The economics of personal data and privacy:

Internet Traffic explosion

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Global IP Traffic Growth

IP traffic will increase 4.3 fold from 2009–2014

In 2014, global IP traffic will reach 3/4 of a zettabyte

- 34% CAGR 2009–2014
- 63.9 EB/mo


- 87% of traffic generated by consumers in 2014
- Fr: 3.2 Exb/mo in 2014, 35% CAGR 2009-2014
Global Consumer Internet Traffic Growth: Video to exceed 91% of global traffic by 2014; 56% will be video streaming


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Netflix Delivers One-Two Punch to Video/Data Providers

There was one tidbit in Sandvine’s recently released “Fall 2010 Global Internet Phenomena Report" that caused some double takes: Netflix represents more than 20 percent of downstream traffic during peak hours on fixed-access networks. The heaviest usage is from 8 p.m. to 10 p.m.
Global Mobile Data Traffic Growth / Devices

Laptops (mobile-ready portables) and smartphones will account for more than 90% of mobile data traffic by 2014

France Global IP Traffic Growth
IP traffic will increase 4.4 fold from 2009–2014
