

**Broadbanding
Australia**



Media Release

National Broadband Network vital to satisfy forecast explosion in Australian internet traffic

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A new report forecasting an almost six-fold increase in internet traffic in Australia by 2015 highlights the need for the National Broadband Network, NBN Co said today.

The fifth annual Cisco® Visual Networking Index Forecast (2010-2015) predicts IP traffic will reach 22 gigabytes per capita in Australia in 2015, up from 4 gigabytes in 2010¹.

The report also forecasts that over the same period the number of internet users nationally will increase by 43% (from 14m in 2010 to 20m by 2015), and that video downloads and streaming will account 81% of all consumer Internet traffic.

NBN Co Head of Product Development and Sales, Jim Hassell, said:

“Demand for internet bandwidth in Australia is soaring as are the number of people using the internet. If we’re to be able to support this growth and become a leading digital economy then upgrading our telecommunications infrastructure must be a priority.

“A National Broadband Network that will reach every Australian home and business, with the majority connected to superfast² fibre optic cable, will provide the vital communications infrastructure to sustain our country for decades to come.”

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NOTES TO EDITORS

¹ Cisco® Visual Networking Index Forecast (2010-2015):
http://www.cisco.com/web/solutions/sp/vni/vni_forecast_highlights/index.html#~Country

² *Speeds experienced by consumers on the National Broadband Network will depend on factors including the retail broadband plan they choose, their equipment and in-premises connection