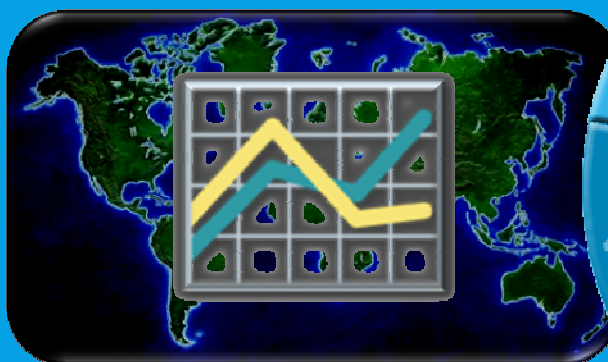# Cisco Visual Networking Index (VNI)
Sharing Global IP Traffic Growth Projections & Analysis

The Cisco VNI Global Forecast methodology is built on independent analyst projections; fixed/mobile usage reports and verified with real network data.
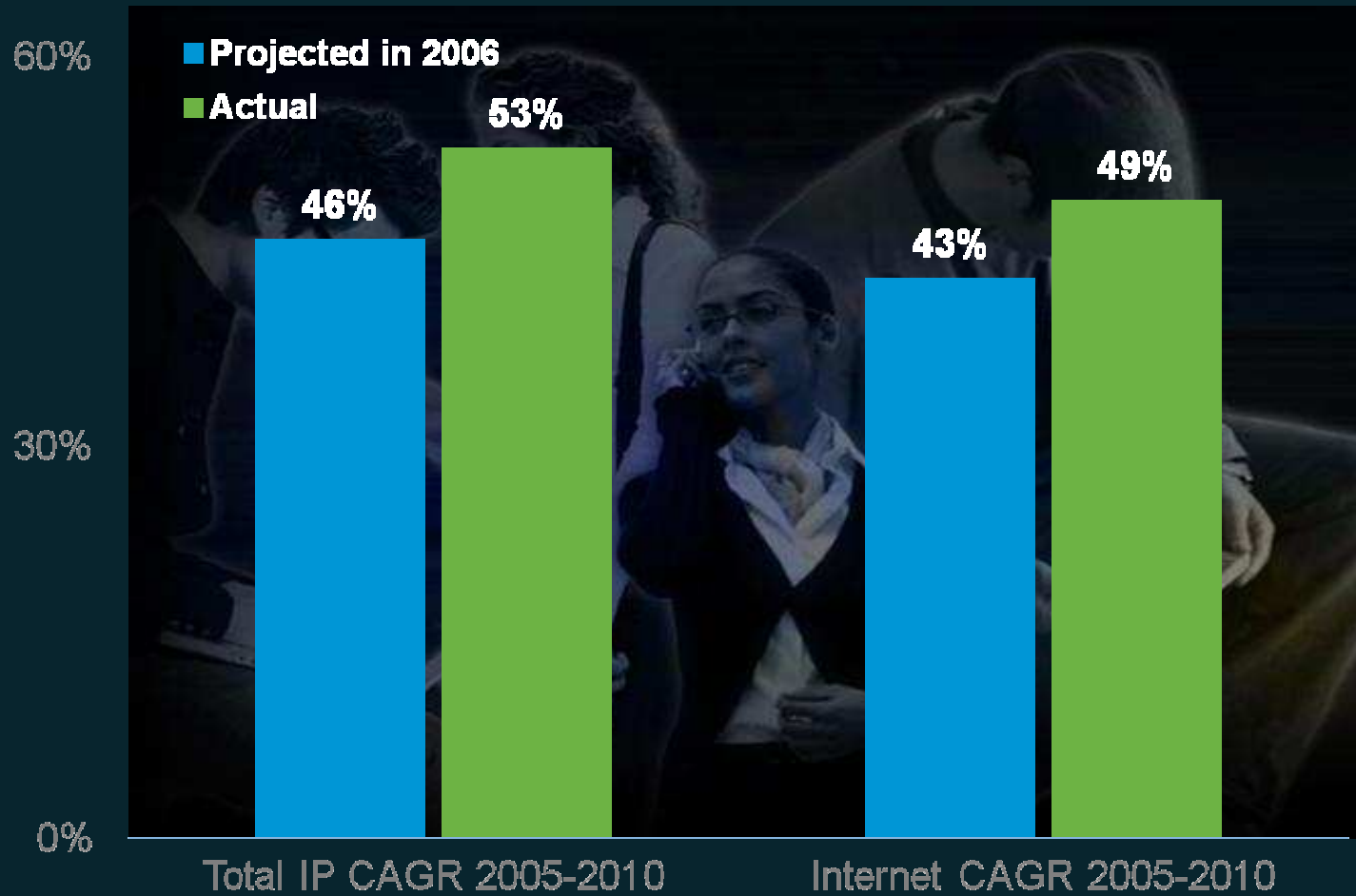
Global Forecast Data

Global Usage Trends

VNI FORECAST

VNI

VNI USAGE

VNI PULSE

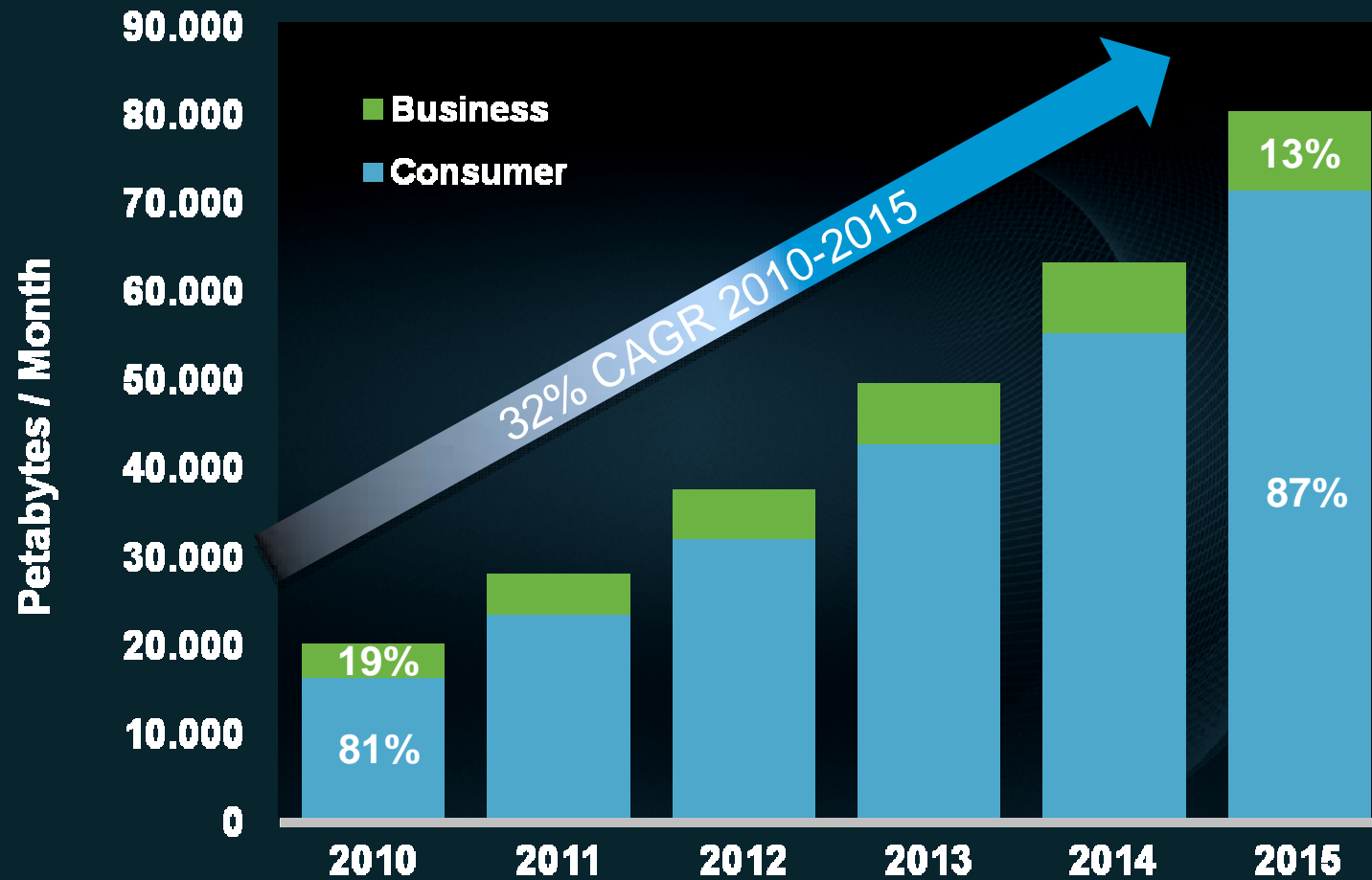Global, regional, and country-level data modeling
of consumer/business usage trends.

VNI projections vs. actuals

Source: Cisco Visual Networking Index (VNI) Global IP Traffic Forecast, 2010–2015

Global IP traffic
will increase 7-fold from 2010 to 2015

Petabytes / Month

- ■ Business
- ■ Consumer

32% CAGR 2010-2015

Year	Business %	Consumer %
2010	19%	81%
2015	13%	87%

90.000
80.000
70.000
60.000
50.000
40.000
30.000
20.000
10.000
0

2010 2011 2012 2013 2014 2015

Latin America Topline
IP traffic will increase 7-fold from 2010 to 2015

48% CAGR 2010-2015

- **0.7 EB per mo** — 2010
- **0.9 EB per mo** — 2011
- **1.5 EB per mo** — 2012
- **2.2 EB per mo** — 2013
- **3.2 EB per mo** — 2014
- **4.7 EB per mo** — 2015
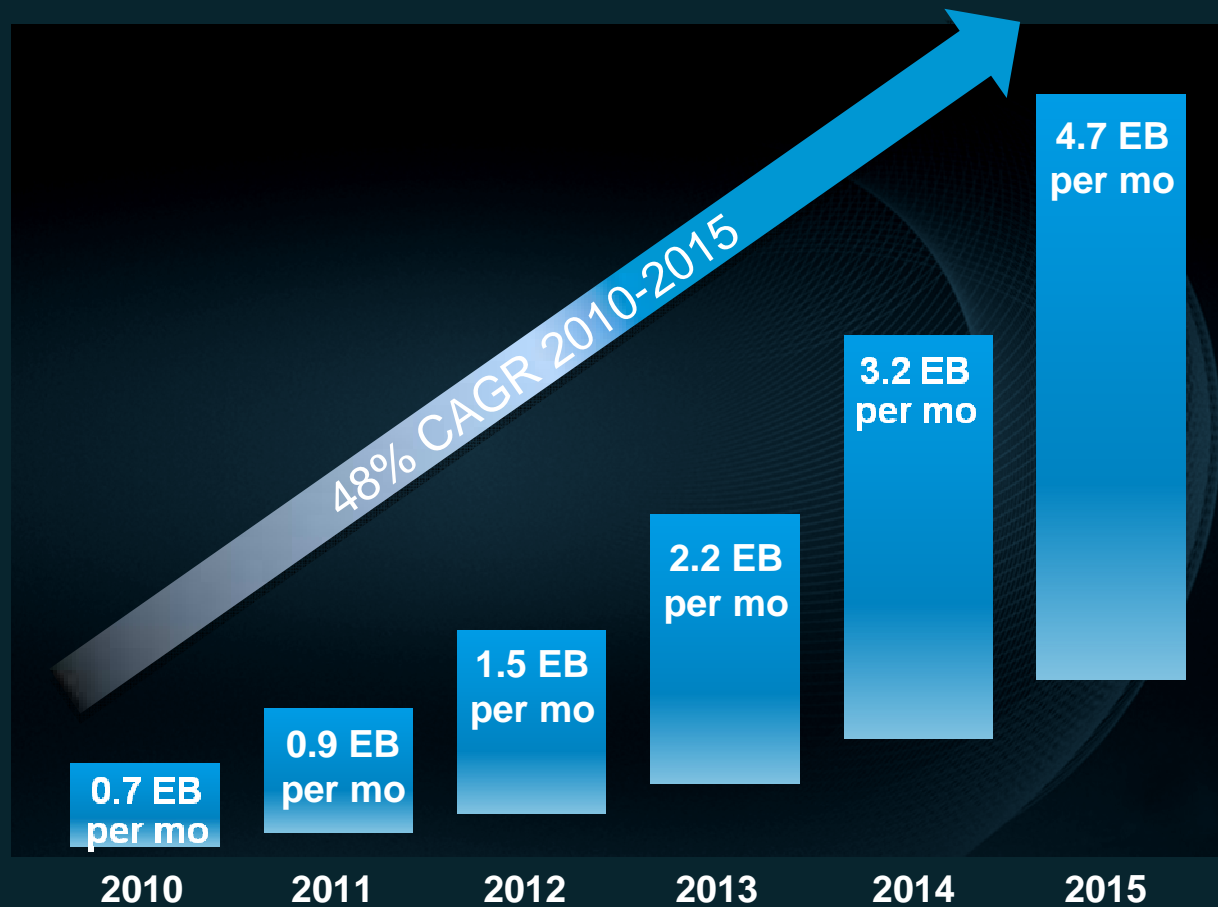
Source: Cisco Visual Networking Index (VNI) Global IP Traffic Forecast, 2010–2015

Brazil: By 2015 total traffic will be 8 times larger than 2010
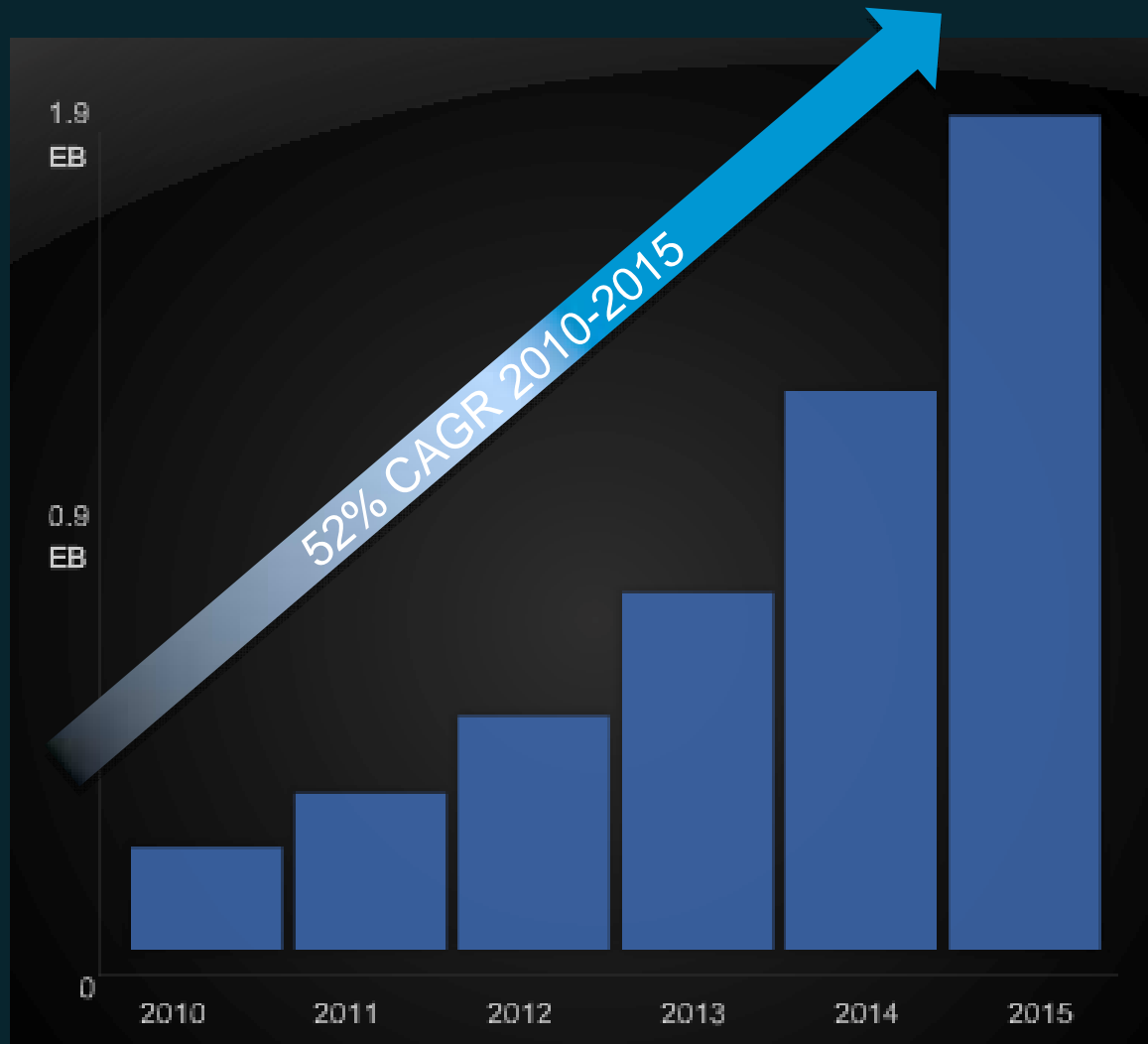
Global Mobile Data Traffic Growth / Top-Line
Global mobile data traffic will increase 26X from 2010 to 2015

Terabytes / Month

7.000.000

6.000.000

5.000.000

4.000.000

3.000.000

2.000.000

1.000.000

0

92% CAGR 2010-2015

0.24 EB per mo

0.6 EB per mo

1.2 EB per mo

2.2 EB per mo

3.8 EB per mo

6.3 EB per mo

2010   2011   2012   2013   2014   2015

Latin America
Consumer Internet Traffic / Applications
Internet Video dominates consumer Internet traffic

34% CAGR 2010–2015

Legend:
- VoIP
- Online Gaming
- Web/Data
- File Sharing
- Internet Video

Y-axis: Petabytes / Month (0 to 60.000)

X-axis years: 2010, 2011, 2012, 2013, 2014, 2015

2015 annotations: 14.09%, 25.31%, 59.92%
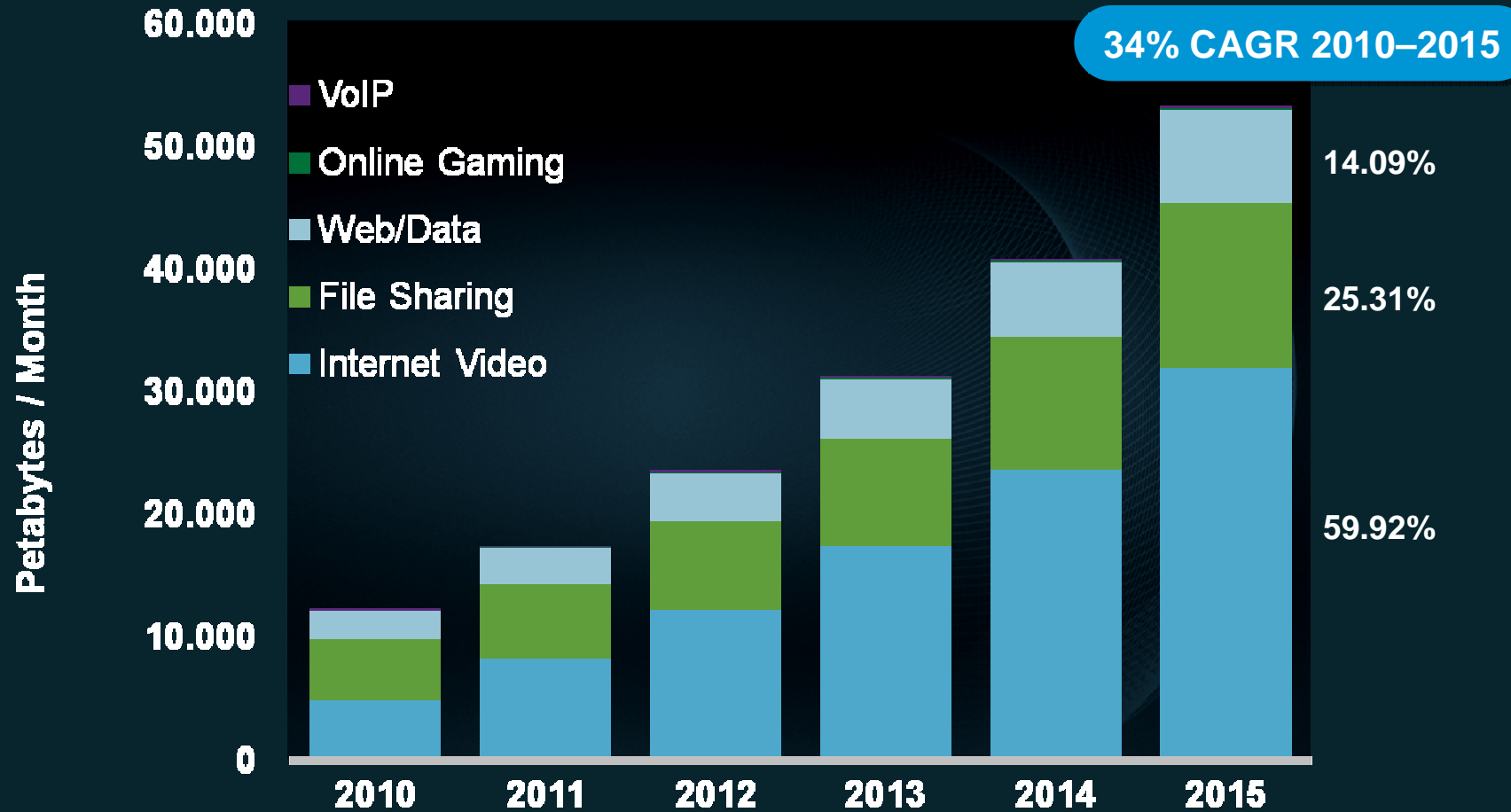
Online Gaming and VoIP forecast to be 0.68% of all consumer Internet traffic in 2015

LATAM Consumer Internet Video Composition
Video traffic increasingly driven by long-form video
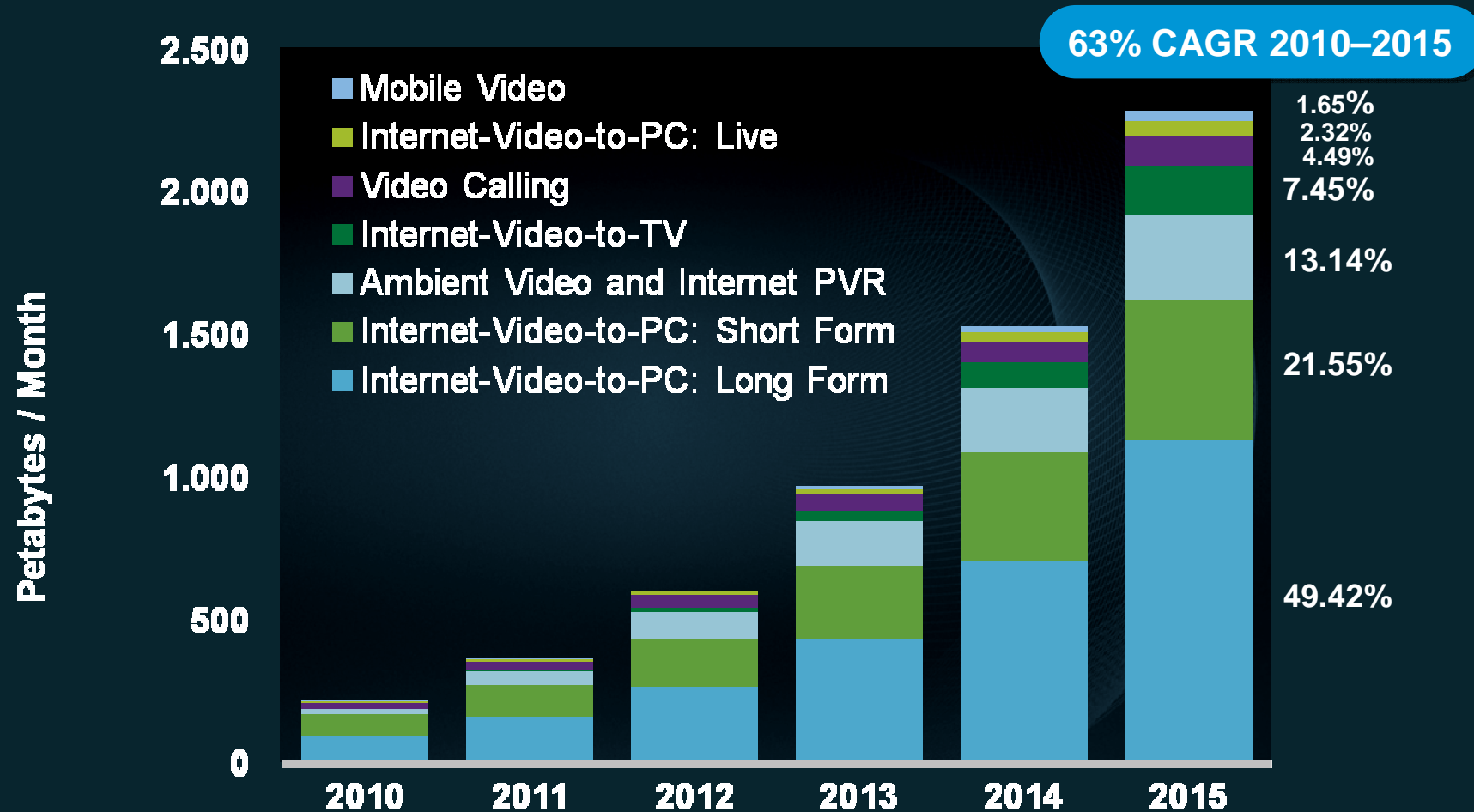
63% CAGR 2010–2015

Legend:
- Mobile Video
- Internet-Video-to-PC: Live
- Video Calling
- Internet-Video-to-TV
- Ambient Video and Internet PVR
- Internet-Video-to-PC: Short Form
- Internet-Video-to-PC: Long Form

Y-axis: Petabytes / Month (0, 500, 1.000, 1.500, 2.000, 2.500)

X-axis: 2010, 2011, 2012, 2013, 2014, 2015

2015 values:
- 1.65%
- 2.32%
- 4.49%
- 7.45%
- 13.14%
- 21.55%
- 49.42%

Implications . . .

and Lessons from Abroad

Investment

- Capital Intensive

- Multi-Service

- Experimentation

- Risk Capital

- Government Role

Regulation

- Spectrum

- Competitive Platforms

- IP Services

- Net Neutrality

- Managed Services