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MEDIA RELEASE

Average nbn network downloads to double by 2029 and popular new tech to drive more growth

- Average downloads on the nbn® network to double by 2029, and uploads to quadruple by 2032.ⁱ
- Average households have 25 connected devices, will hit 44 by 2030.ⁱⁱ
- Four in five Australian households (79 per cent) interested in new data-hungry tech.ⁱⁱⁱ
- New tech uses up to 120 times more data than current standard applications.^{iv}

Australians are using the internet more than ever, but the already-rapid growth in average household downloads on the nbn network will be boosted if interest in new data-hungry tech translates to broad adoption.

nbn data shows the average Australian household on the nbn network downloads 10 times more than it did a decade ago, but that number is projected to double again by 2029. Average household uploads will double even sooner, by the start of 2027, and quadruple by 2032.ⁱ

The average number of internet-connected devices in broadband households globally has reached 25 and is expected to top 44 by the end of the decade.ⁱⁱ

Meanwhile, new research from nbn shows four in five Australian households (79 per cent) are eager to engage with new technologies that could drive up data demand dramatically.ⁱⁱⁱ

How excited are Aussies for new, data-hungry tech?

Four in five Australian households (79 per cent) are interested in some form of new data-hungry tech. Super High Definition (8K) streaming, which currently has low adoption in Australia, topped the list of desired data devourers, with almost half (46 per cent) of respondents saying someone in their household is interested in this technology, rising to 58 per cent of 35 to 44-year-olds.ⁱⁱⁱ



This was followed by high definition connected cameras (42 per cent), streamed 3D content that doesn't require glasses (29 per cent), and immersive entertainment (25 per cent), which integrates virtual content with physical space.

Similar proportions were also interested in downloading large game files (25 per cent), although this jumped to 44 per cent of Gen Z, cloud gaming (22 per cent), which allows gamers to play without needing to download, and streaming virtual reality (VR) content (21 per cent). Only 21 per cent of respondents said they weren't interested in any new data-hungry technologies.

Compared to the total population, Gen Z were significantly more interested in streaming VR content (34 per cent compared to 21 per cent), immersive entertainment (39 per cent compared to 25 per cent), and downloading large gaming files (44 per cent compared to 25 per cent).

How much more data does new and future tech consume?

- Streaming 4K video can require 15 to 20 times more data than standard definition (SD).^{iv}
- Streaming 8K video can use 50 to 80 times more data than SD.^{iv}
- Cloud gaming can consume 70 to 120 times more data than SD streaming.^{iv}
- While streaming holographic-style content is not yet commercially available, experts estimate this would eventually need as much as 1 Gbps.^v

It is important to note that the timeline for broad availability of 8K streaming content remains unknown.

Could Australia handle a sudden surge in download demand?

Jane McNamara, Consumer Spokesperson at nbn, said:

“While there's no suggestion that everyone excited by new and future technologies will suddenly adopt them all as soon as possible, the level of interest expressed suggests these new data-intensive applications will drive additional download growth as they become more broadly available.”

McNamara says Australia's nbn infrastructure is capable of transmitting several times more data than is currently required across the nation, but that many households on the nbn network are not set up to take advantage of available high speeds.

“It is expected the nbn network will meet Australia's data needs into the foreseeable future, accommodating giant leaps forward in technological development – but Australians may need to take action to unlock the network's potential for themselves.

“Australians that want to be future-ready may need to check whether they're eligible for a full fibre upgrade, check their speed plan is right for their needs, and make sure their home internet equipment is set up for speed.



“nbn gives Australians access to a superfast digital highway, and consumers can make the most of this by ensuring their connection, speed plan and equipment can keep pace.”

To check whether your address is eligible for a full fibre upgrade, or to learn how to optimise your home internet set up, visit the [nbn website](#).

How the States and Territories stack up

Queensland maintained the highest average nbn network download usage for the past three years, while the Australian Capital Territory, New South Wales and the Northern Territory recorded the highest percentage increases and Tasmania retained the lowest usage.

Queensland (QLD)

- QLD has consistently maintained the highest average download usage for the last three years.
- Average downloads per user in QLD jumped seven per cent year-on-year, and 37 per cent since 2021.
- Logan was the heaviest downloading metro area in QLD, followed by Ipswich, Moreton Bay and Redland.
- Mount Isa led regional QLD, followed by the Gold Coast and Rockhampton.
- There are now more than 848,000 homes and businesses across QLD that can order a full fibre upgrade.

New South Wales (NSW)

- NSW has the second highest upstream usage followed by Victoria.
- Average downloads per user in NSW jumped 11 per cent year-on-year, and 34 per cent since 2021.
- Camden was the heaviest downloading metro area in NSW, followed by Blacktown, Campbelltown and Liverpool.
- Cessnock led regional NSW, followed by Maitland, Shellharbour and Muswellbrook.
- More than 1.28 million homes and businesses across NSW can now order a full fibre upgrade.

Western Australia (WA)

- Average downloads per user in WA jumped nine per cent year-on-year, and 40 per cent since 2021.
- Kwinana was the heaviest downloading metro area in WA, followed by Rockingham, Serpentine-Jarrahdale and Swan.
- Coolgardie led regional WA, followed by Port Hedland, Karratha and Kalgoorlie-Boulder.
- More than 552,000 homes and businesses across WA can now order a full fibre upgrade.



Victoria (VIC)

- Average downloads per user in VIC jumped seven per cent year-on-year, and 21 per cent since 2021, despite higher than usual use in 2021 due to the COVID-19 lockdowns.
- Melton was the heaviest downloading metro area in VIC, followed by Wyndham, Casey and Hume.
- Mitchell led regional VIC, followed by Wodonga, Latrobe and Greater Bendigo.
- More than 1.2 million homes and businesses across VIC can now order a full fibre upgrade.

South Australia (SA)

- Average downloads per user in SA jumped nine per cent year-on-year, and 41 per cent since 2021.
- Playford was the heaviest downloading metro area in SA, followed by Salisbury, Adelaide Plains and Tea Tree Gully.
- Roxby Downs led regional SA, followed by Whyalla, Port Augusta and Light.
- More than 249,000 homes and businesses across SA can now order a full fibre upgrade.

Tasmania (TAS)

- Average downloads per user in TAS jumped six per cent year-on-year, and 36 per cent since 2021.
- Brighton was the heaviest downloading metro area in TAS, followed by Glenorchy, Derwent Valley and Sorell.
- Burnie led regional Tasmania, followed by Devonport, Launceston and George Town.
- Just under 40,000 homes and businesses across TAS can now order a full fibre upgrade.

Northern Territory (NT)

- Average downloads per user in the NT jumped seven per cent year-on-year, and 34 per cent since 2021.
- Palmerston was the heaviest downloading metro area in the NT, followed by Darwin, Litchfield and Darwin Waterfront Precinct.
- Katherine led regional NT, followed by Alice Springs.
- Just under 10,700 homes and businesses across the NT can now order a full fibre upgrade.

ENDS



Footnotes

ⁱ nbn State of the Nation network data, June 2024.

ⁱⁱ Omdia Connected Devices Databases, 2024.

ⁱⁱⁱ nbn-commissioned online research conducted by Fifth Quadrant with n=1,034 Australian adults. The research was conducted from December 2024 to January 2025.

^{iv} nbn Need For Speed Lab Testing: Understanding AVC Performance and Quality of Experience Under Intra-AVC Load, 2024.

^v [On the Internet-scale Streaming of Holographic-type Content with Assured User Quality of Experiences](#)

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Resources



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