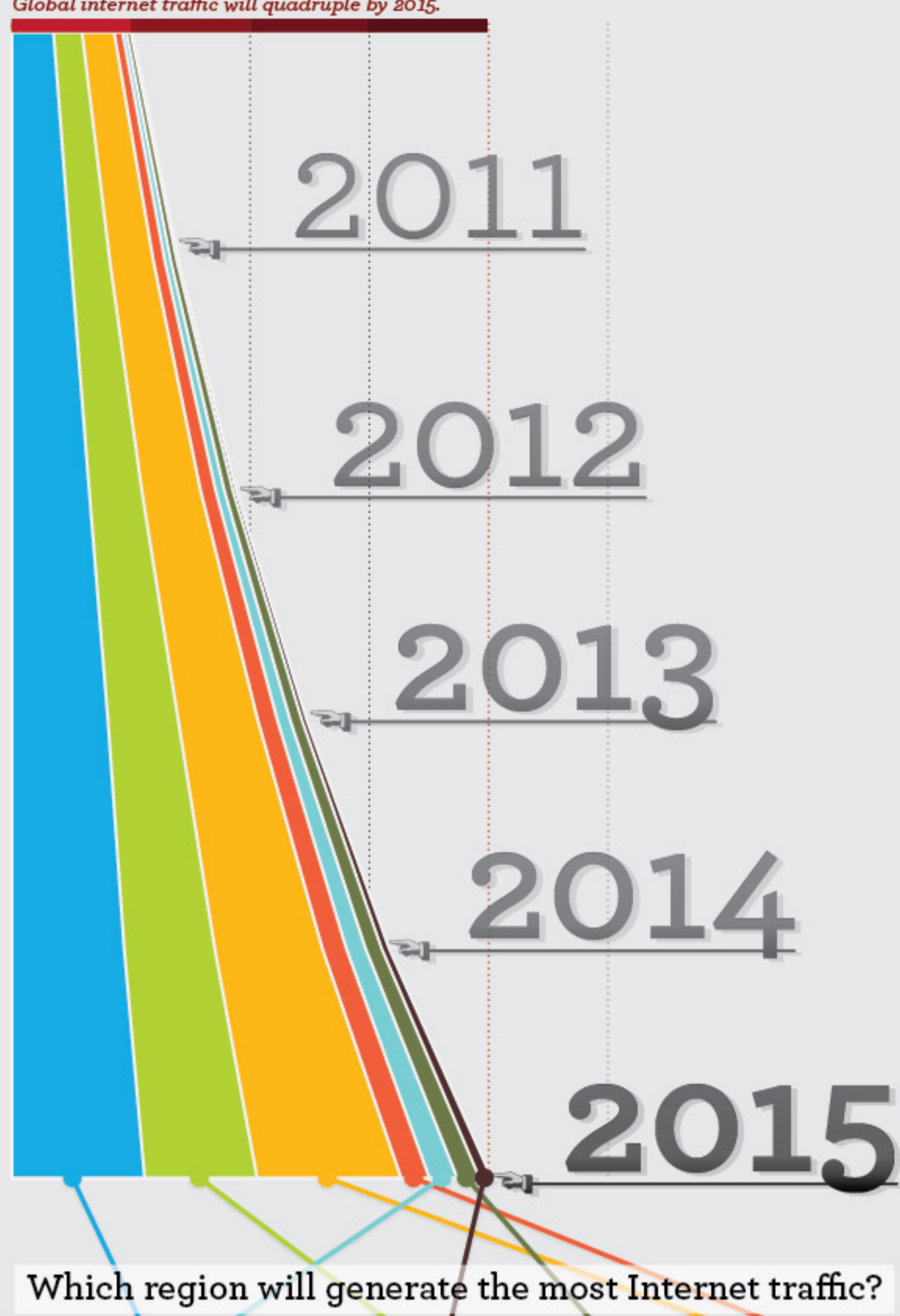


THE INTERNET IN 2015

Who will be LEADING THE PACK?

PETABYTES PER MONTH

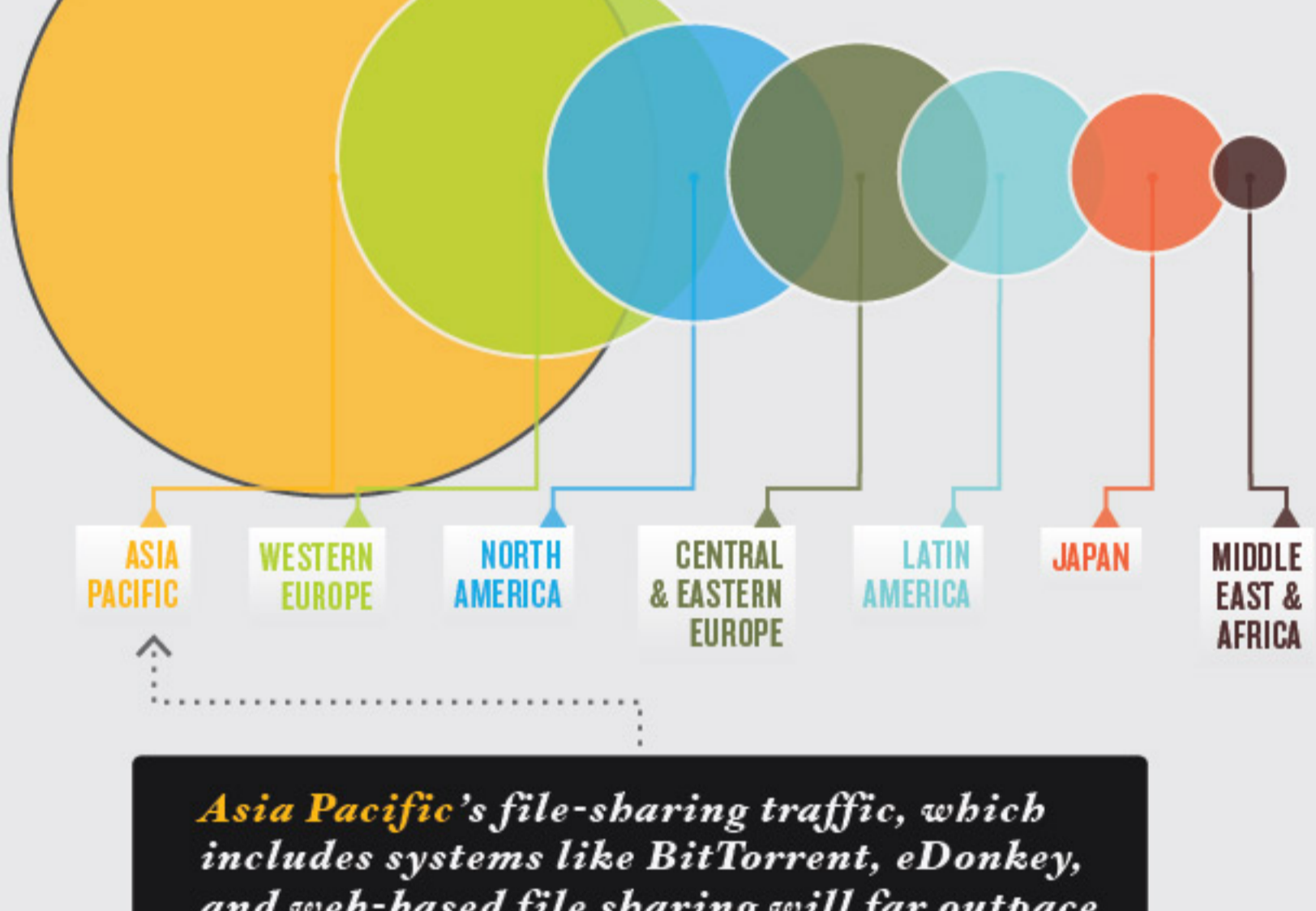


Which region will generate the most Internet traffic?



While the top spot for Internet traffic is close... There will be clear leaders in some traffic types.

Which region will do the most file-sharing?



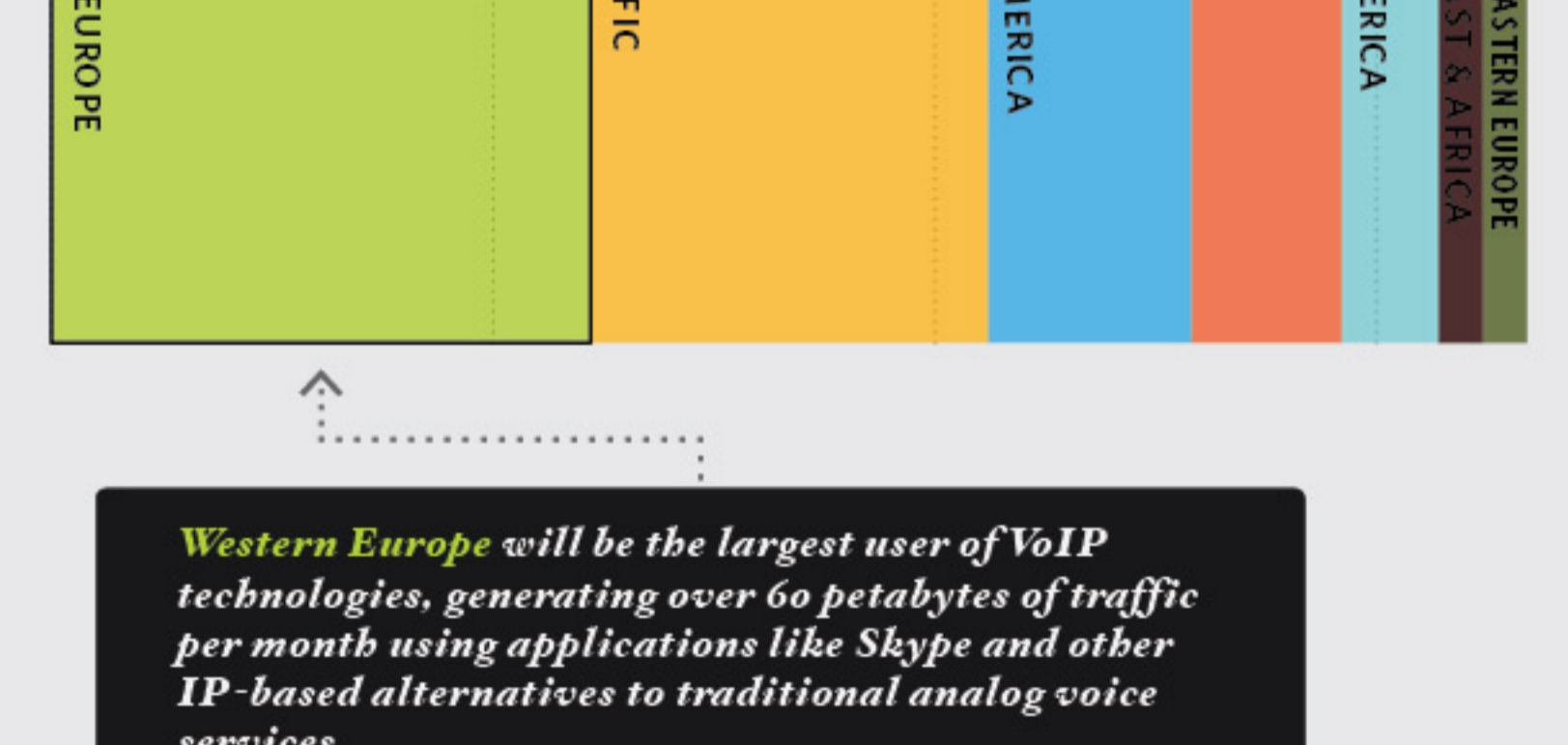
Asia Pacific's file-sharing traffic, which includes systems like BitTorrent, eDonkey, and web-based file sharing will far outpace other regions.

Which region will generate the most business traffic?



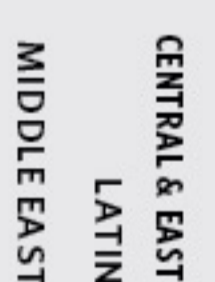
North America and Western Europe will lead the way in business IP traffic, which includes data transferred through a corporate access point or corporate WAN.

Which regions will use VoIP apps the most?



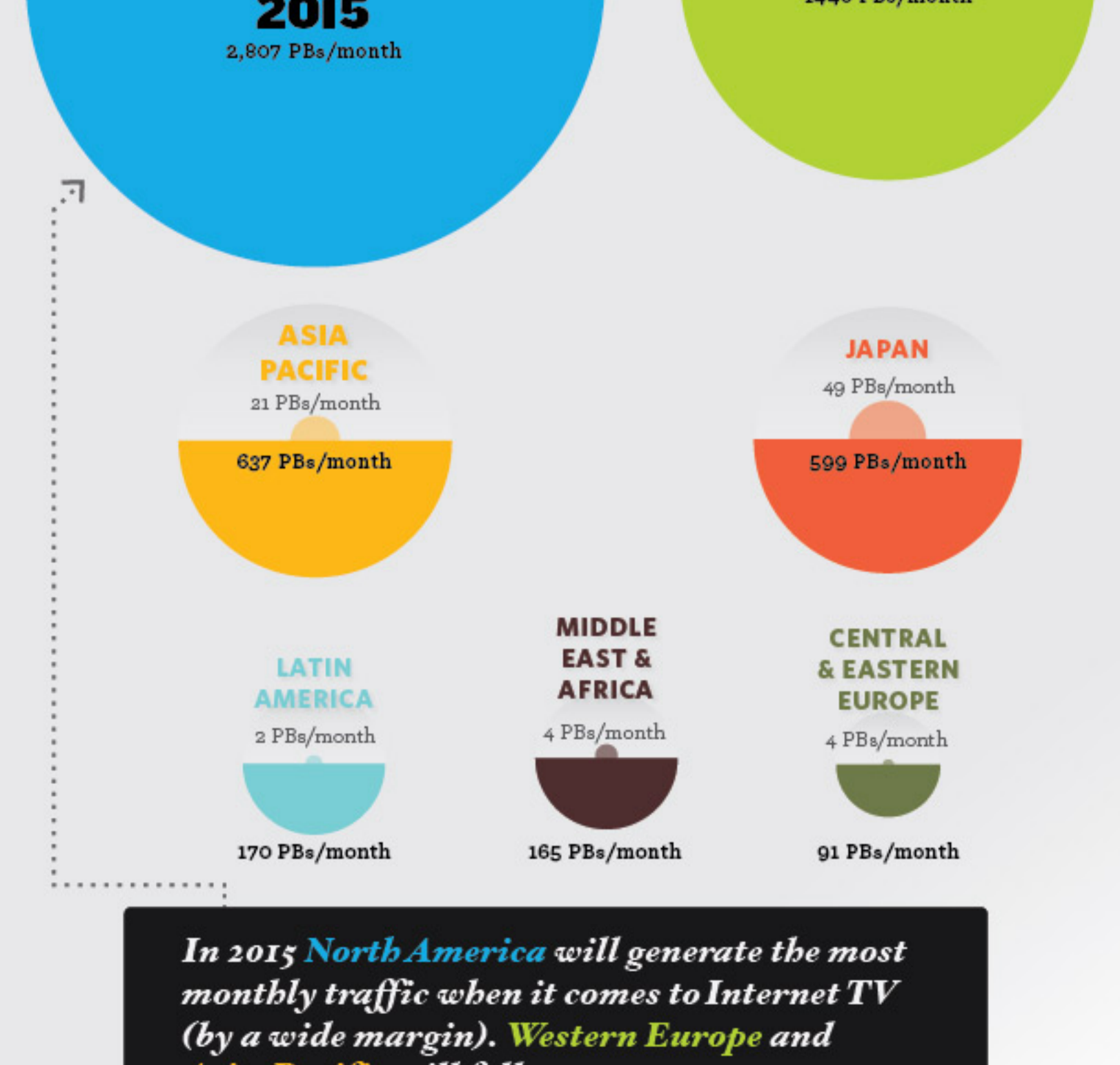
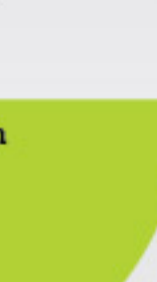
Western Europe will be the largest user of VoIP technologies, generating over 60 petabytes of traffic per month using applications like Skype and other IP-based alternatives to traditional analog voice services.

Which region will do the most Internet gaming?



Asia Pacific will be the leader in Internet gaming traffic, which includes game downloads and online gaming. **North America** will be a close second in this category.

Who will watch the most Internet TV?



In 2015 North America will generate the most monthly traffic when it comes to Internet TV (by a wide margin). **Western Europe and Asia-Pacific** will follow.

