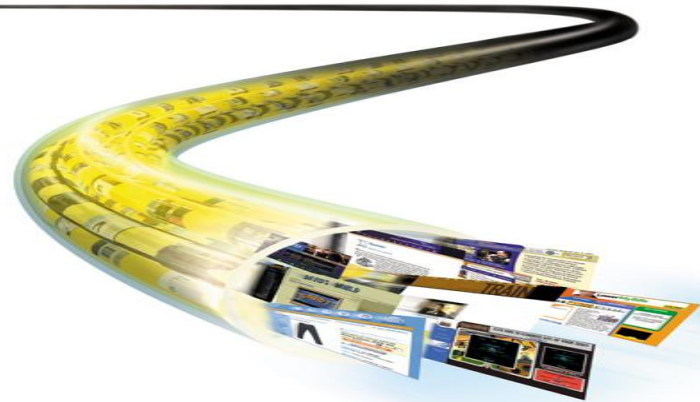




# The economics of personal data and privacy:

## Internet Traffic explosion



Marc Latouche

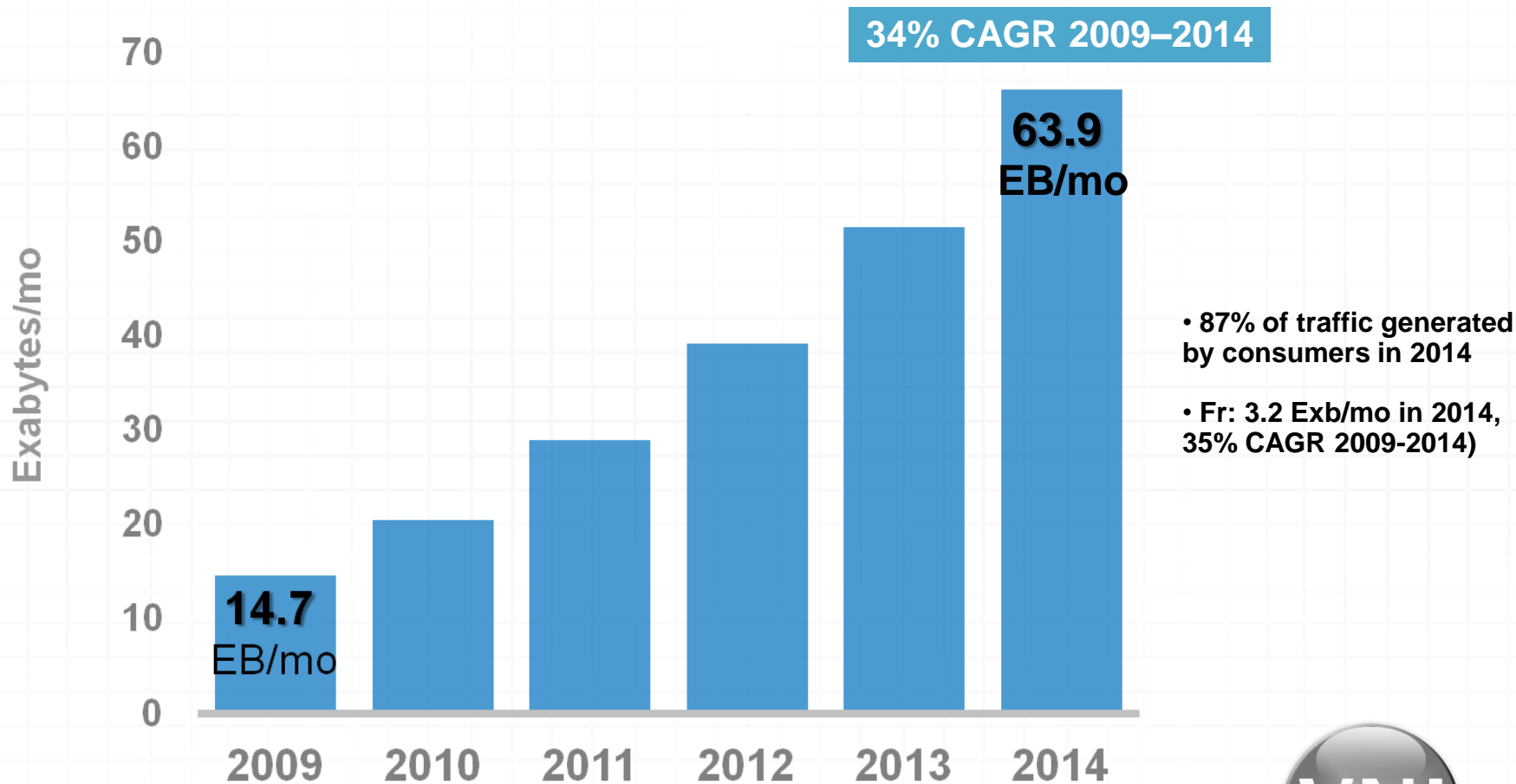
Cisco – Internet Business Solution Group

[mlatouch@cisco.com](mailto:mlatouch@cisco.com)

# Global IP Traffic Growth

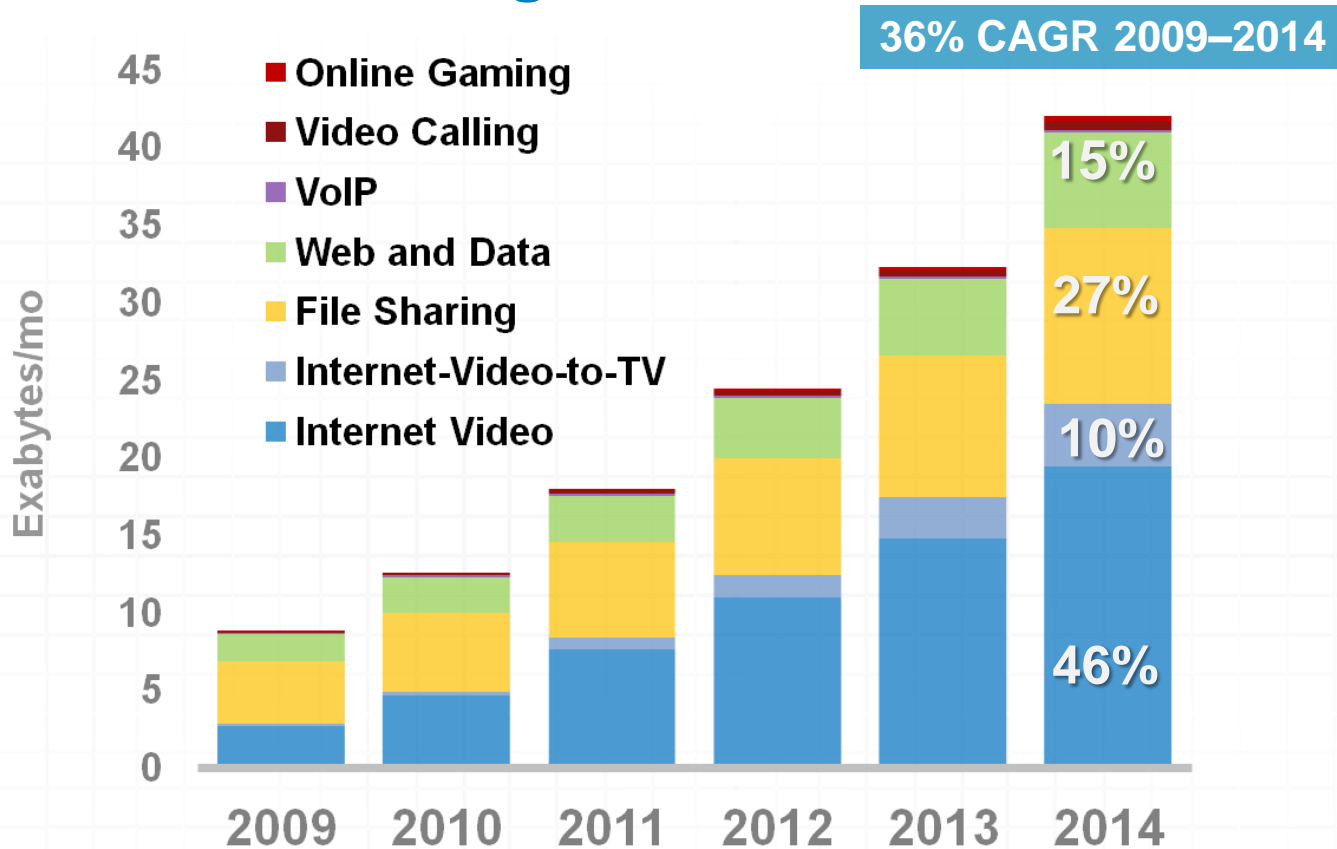
IP traffic will increase 4.3 fold from 2009–2014

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



Source: Cisco Visual Networking Index (VNI) Global Forecast, 2009–2014

# Global Consumer Internet Traffic Growth: Video to exceed 91% of global traffic by 2014; 56% will be video streaming



October 26, 2010

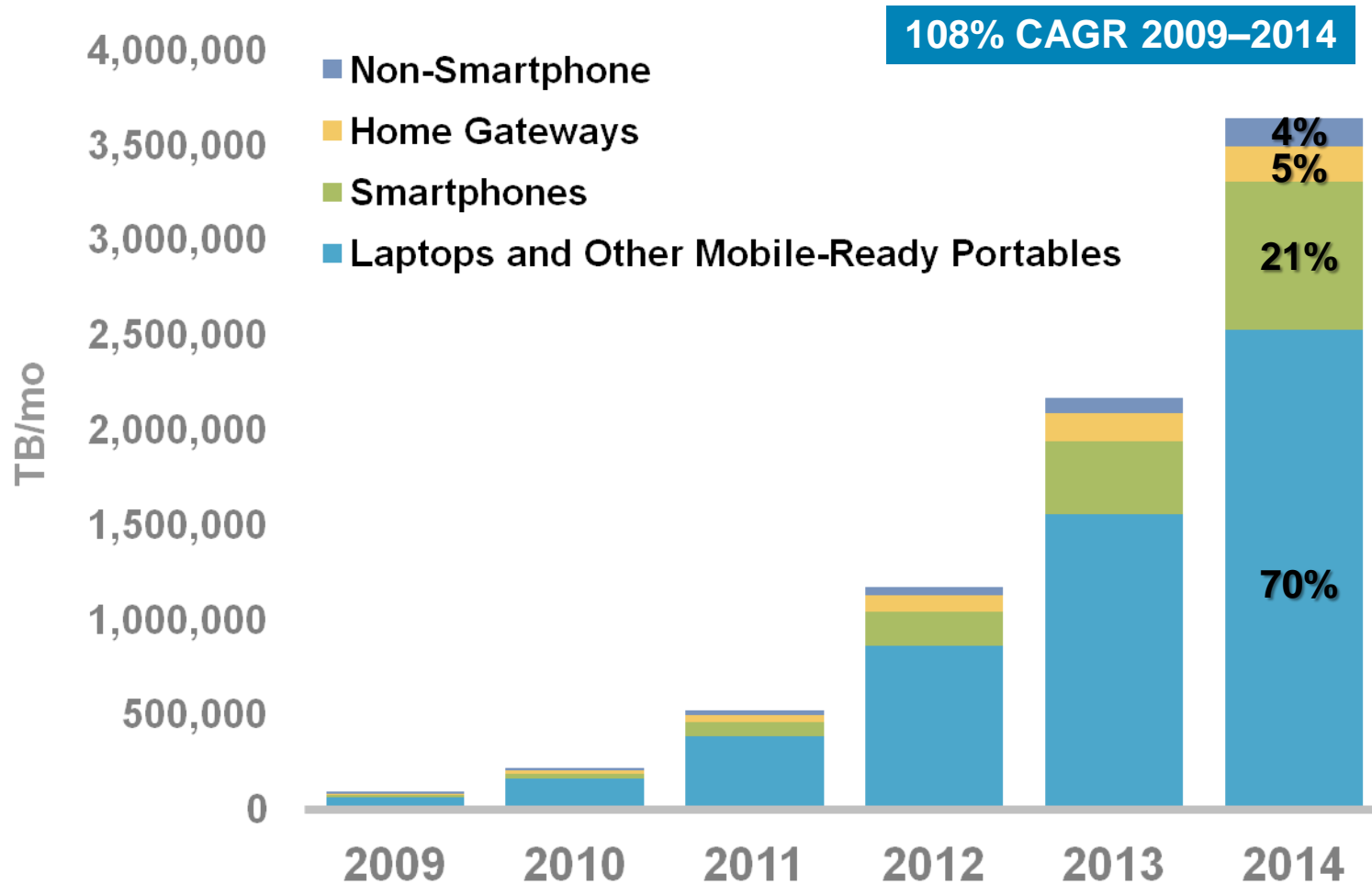
## Netflix Delivers One-Two Punch to Video/Data Providers

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.

Source: Cisco Visual Networking Index  
(VNI) Global Forecast, 2009–2014

# Global Mobile Data Traffic Growth / Devices

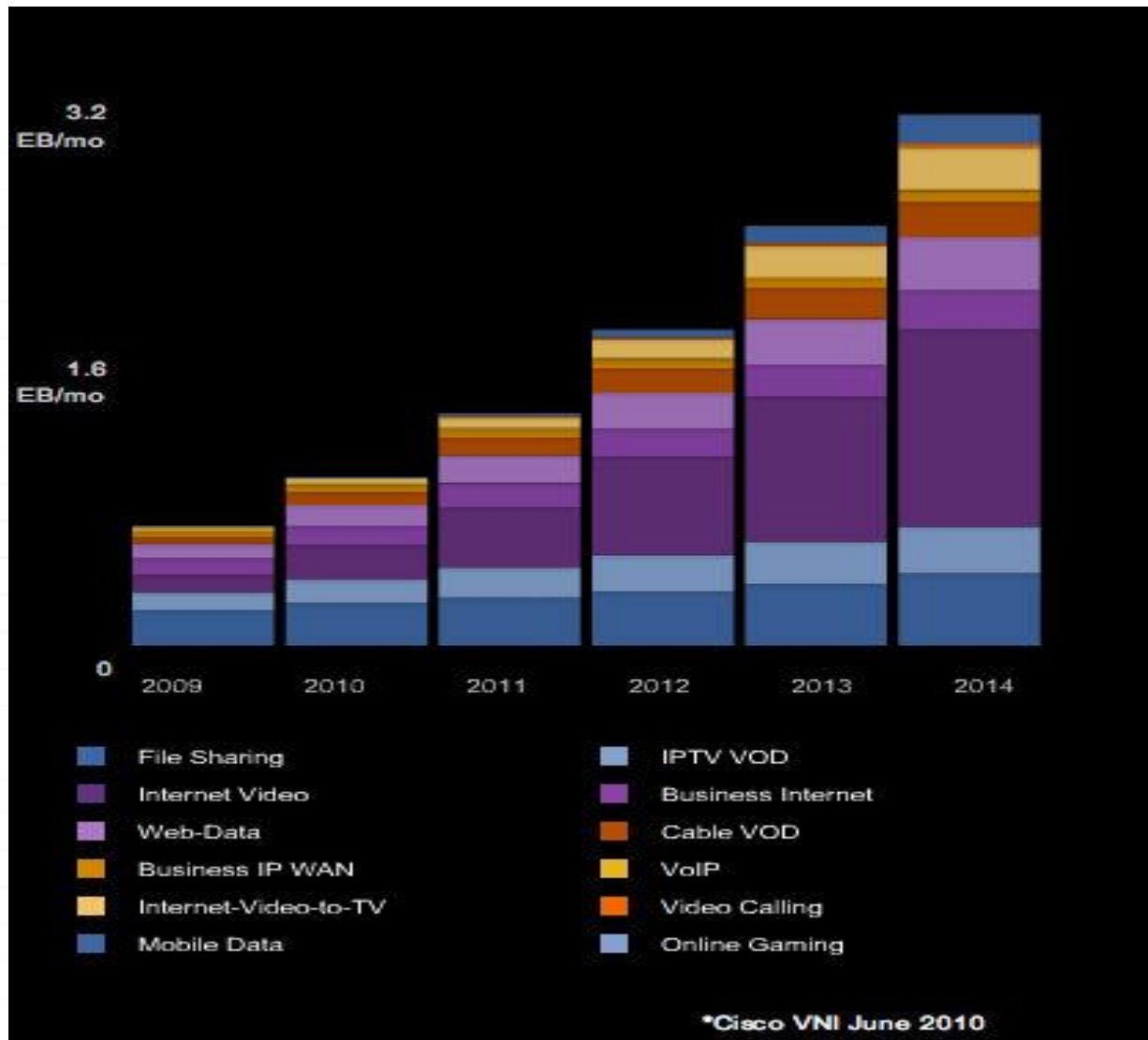
Laptops (mobile-ready portables) and smartphones will account for more than 90% of mobile data traffic by 2014



Source: Cisco Visual Networking Index (VNI) Global Mobile Data Forecast, 2009–2014

# France Global IP Traffic Growth

## IP traffic will increase 4.4 fold from 2009–2014



Source: Cisco Visual Networking Index (VNI) Global Forecast, 2009–2014



