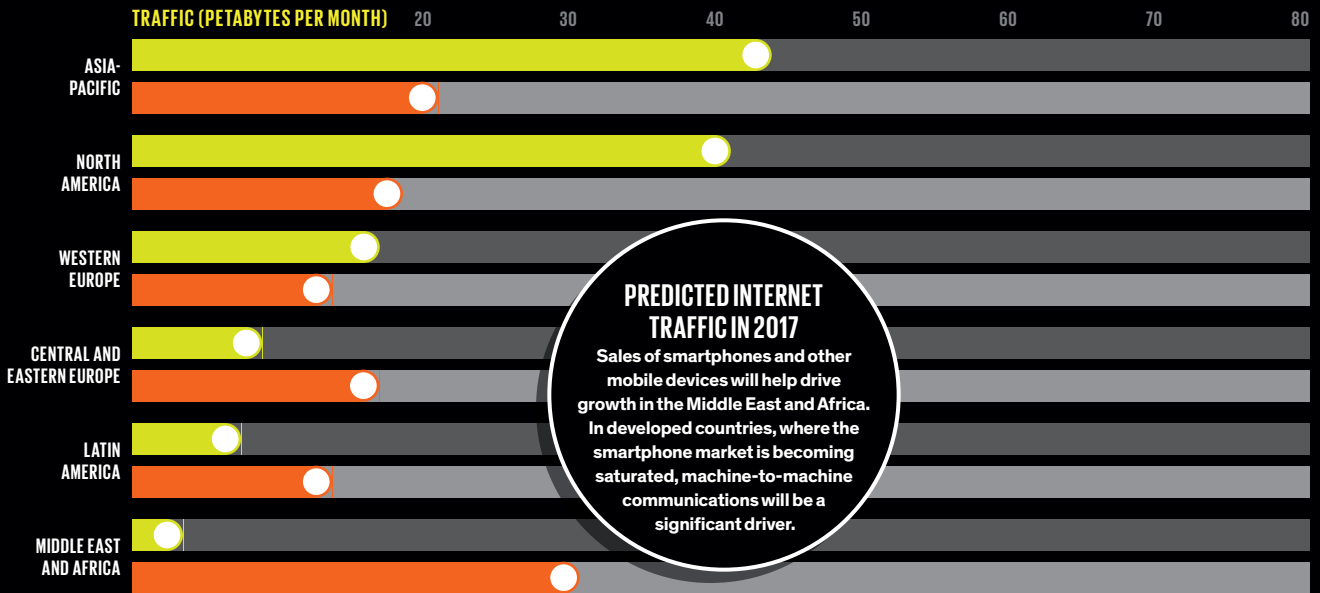


# THE AGE OF THE ZETTABYTE

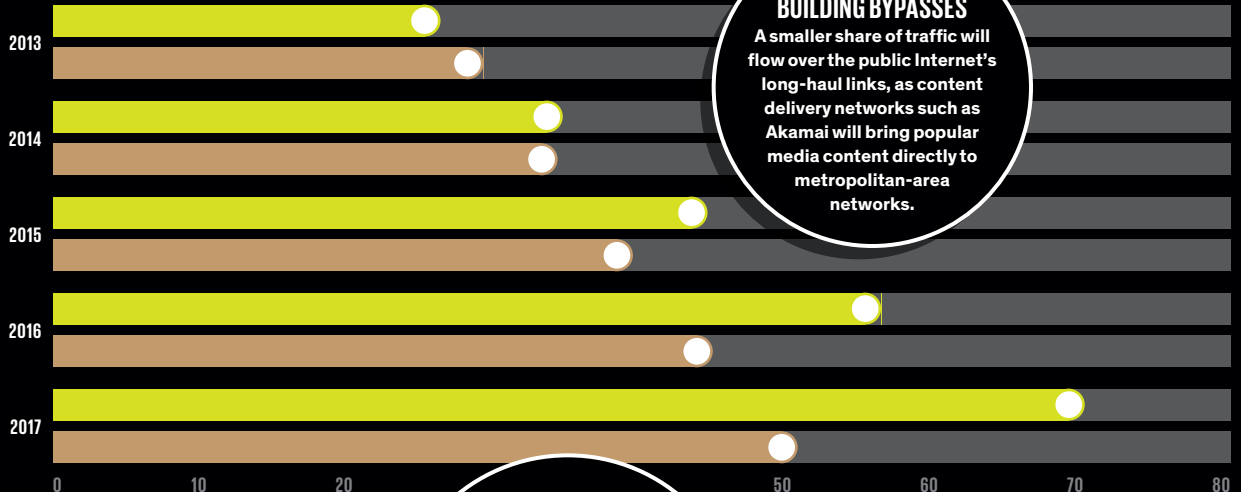
## CISCO: THE FUTURE OF INTERNET TRAFFIC IS VIDEO

Based on observations made at ISPs around the world, Cisco forecasts that by 2017, annual global Internet traffic will rise to 1.4 zettabytes (that's  $10^{21}$  bytes), compared to "just" 528 exabytes ( $10^{18}$  bytes) in 2012. At this time 80 to 90 percent of all consumer Internet traffic will be some form of video, but other sources contributing to the rise include machine-to-machine communication and the proliferation of mobile devices. —STEPHEN CASS

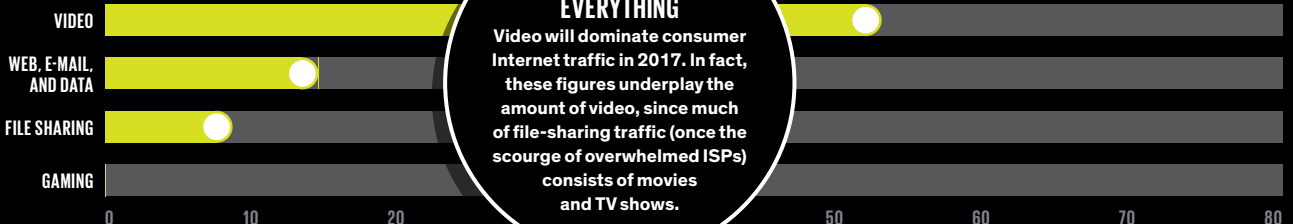


ANNUAL GROWTH RATE (PERCENT)

METRO-ONLY TRAFFIC (PETABYTES PER MONTH)  
LONG-HAUL TRAFFIC (PETABYTES PER MONTH)



TRAFFIC (PETABYTES PER MONTH)



### VIDEO KILLED... EVERYTHING

Video will dominate consumer Internet traffic in 2017. In fact, these figures underplay the amount of video, since much of file-sharing traffic (once the scourge of overwhelmed ISPs) consists of movies and TV shows.

### BUILDING BYPASSES

A smaller share of traffic will flow over the public Internet's long-haul links, as content delivery networks such as Akamai will bring popular media content directly to metropolitan-area networks.