



# Broadband Overview Workshop ANACOM

Rui Brás Fernandes

Cisco Portugal CTO & SEM

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# Day in a Connected Life

## Data Consumption by Location

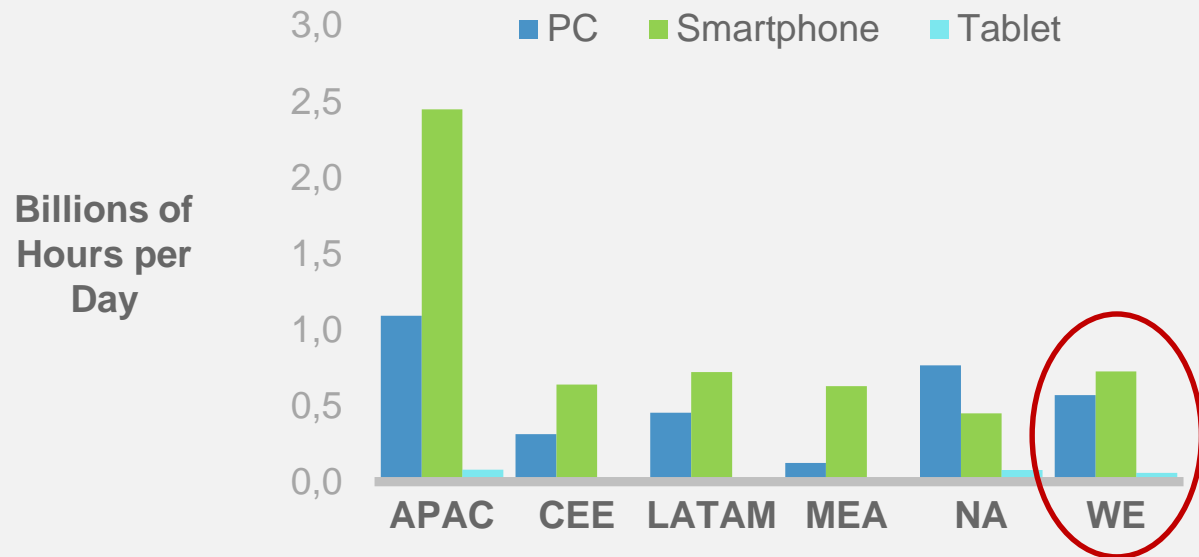


**\* Reflects mature mobile markets and working adults usage**

Source: Cisco VNI Global Mobile Data Traffic Forecast, 2015–2020

# Time Spent Per Device Type, 2015

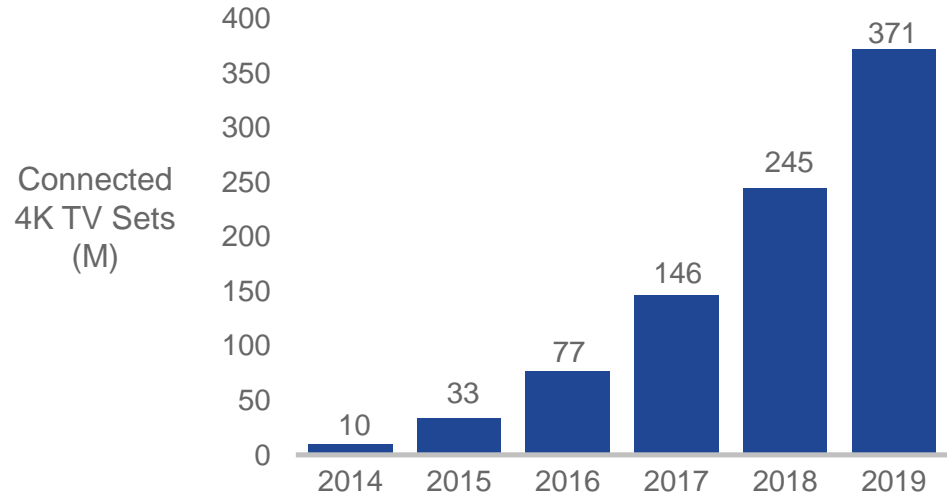
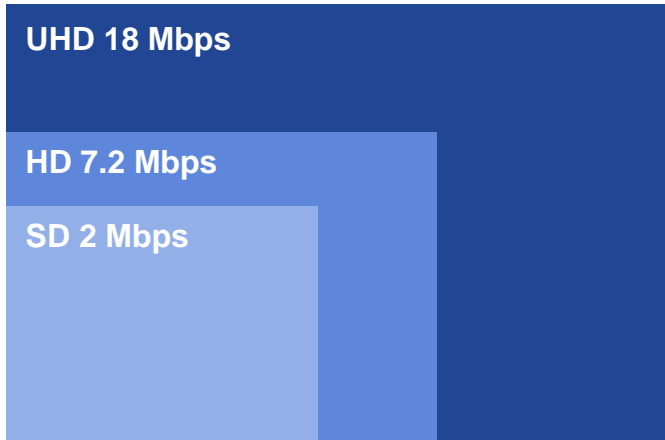
Time on Smartphones Exceeds Time on PCs for all Regions Except NA



Source: Cisco VNI Global Mobile Data Traffic Forecast, 2015–2020

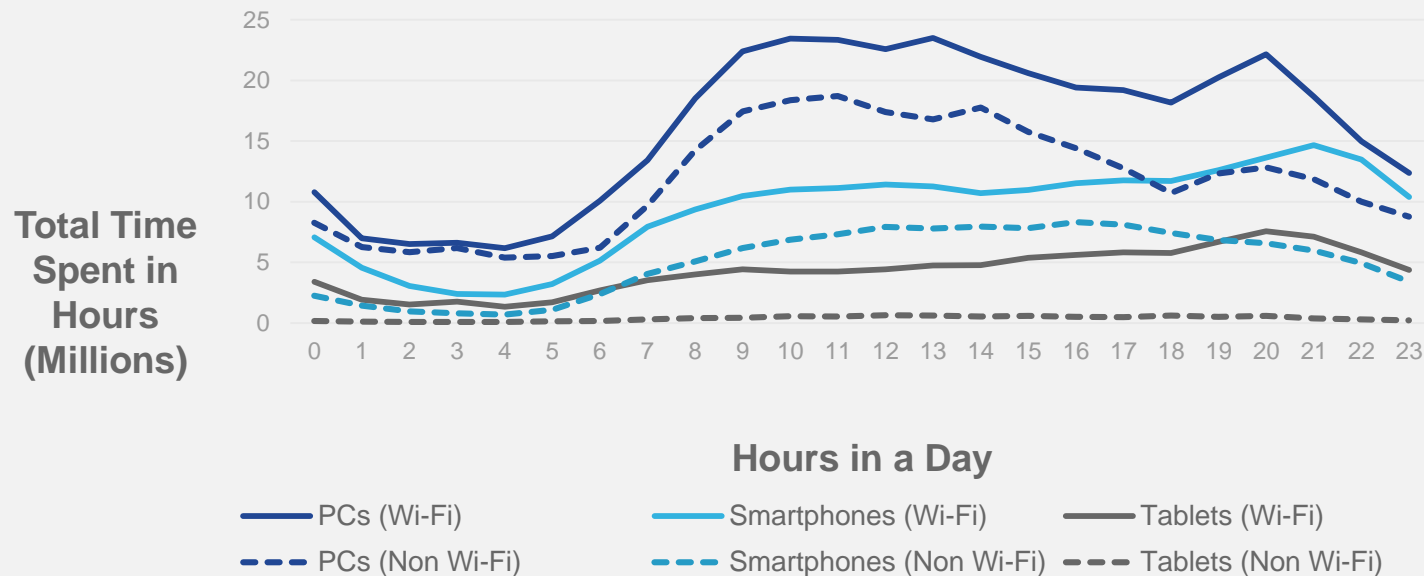
# Most Households will use Fixed BB

By 2019, More than 31% of Connected Flat Panel TV Sets will be 4K



# WiFi fixed or mobile?

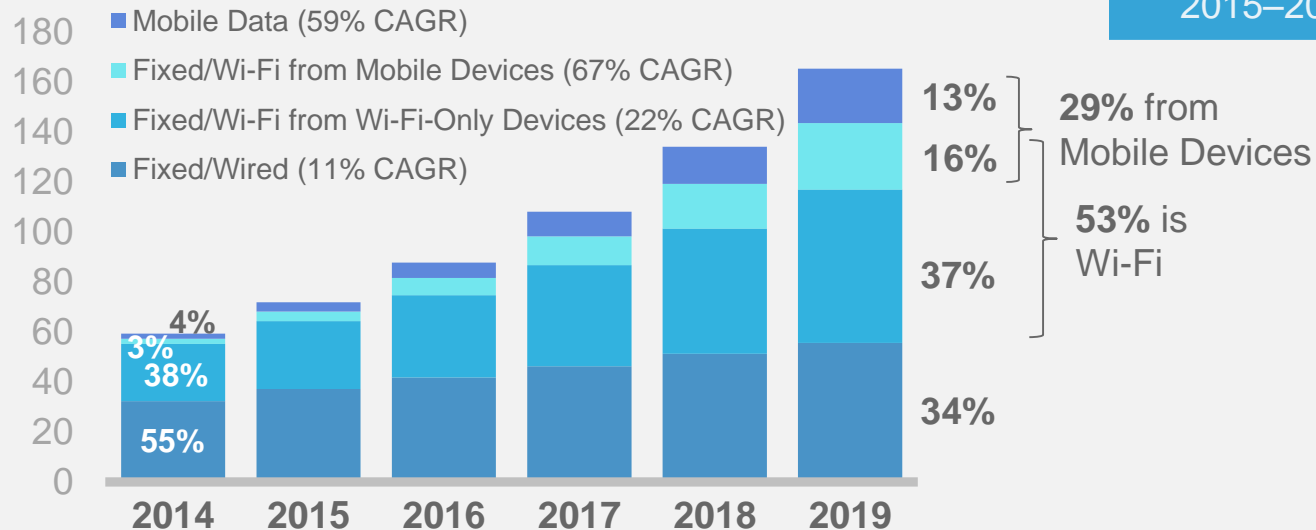
Time Spent on Wi-Fi Consistently Higher Than Time Spent on Cellular Connectivity



# Global IP Traffic by Local Access Technology

## Starting in 2017, Fixed/Wi-Fi Traffic Surpasses Fixed/Wired Traffic

Exabytes  
per Month



Source: Cisco VNI Global Mobile Data Traffic Forecast, 2015–2020

Globally, in 2015, a smart device generated **14 times** more traffic than a nonsmart device.

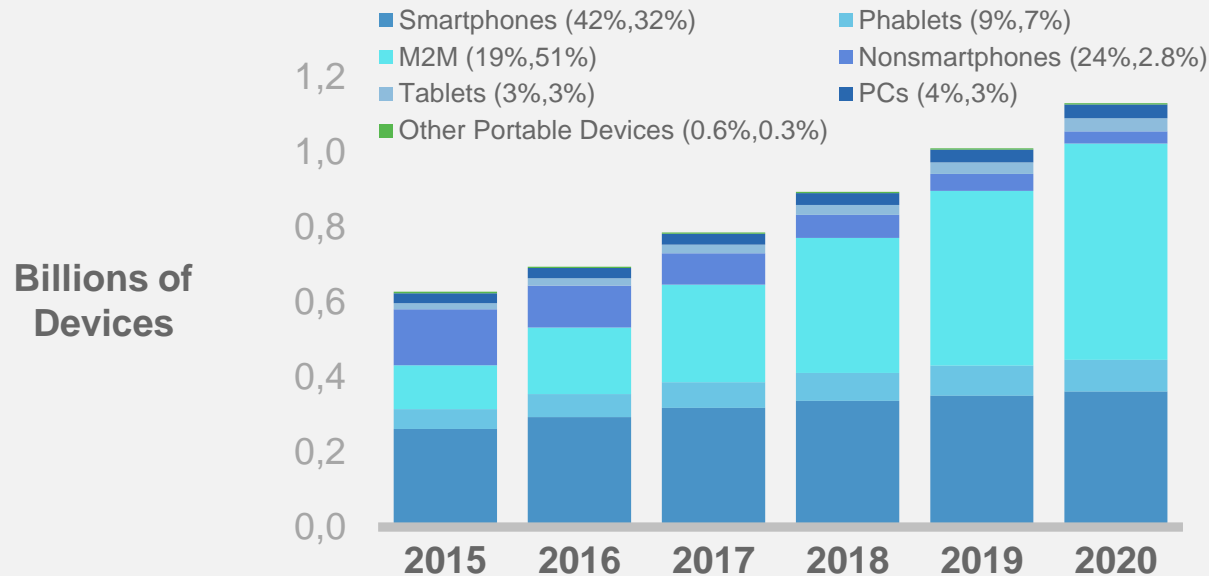


\* Smart devices are those having advanced multimedia/computing capabilities with a minimum of 3G connectivity

Source: Cisco VNI Global Mobile Data Traffic Forecast, 2015-2020

# Mobile Device Growth by Type (W Europe)

## By 2020, M2M Connections Attain Largest Share Reaching 51%



**12% CAGR**  
2015–2020

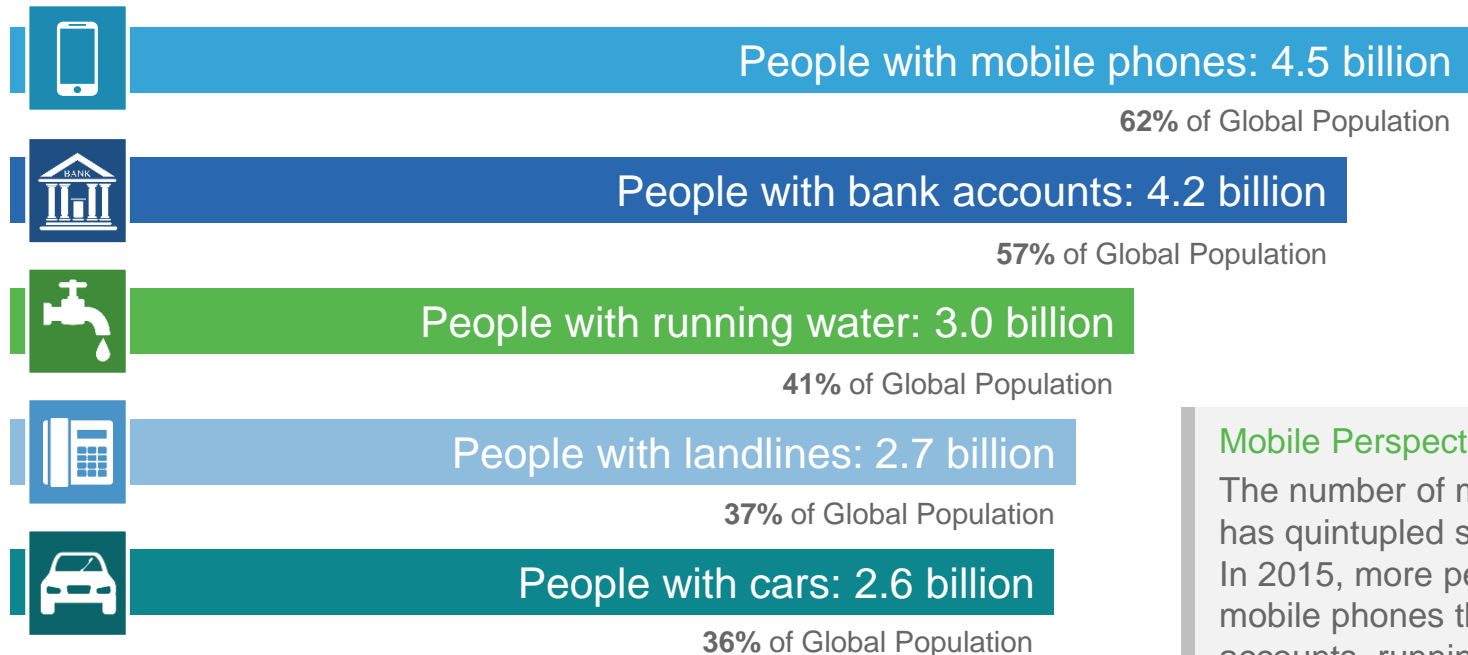
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\* Figures (n) refer to 2015, 2020 device share

Source: Cisco VNI Global Mobile Data Traffic Forecast, 2015–2020

# The Pervasiveness of Mobile in 2015

Two out of three people over the age of five have mobile phones

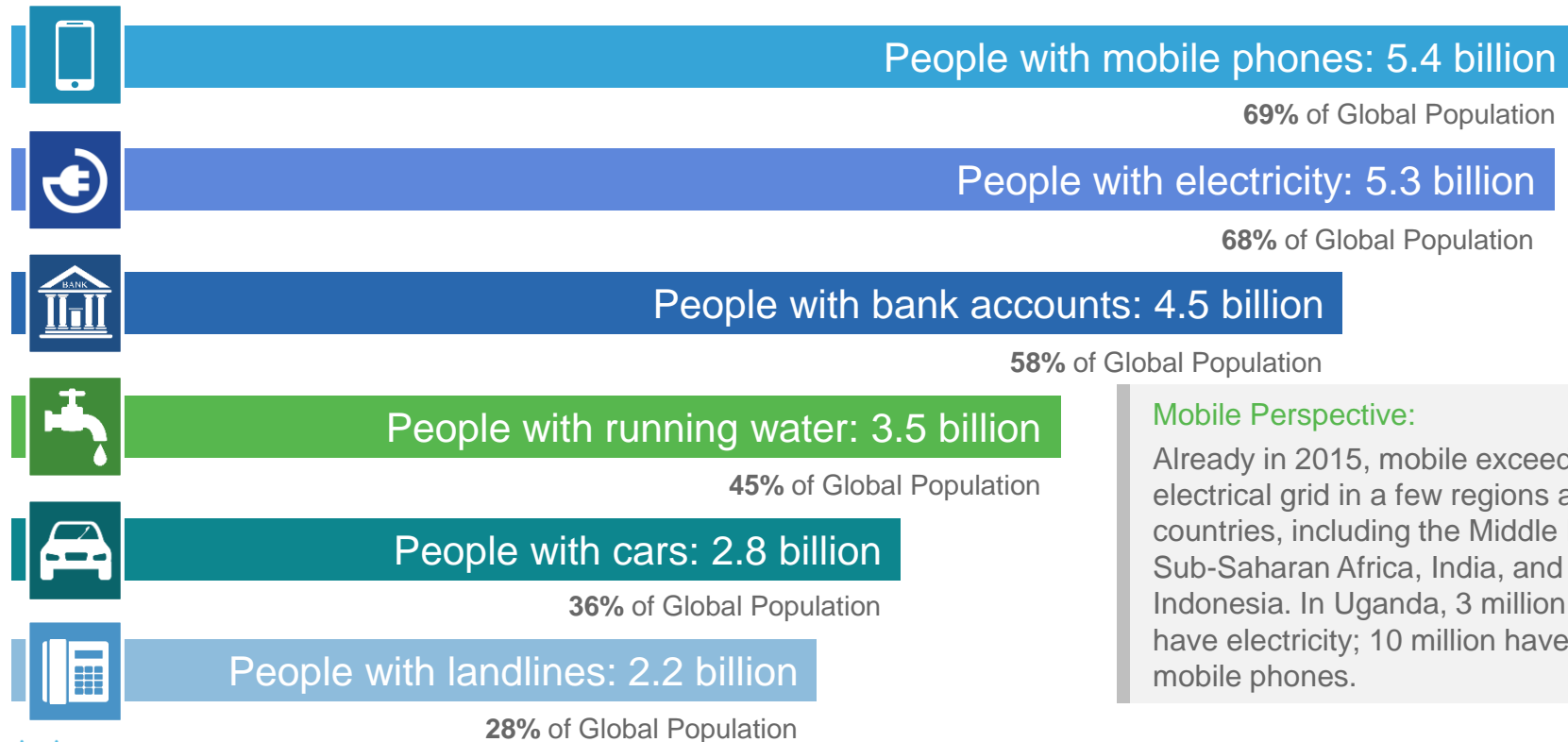


## Mobile Perspective:

The number of mobile users has quintupled since 2000. In 2015, more people have mobile phones than bank accounts, running water, cars, and landlines.

# Mobile Growth Continues Through 2020

By 2020, more people will have mobile phones than **electricity** at home



## Mobile Perspective:

Already in 2015, mobile exceeds the electrical grid in a few regions and countries, including the Middle East, Sub-Saharan Africa, India, and Indonesia. In Uganda, 3 million have electricity; 10 million have mobile phones.



# Cisco VNI Mobile Forecast; 2015–2020

## Get more info—see Tools and Resources


### Visual Networking Index (VNI)

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- [SOLUTIONS](#)
- [SERVICE PROVIDER](#)
- [Visual Networking Index \(VNI\)](#)**

#### Explore Future Mobile Trends

Watch the VNI Mobile Forecast webcast. Live at 9 a.m. PT on February 3.


[Register Now](#)



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#### Take Advantage of IP Network Growth Trend Data

Networks are an essential part of business, education, government, and home communications. Many residential, business, and mobile IP networking trends are being driven largely by a combination of video, social networking, and advanced collaboration applications, termed “visual networking.” The Cisco Visual Networking Index (VNI) is our ongoing effort to forecast and analyze the growth and use of IP networks worldwide.

[VNI Complete Forecast](#) [VNI Mobile Forecast](#)

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