



The Global Internet Phenomena Report



Methodology: Measure entire 1st half of 2019

Total Volume
(not peak)

Fixed + Mobile + WiFi + Satellite
(hundreds of operators worldwide)



The Global Internet Phenomena Report

Global Traffic Share



GLOBAL APPLICATION CATEGORY TRAFFIC SHARE

1	VIDEO STREAMING	60.6%(+2.9) ↓	22.2%(-0.1) ↑
2	WEB	13.1%(-3.8) ↓	10.3%(-10.6) ↑
3	GAMING	8.0%(0.2) ↓	4.9%(+2.2) ↑
4	SOCIAL	6.1%(+1.1) ↓	7.6%(+3.8) ↑
5	FILE SHARING	4.2%(+1.4) ↓	30.2%(+8.1) ↑
6	MARKETPLACE	2.6%(-1.9) ↓	1.6%(-0.2) ↑
7	SECURITY AND VPN	1.6%(+0.2) ↓	5.3%(-2.1) ↑
8	MESSAGING	1.6%(-0.1) ↓	8.3%(-0.1) ↑
9	CLOUD	1.4%(+0.01) ↓	9.0%(-0.3) ↑
10	AUDIO STREAMING	0.4%(-0.5) ↓	0.3%(-0.1) ↑

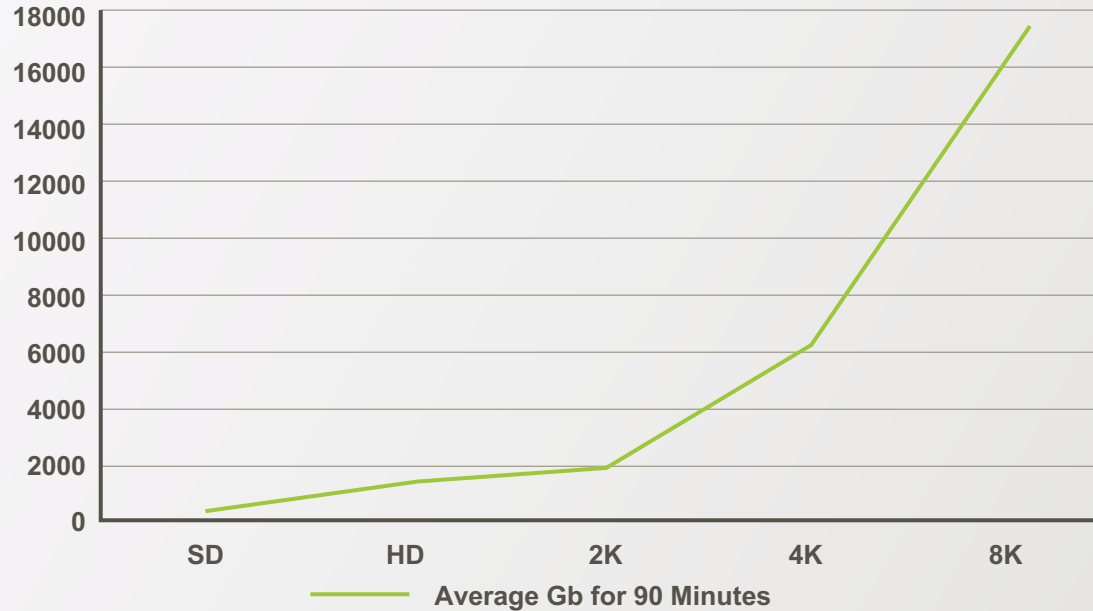
60% InterNet
TRAFFIC
is video



Global Traffic Share: How much video can you watch?

GLOBAL APPLICATION CATEGORY TRAFFIC SHARE

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GLOBAL APPLICATION CATEGORY TRAFFIC SHARE

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8	MESSAGING	1.6%(-0.1) ↓	8.3%(-0.1) ↑
9	CLOUD	1.4%(+0.01) ↓	9.0%(-0.3) ↑
10	AUDIO STREAMING	0.4%(-0.5) ↓	0.3%(-0.1) ↑

What if 10% more video was added to the internet?

Video would be 62% of downstream traffic

What if 10% of video went from SD to HD?

Video would be 66% of downstream traffic

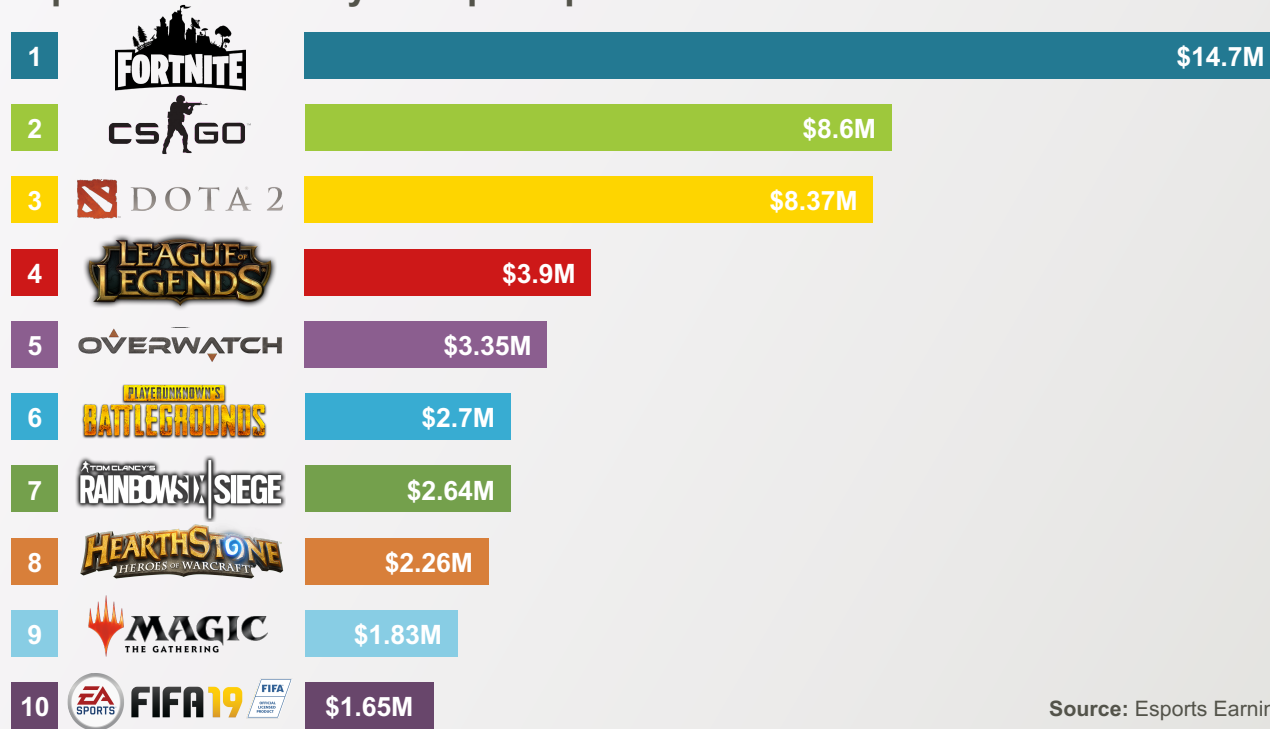
What if 10% of video went from SD to 4K?

Video would be 77% of downstream traffic

GLOBAL APPLICATION CATEGORY TRAFFIC SHARE

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8	MESSAGING	1.6%(-0.1) ↓	8.3%(-0.1) ↑
9	CLOUD	1.4%(+0.01) ↓	9.0%(-0.3) ↑
10	AUDIO STREAMING	0.4%(-0.5) ↓	0.3%(-0.1) ↑

Top 10 ESPORTS by total prize pool so far 2019:

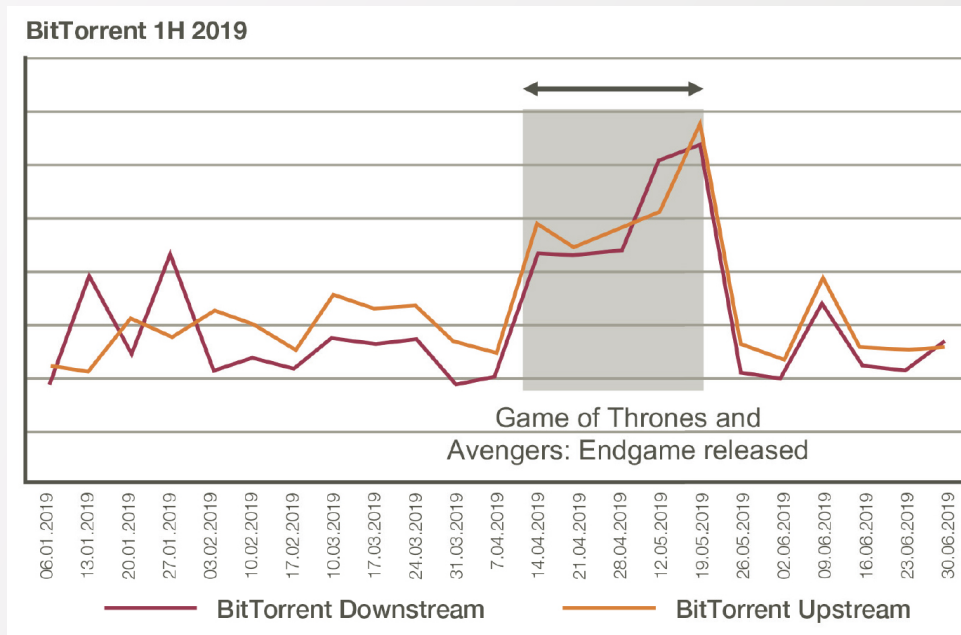


Source: Esports Earnings

Global Traffic Share: File sharing rejuvenated

GLOBAL APPLICATION CATEGORY TRAFFIC SHARE

1	VIDEO STREAMING	60.6%(+2.9) ↓	22.2%(-0.1) ↑
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7	SECURITY AND VPN	1.6%(+0.2) ↓	5.3%(-2.1) ↑
8	MESSAGING	1.6%(-0.1) ↓	8.3%(-0.1) ↑
9	CLOUD	1.4%(+0.01) ↓	9.0%(-0.3) ↑
10	AUDIO STREAMING	0.4%(-0.5) ↓	0.3%(-0.1) ↑



File Sharing is over **30%** of Upstream Traffic



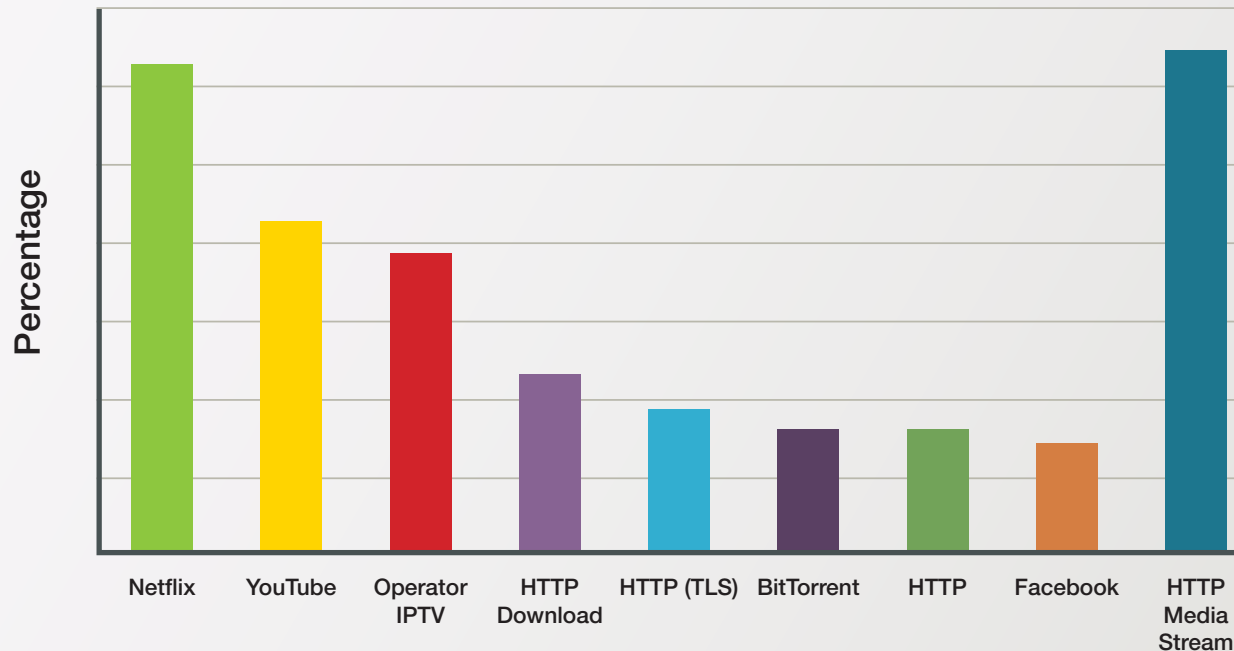
The Global Internet Phenomena Report

Global Application Share

Application Traffic Share: OTT Video Fragmentation

GLOBAL APPLICATION TRAFFIC SHARE

1	HTTP MEDIA STREAM	12.8%(-0.1) ↓	6.3%(+1.4) ↑
2	NETFLIX	12.6%(-2.3) ↓	2.1%(-0.8) ↑
3	YOUTUBE	8.7%(-2.9) ↓	2.4%(-0.6) ↑
4	OPERATOR IPTV	7.2%(+2.8) ↓	3.5%(-0.6) ↑
5	HTTP DOWNLOAD	4.5%(+0.8) ↓	1.0%(-0.3) ↑
6	HTTP (TLS)	4.4%(+0.4) ↓	2.2%(+0.1) ↑
7	HTTP	3.0%(-0.1) ↓	3.5%(-1.2) ↑
8	FACEBOOK	3.0%(+1.2) ↓	2.2%(+0.7) ↑
9	PLAYSTATION DOWNLOAD	2.8%(+0.2) ↓	0.4%(+0.0) ↑
10	BITTORRENT	2.4%(+0.2) ↓	27.5%(+6.4) ↑



GLOBAL APPLICATION TRAFFIC SHARE

1	HTTP MEDIA STREAM	12.8%(-0.1) ↓	6.3%(+1.4) ↑
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6	HTTP (TLS)	4.4%(+0.4) ↓	2.2%(+0.1) ↑
7	HTTP	3.0%(-0.1) ↓	3.5%(-1.2) ↑
8	FACEBOOK	3.0%(+1.2) ↓	2.2%(+0.7) ↑
9	PLAYSTATION DOWNLOAD	2.8%(+0.2) ↓	0.4%(+0.0) ↑
10	BITTORRENT	2.4%(+0.2) ↓	27.5%(+6.4) ↑

NETFLIX

12.6% of worldwide downstream traffic

Source: Sandvine 1H2019 Global Internet Phenomena Report

GLOBAL APPLICATION TRAFFIC SHARE

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BitTorrent®

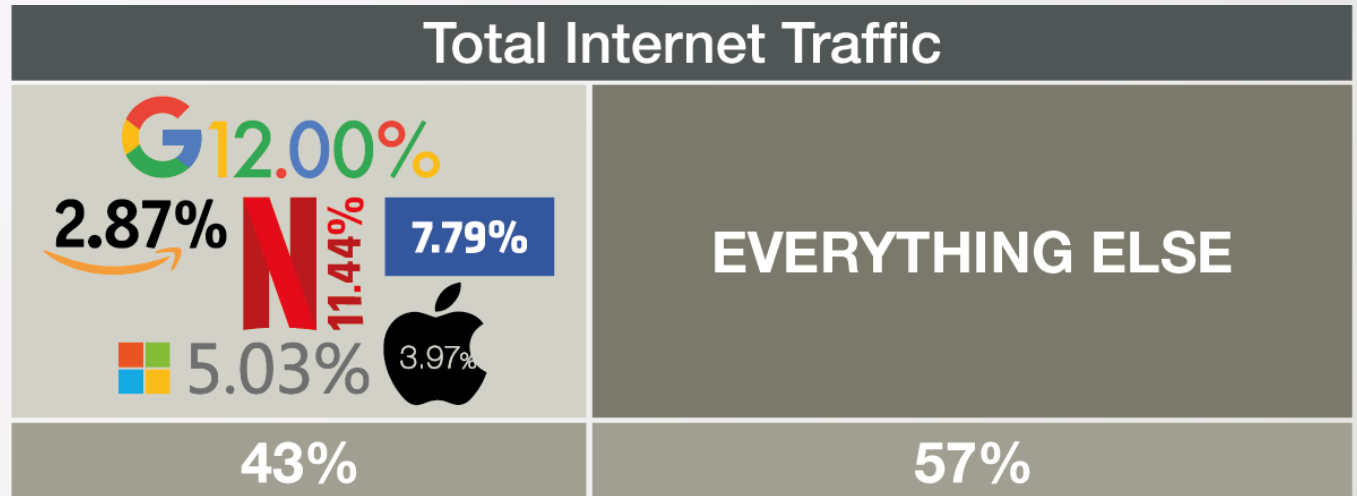
is over
2%
of Downstream Traffic

&

over
27%
of Upstream Traffic

GLOBAL APPLICATION TRAFFIC SHARE

1	HTTP MEDIA STREAM	12.8%(-0.1) ↓	6.3%(+1.4) ↑
2	NETFLIX	12.6%(-2.3) ↓	2.1%(-0.8) ↑
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©Sandvine 2019

Global Application Traffic Share: Brands

GLOBAL APPLICATION TRAFFIC SHARE

- 1** HTTP MEDIA STREAM
12.8%(-0.1) ↓ 6.3%(+1.4) ↑
- 2** NETFLIX
12.6%(-2.3) ↓ 2.1%(-0.8) ↑
- 3** YOUTUBE
8.7%(-2.9) ↓ 2.4%(-0.6) ↑
- 4** OPERATOR IPTV
7.2%(+2.8) ↓ 3.5%(-0.6) ↑
- 5** HTTP DOWNLOAD
4.5%(+0.8) ↓ 1.0%(-0.3) ↑
- 6** HTTP (TLS)
4.4%(+0.4) ↓ 2.2%(+0.1) ↑
- 7** HTTP
3.0%(-0.1) ↓ 3.5%(-1.2) ↑
- 8** FACEBOOK
3.0%(+1.2) ↓ 2.2%(+0.7) ↑
- 9** PLAYSTATION DOWNLOAD
2.8%(+0.2) ↓ 0.4%(+0.0) ↑
- 10** BITTORRENT
2.4%(+0.2) ↓ 27.5%(+6.4) ↑

Internet Brand	Connections	Downstream	Upstream	Overall
	30.35%	12.33%	9.82%	12.00%
	0.99%	12.60%	2.19%	11.44%
	7.52%	8.14%	5.48%	7.79%
	2.70%	5.42%	2.45%	5.03%
	3.80%	3.65%	6.11%	3.97%
	0.47%	3.15%	1.02%	2.87%



The Global Internet Phenomena Report

Regional Application Share

AMERICAS ↓ TRAFFIC SHARE TOP 10

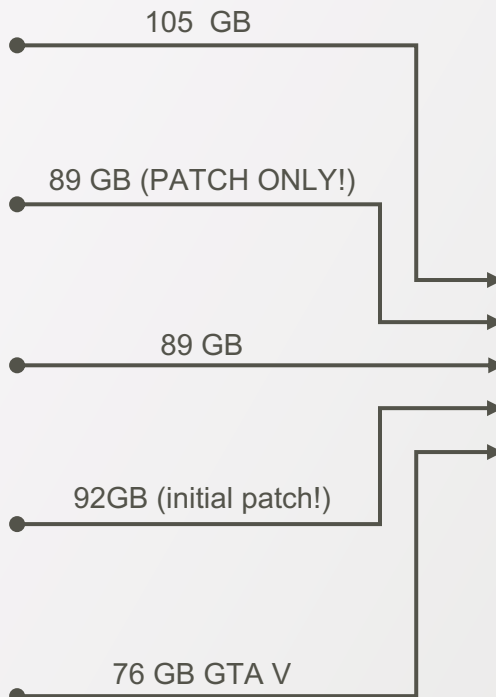
- 1 HTTP MEDIA STREAM 17.3%
- 2 OPERATOR IPTV 15.0%
- 3 NETFLIX 12.87%
- 4 YOUTUBE 6.3%
- 5 HTTP DOWNLOAD 4.5%
- 6 HTTP (TLS) 4.4%
- 7 HTTP 3.2%
- 8 PLAYSTATION DOWNLOAD 2.6%
- 9 XBOX LIVE DOWNLOAD 2.6%
- 10 FACEBOOK 2.2%



Americas Downstream: Gaming Downloads

AMERICAS ↓ TRAFFIC SHARE TOP 10

- 1 HTTP MEDIA STREAM 17.3%
- 2 OPERATOR IPTV 15.0%
- 3 NETFLIX 12.87%
- 4 YOUTUBE 6.3%
- 5 HTTP DOWNLOAD 4.5%
- 6 HTTP (TLS) 4.4%
- 7 HTTP 3.2%
- 8 PLAYSTATION DOWNLOAD 2.6%
- 9 XBOX LIVE DOWNLOAD 2.6%
- 10 FACEBOOK 2.2%



Americas Upstream: OTT Exclusives Drive File Sharing Phenomena Report

The Global Internet

September 2019

AMERICAS ↑ TRAFFIC SHARE TOP 10

- 1 OPERATOR IPTV
9.4%
- 2 BITTORRENT UPLOAD
8.5%
- 3 IPSEC VPN
7.7%
- 4 NETFLIX
4.5%
- 5 HTTP
4.4%
- 6 RTP
4.3%
- 7 HTTP MEDIA STREAM
3.9%
- 8 ICLOUD
3.7%
- 9 HTTP (TLS)
3.6%
- 10 DROPBOX
2.5%

Popular Exclusives by OTT Service

NETFLIX



amazon



hulu



YouTube



HBO GO

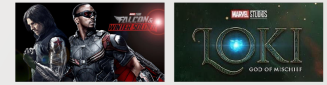


CBS ALL ACCESS



Coming soon!

Disney+



Today, reliable broadband connections and simplified technology lets users easily access content (including live TV) in a manner that violates content licensing agreements. This trend is expected to grow due to the ease and relative low cost of accessing unlicensed content

Video on Demand

An extensive content library of select television shows and movies available for playback at any time.

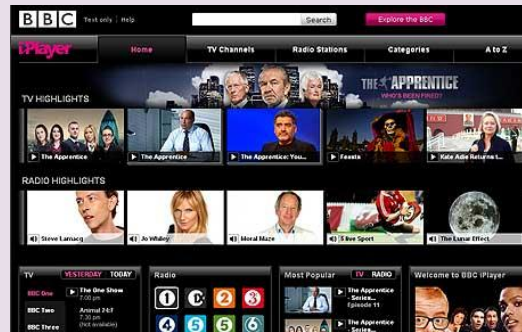
Example: All Game of Thrones episodes



Catch-Up

A sliding window of on-demand content, acting like a DVR in the cloud.

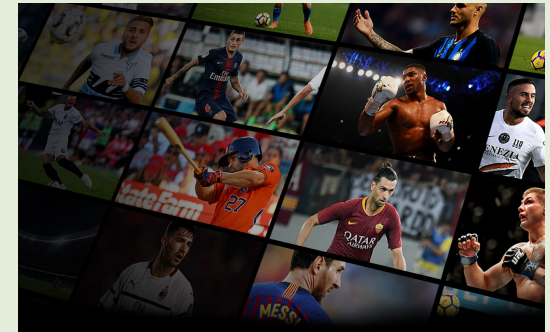
Example: All programs that aired on a channel in the last seven days



Live Video

Video streams that are available as something is aired/broadcast/transmitted.

Example: Sunday night's new episode of Game of Thrones; professional sports



EMEA Downstream: Twitch and eSports

EMEA ↓ APPLICATION TRAFFIC SHARE TOP 10

- 1 HTTP MEDIA STREAM 16.4%
- 2 NETFLIX 13.8%
- 3 YOUTUBE 11.8%
- 4 BITTORRENT 5.3%
- 5 AMAZON PRIME 4.2%
- 6 FACEBOOK 3.2%
- 7 PLAYSTATION DOWNLOAD 3.1%
- 8 QUIC 3.1%
- 9 HTTP (TLS) 3.0%
- 10 TWITCH 3.0%

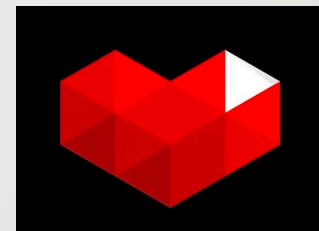
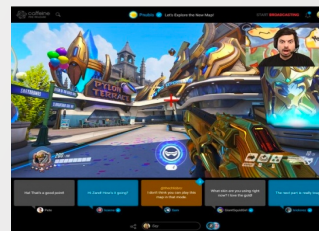
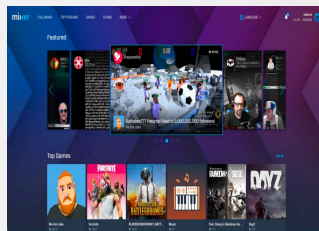
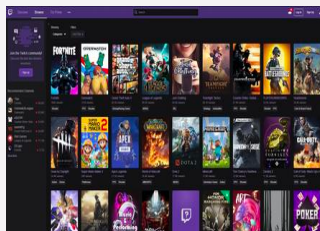


1.27%
of Downstream Traffic



0.47%
of Upstream Traffic

7th
Most popular Video
Streaming Application



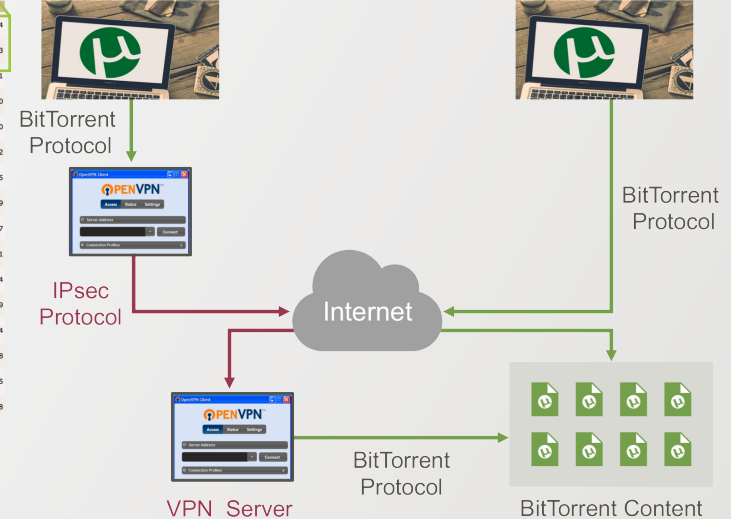
EMEA Upstream: File Sharing Spikes

EMEA ↑ APPLICATION TRAFFIC SHARE TOP 10

- 1 BITTORRENT TRANSFER 44.2%
- 2 HTTP MEDIA STREAM 10.6%
- 3 WEB RTC 3.8%
- 4 GOOGLE 3.8%
- 5 YOUTUBE 2.1%
- 6 RTP 2.1%
- 7 IPSEC VPN 1.9%
- 8 FACEBOOK 1.8%
- 9 WHATSAPP 1.7%
- 10 HTTP 1.3%

SE	LE
44489	43814
25817	1933

Type	Name (Order by: Uploaded, Size, Uled by, SE, LE)	View: Single / Double	SE	LE
Video (HD - TV shows)	Game.of.Thrones.S08E03.720p.WEB.H264-MEMENTO[ettv] 📺📺📺 Uploaded Today 03:05, Size 2.32 GiB, Uled by EHD		44489	43814
Video (HD - TV shows)	Game.of.Thrones.S08E02.1080p.WEB.x264-ADRENALINE[ettv] 📺📺📺 Uploaded 04-22 02:53, Size 1.31 GiB, Uled by EHD		25817	1933
Video (HD - TV shows)	Game.of.Thrones.S08E03.1080p.WEB.H264-MEMENTO[ettv] 📺📺📺 Uploaded Today 03:11, Size 4.93 GiB, Uled by EHD		24797	35341
Video (HD - TV shows)	Game.of.Thrones.S08E01.1080p.WEB.H264-MEMENTO[ettv] 📺📺📺 Uploaded 04-15 03:20, Size 3.34 GiB, Uled by EHD		15329	1140
Video (TV shows)	Game.of.Thrones.S08E03.WEB.H264-MEMENTO[ettv] 📺📺📺 Uploaded Today 03:11, Size 524 MiB, Uled by ettv		13255	9770
Video (HD - TV shows)	Game.of.Thrones.S08E02.1080p.WEB.H264-MEMENTO[ettv] 📺📺📺 Uploaded 04-22 03:05, Size 3.45 GiB, Uled by EHD		7788	542
Video (TV shows)	Game.of.Thrones.S08E01.WEB.H264-MEMENTO[ettv] 📺📺📺 Uploaded 04-15 03:19, Size 365.53 MiB, Uled by ettv		7534	165
Video (HD - TV shows)	Game.of.Thrones.S08E03.720p.WEB.x265-MIN[TGx] 📺📺📺 Uploaded Today 04:26, Size 415.1 MiB, Uled by sotrikam		7290	6799
Video (TV shows)	Game.of.Thrones.S08E02.LEAKED.x264-LUMI 📺📺📺 Uploaded 04-21 22:31, Size 332.4 MiB, Uled by SeekNDestroy		6582	297
Video (HD - TV shows)	Game.of.Thrones.S08E01.720p.WEB.H264-MEMENTO[ettv] 📺📺📺 Uploaded 04-15 03:19, Size 1.49 GiB, Uled by ettv		5080	271
Video (HD - TV shows)	Game.of.Thrones.S08E03.720p.AMZN.WEB-DL.DDRPS.1.H.264-Got 📺📺📺 Uploaded Today 04:03, Size 2.04 GiB, Uled by MrStark		4655	4904
Video (TV shows)	Game.of.Thrones.S08E02.540p.WEB-DL.x264-HETeam 📺📺📺 Uploaded 04-21 20:11, Size 328.99 MiB, Uled by mymboz		3878	159
Video (HD - TV shows)	Game.of.Thrones.S08E01.REPACK.720p.WEB.H264-MEMENTO 📺📺📺 Uploaded 04-15 04:10, Size 1.59 GiB, Uled by MrStark		3725	574
Video (HD - TV shows)	Game.of.Thrones.S08E02.720p.WEB.H264-MEMENTO 📺📺📺 Uploaded 04-22 03:28, Size 1.45 GiB, Uled by MrStark		3548	248
Video (HD - TV shows)	Game.of.Thrones.S07 Complete Season 7 720p.x264.AC3.5.1 (MP4) 📺📺📺 Uploaded 04-28 20:17, Size 4.33 GiB, Uled by longpauze		3515	725
Video (TV shows)	Game.of.Thrones.S08E01.WEB.H264-MEMENTO 📺📺📺 Uploaded 04-15 04:03, Size 365.53 MiB, Uled by MrStark		2847	128



Spotlight: GoT HBO Go & Kodi Traffic Spike

EMEA ↑ APPLICATION TRAFFIC SHARE TOP 10

- 1** BITTORRENT TRANSFER
44.2%
- 2** HTTP MEDIA STREAM
10.6%
- 3** WEB RTC
3.8%
- 4** GOOGLE
3.8%
- 5** YOUTUBE
2.1%
- 6** RTP
2.1%
- 7** IPSEC VPN
1.9%
- 8** FACEBOOK
1.8%
- 9** WHATSAPP
1.7%
- 10** HTTP
1.3%





HBO Go and Kodi Traffic 1H 2019



APAC Downstream: Facebook Rules the Roost

APAC ↓ APPLICATION TRAFFIC SHARE TOP 10

- 1 HTTP MEDIA STREAM 10.9%
- 2 HTTP DOWNLOAD 7.3%
- 3 HTTP (TLS) 6.8%
- 4 NETFLIX 6.4%
- 5 FACEBOOK VIDEO 6.0%
- 6 FACEBOOK 5.5%
- 7 INSTAGRAM 5.3%
- 8 WINDOWS UPDATE 4.6%
- 9 YOUTUBE 4.6%
- 10 BITTORRENT 4.5%

Internet Brand	Connections	Downstream	Upstream	Overall
	7.10%	5.53%	4.44%	5.34%
	0.17%	6.00%	1.07%	5.26%
	1.10%	0.0001%	0.002%	0.12%
	1.58%	5.31%	2.61%	4.90%
 WhatsApp	3.80%	0.0001%	6.11%	0.21%
	0.005%	0.0002%	0.005%	0.02%

APAC Upstream: Feeling Cloudy

APAC ↑ APPLICATION TRAFFIC SHARE TOP 10

- 1 BITTORRENT UPLOAD 24.8%
- 2 GOOGLE 15.9%
- 3 HTTP 7.9%
- 4 HTTP MEDIA STREAM 4.8%
- 5 ICLOUD 4.8%
- 6 FACEBOOK 4.4%
- 7 YOUTUBE 4.2%
- 8 KGRID 3.5%
- 9 ICLOUD PHOTO STREAM 2.8%
- 10 INSTAGRAM 2.2%



is more than **50%**
of all APAC
upstream traffic

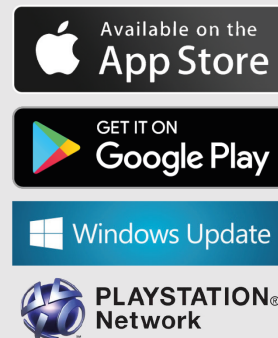
CLOUD STORAGE



CLOUD SHARING



CLOUD UPDATES



Video Streaming Spotlight: Long Tail Gets Longer

GLOBAL VIDEO STREAMING TRAFFIC SHARE

1 HTTP MEDIA STREAM
23.8% ↓

2 NETFLIX
23.1% ↓

3 YOUTUBE
12.7% ↓

4 OPERATOR IPTV
10.0% ↓

5 FACEBOOK VIDEO
5.0% ↓

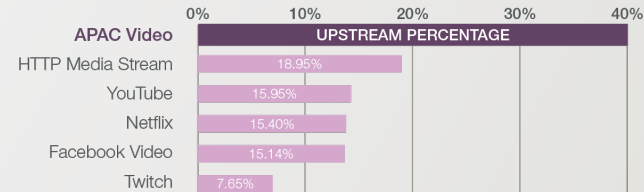
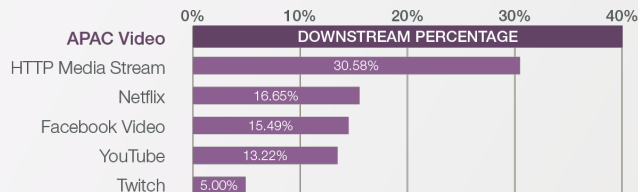
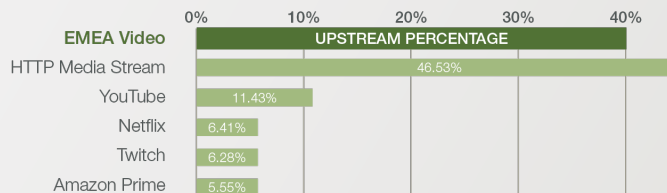
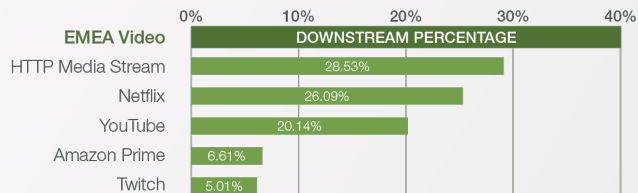
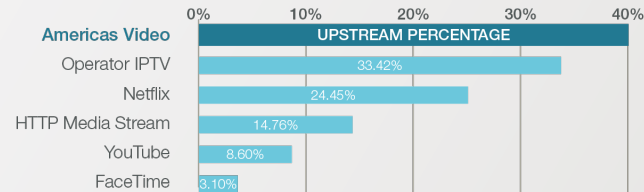
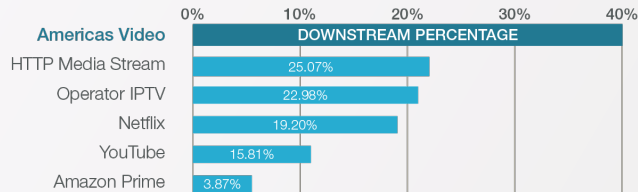
6 AMAZON PRIME
4.3% ↓

7 TWITCH
4.2% ↓

8 TIK TOK
3.4% ↓

9 OPENLOAD
2.4% ↓

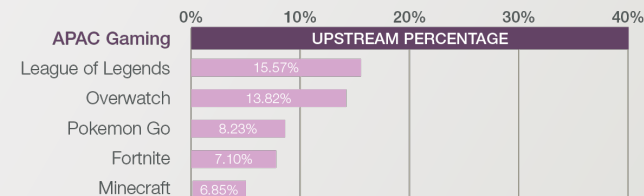
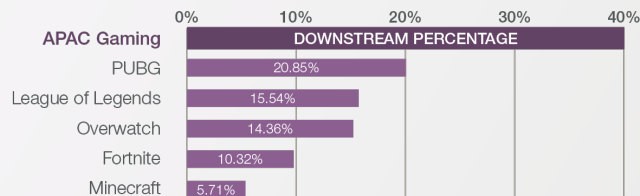
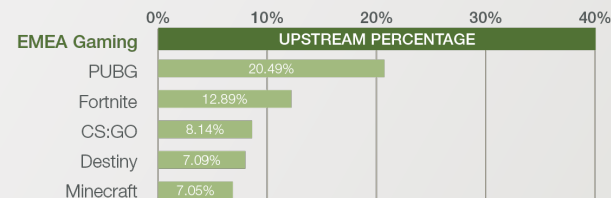
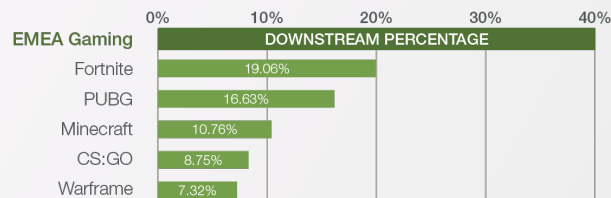
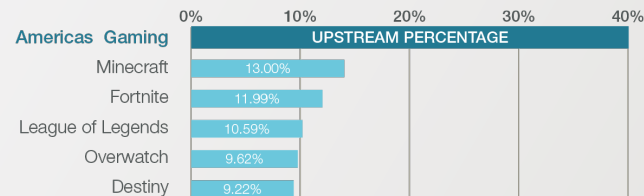
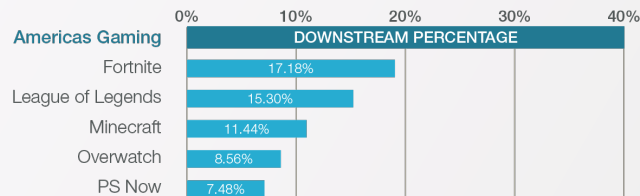
10 DAILY MOTION
1.3% ↓



Gaming Spotlight: Franchises Prosper

GLOBAL GAMING TRAFFIC SHARE

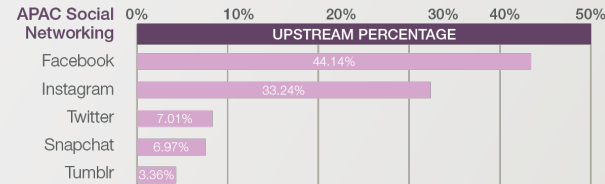
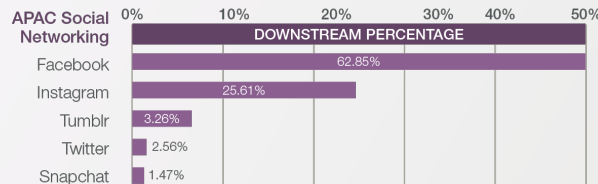
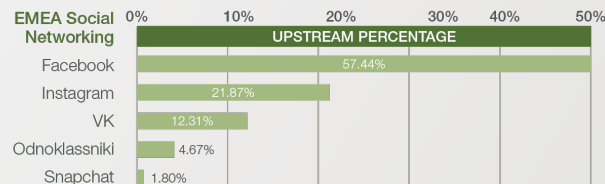
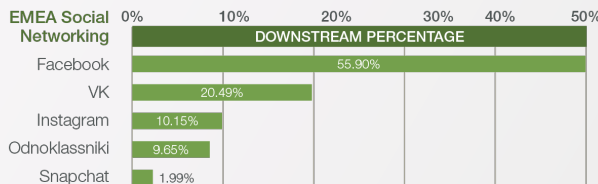
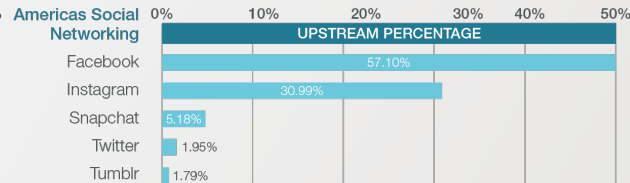
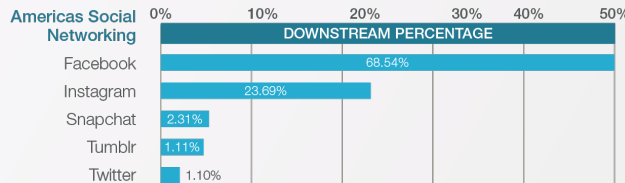
1	LEAGUE OF LEGENDS	14.5 ↓	8.6% ↑
2	PLAYER UNKNOWN	10.7% ↓	12.3% ↑
3	FORTNITE	9.5% ↓	5.6% ↑
4	OVERWATCH	7.8% ↓	8.9% ↑
5	DESTINY	6.5% ↓	1.9% ↑
6	MINECRAFT	6.4% ↓	7.2% ↑
7	RESPAWNABLES	6.3% ↓	4.9% ↑
8	WARFRAME	2.9% ↓	0.8% ↑
9	CLASH ROYALE/CLANS	2.7% ↓	1.9% ↑
10	WORLD OF WARCRAFT	2.6% ↓	2.2% ↑



Social Networking Spotlight: Facebook dominates

GLOBAL SOCIAL NETWORKING TRAFFIC SHARE

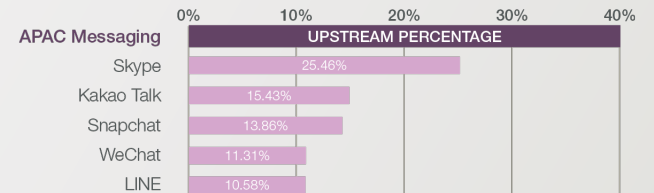
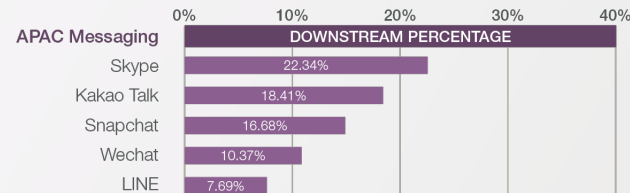
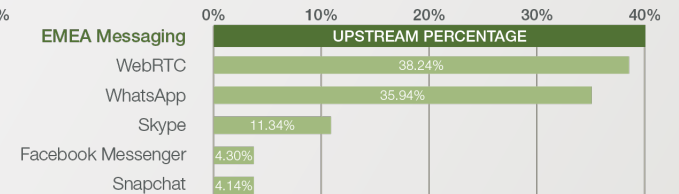
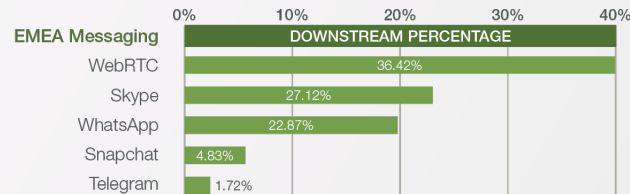
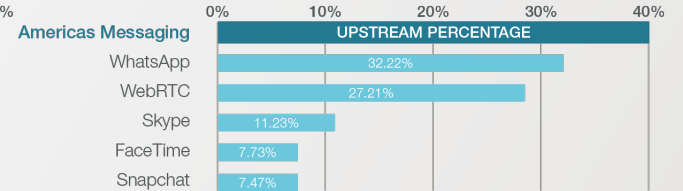
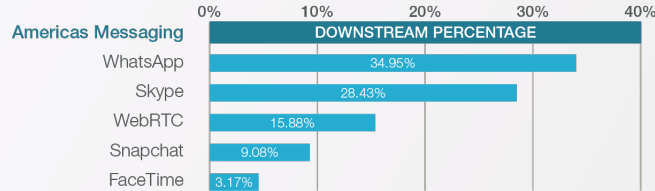
1	FACEBOOK	60.6% ↓ 5	8.1% ↑
2	INSTAGRAM	26.2% ↓	25.1% ↑
3	SNAPCHAT	3.7% ↓	8.0% ↑
4	VK	2.4% ↓	2.2% ↑
5	TUMBLR	1.7% ↓	0.5% ↑
6	TWITTER	0.9% ↓	1.6% ↑
7	ODNOKLASSNIKI	0.8% ↓	0.5% ↑
8	PINTEREST	0.4% ↓	0.3% ↑
9	YY	0.3% ↓	0.2% ↑
10	YOUKU	0.2% ↓	0.1% ↑



Messaging Spotlight: Skype, WhatsApp, and Snapchat

GLOBAL MESSAGING TRAFFIC SHARE

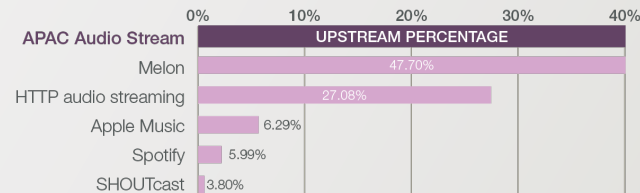
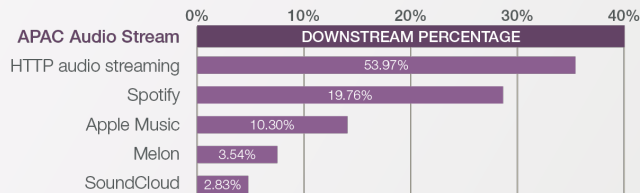
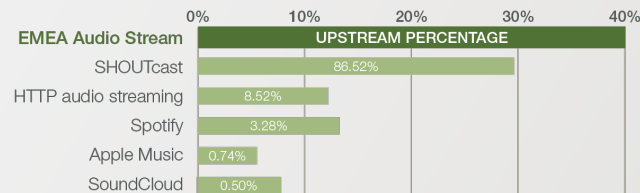
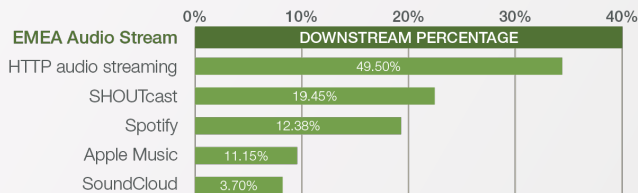
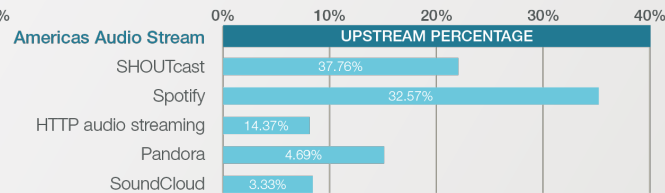
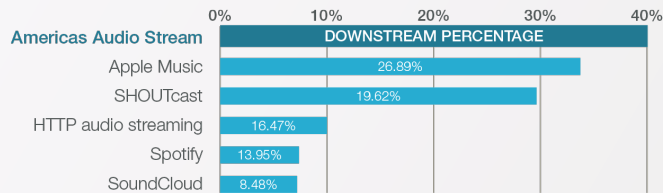
1	SKYPE	21.7% ↓	6.5% ↑
2	WHATSAPP	16.2% ↓	13.1% ↑
3	WEBRTC	14.4% ↓	21.3% ↑
4	SNAPCHAT	13.2% ↓	4.0% ↑
5	FACETIME	5.2% ↓	10.7% ↑
6	FACEBOOK MESSENGER	2.6% ↓	5.0% ↑
7	WECHAT	1.8% ↓	2.0% ↑
8	KAKAOTALK	1.3% ↓	0.6% ↑
9	DISCORD	1.1% ↓	0.5% ↑
10	LINE	0.6% ↓	0.4% ↑



Audio Streaming Spotlight: Spotify and Podcasts

GLOBAL AUDIO STREAMING TRAFFIC SHARE

1	SPOTIFY	28.0% ↓	26.8% ↑
2	HTTP AUDIO STREAMING	22.8% ↓	31.4% ↑
3	SHOUTCAST	22.8% ↓	31.1% ↑
4	APPLE MUSIC	15.6% ↓	4.40% ↑
5	SOUNDCLOUD	3.9% ↓	1.7% ↑
6	DEEZER	1.7% ↓	0.6% ↑
7	PANDORA	1.5% ↓	1.3% ↑
8	TIDAL	1.1% ↓	0.3% ↑
9	GOOGLE PLAY MUSIC	1.1% ↓	0.4% ↑
10	NETEASE CLOUD MUSIC	0.2% ↓	0.2% ↑





Contact us at phenomena@sandvine.com



The Global Internet Phenomena Report

