

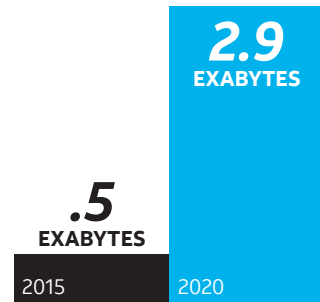
Innovation Driving Consumer On-Line Activity

More Mobile

Over 2/3 of U.S. adults aged 25-34 were wireless-only in 2016.¹



Mobile traffic projected to increase in the U.S. over **six-fold**.²



Mobile video traffic will soar – growing 5-fold from 2016 to 2021.⁴

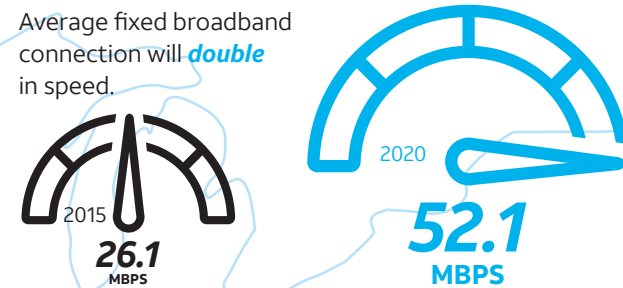
Mobile speeds will **jump** from 6.59 Mbps in 2015 to **20.9 Mbps** in 2021.³



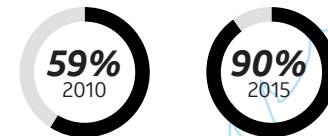
By 2020, mobile data traffic in the U.S. will be equivalent to 6x the volume of the entire U.S. Internet in 2005.⁵

More Speed & Coverage

Average fixed broadband connection will **double** in speed.



Americans with access to 25 Mbps fixed broadband download speeds.⁶



More Devices

4.1 Billion devices in the U.S. (up from 2.3 Billion in 2015)

By 2020, there will be 12.3 networked devices for **every person** in the U.S.

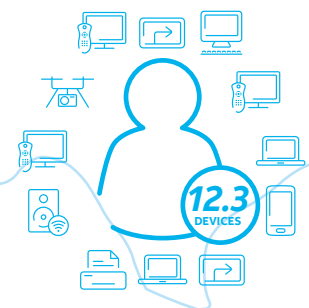
Virtual Reality Headsets (WORLDWIDE):



Smartphones:



TVs:



More Applications



IP Video will be 85% of all IP traffic.⁷

Internet gaming will explode, growing 8-fold by 2020.⁸

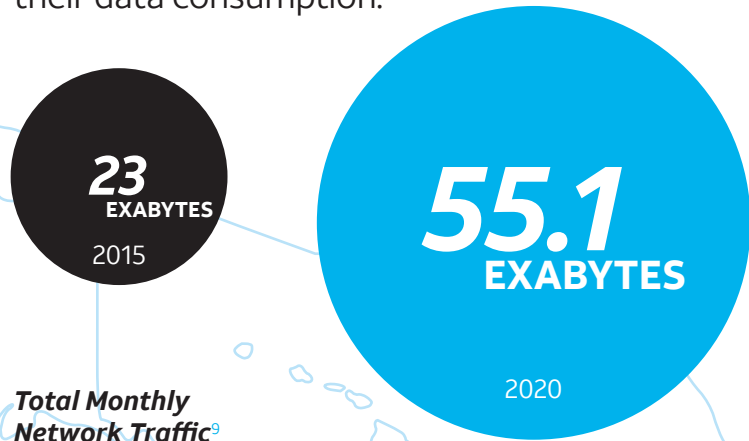


More Consumer Activity = More Network Traffic

Consumer data usage will more than **double** from 2015 to 2020.

More Usage

U.S. broadband networks must keep pace as consumers rapidly increase their data consumption.

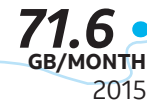


Total Monthly Network Traffic⁹

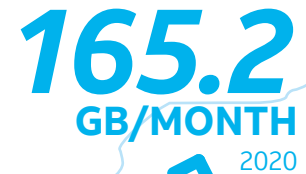
*An exabyte is 1,000,000,000 gigabytes.¹⁰

More Data

More mobile, more devices, more speed, and more applications means each U.S. consumer will use more data/bandwidth every month.

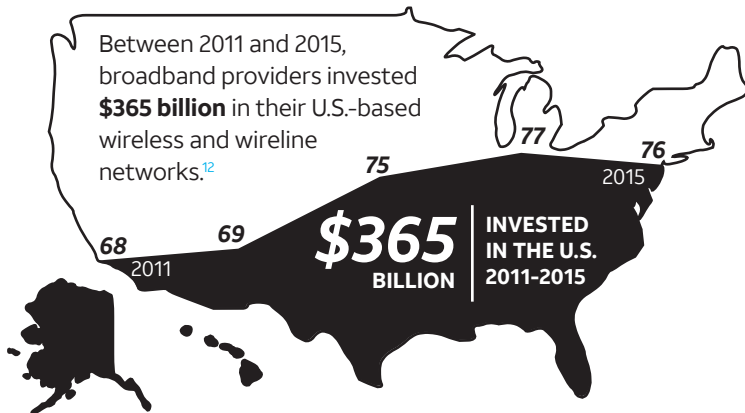


Monthly Consumer Data Usage¹¹



Broadband Providers Must Invest to Keep Up

Billions have been invested to meet consumer demands of 2015



AT&T invested over \$100 billion in its U.S.-based wireless and wireline networks – more than any other U.S. company.¹³

Per-Person Traffic



2015 Broadband Speeds



Billions more must be invested to build the broadband network of the future

Rising Fixed & Mobile Broadband Speeds

Growing Per-Person Traffic¹⁴



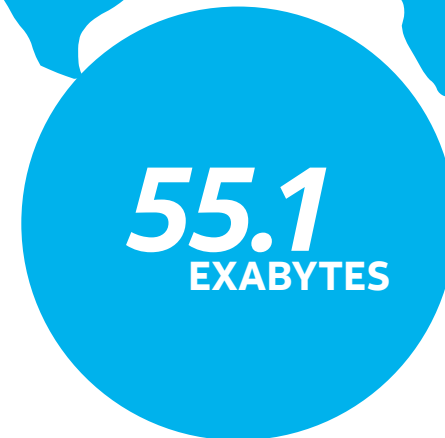
2020-2021 Broadband Speeds¹⁵
(Projected)



More Usage



Total Monthly Network Traffic



Citations

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