

Fixed network data traffic: worldwide trends and forecasts 2022–2028

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# About this report

This report analyses fixed data traffic trends worldwide, and draws out implications for operators.

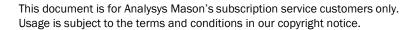
It is based on several sources, including:

- Analysys Mason's internal research, including broadband and next-generation access (NGA) forecasts, wireless traffic forecasts, consumer survey and smartphone analytics research
- operator and regulator data
- ongoing engagement with stakeholders in the fixed telecoms sector.



## WHO SHOULD READ THIS REPORT

- CTO and strategy teams in fixed network operators (FNOs). This report will help them to understand how to tie their NGA conversion (and hence ARPU uplifts) to changes in usage demands. It will help FNOs in emerging markets to understand how soon patterns of consumption could encourage fixed broadband (FBB) take-up.
- CTO and strategy teams in mobile network operators (MNOs). The ability to substitute fixed (to gain a greater share of wallet) is at the core of mobile revenue growth. MNOs urgently need a holistic fixed mobile view of data consumption in order to plan for mobile and/or new fixed network investment.





# GEOGRAPHICAL COVERAGE

## 8 regions worldwide:

- Central and Eastern Europe (CEE): Poland, Turkey
- Developed Asia-Pacific (DVAP): Australia, Japan, New Zealand. South Korea
- Emerging Asia Pacific (EMAP): China, India, Indonesia
- Latin America (LATAM): Brazil
- Middle East and North Africa (MENA): Saudi Arabia
- North America (NA): USA
- Sub-Saharan Africa (SSA):
   South Africa
- Western Europe (WE):
   Finland, France, Germany,
   Italy, Spain, UK

# **KEY METRICS**



- Overall national and per broadband (BB) subscriber data, year total and year end
- Internet, managed IP, multicast IPTV data
- Median usage
- Fixed-mobile traffic ratios
- Asymmetry ratios
- Internet bandwidth per subscriber, average and busy hour



This report presents commentary on the data available at the time of writing. However, we constantly refine and refresh our data, so please visit the Analysys Mason DataHub to view the latest data associated with this report.







# Worldwide trends

Forecast methodology and assumptions

About the authors and Analysys Mason



# Our research services



#### Consumer Services

Fixed Broadband Services
Mobile Services
Fixed-Mobile Convergence
Smart Devices
Future Comms
Video, Gaming and Entertainment
Digital Services



#### Networks

Next-Generation Wireless Networks Wireless Infrastructure Strategies Fibre Infrastructure Strategies Operator Investment Strategies Telecoms Strategy and Forecast Transport Network Strategies



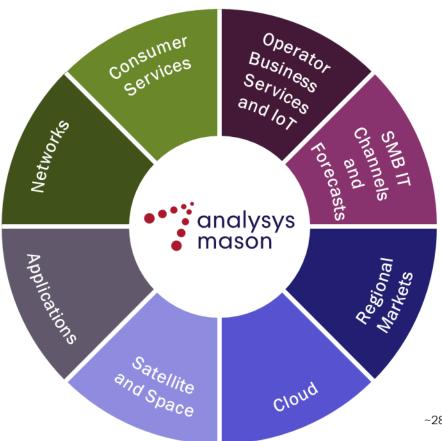
#### **Applications**

Network Automation and Orchestration Customer Engagement Monetisation Platforms Digital Experience Automated Assurance Service Design and Orchestration Telecoms Software Market Shares



# Satellite and Space

Satellite Communications Space Applications and Infrastructure





# Operator Business Services and IoT



Enterprise Services SME Services IoT Services Private Networks

## SMB IT Channels and Forecasts



Cyber Security SMB Technology Forecaster

# Regional Markets



Global Telecoms Data and Financial KPIs Americas Asia-Pacific Middle East and Africa European Core Forecasts European Telecoms Market Matrix European Country Reports

#### Cloud



Cloud Infrastructure Strategies
Data, Al and Development Platforms
Edge and Media Platforms
Multi-Cloud Networking

#### DataHub



~2800 forecast and 280+ historical metrics Regional results and worldwide totals Operator historical data



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