

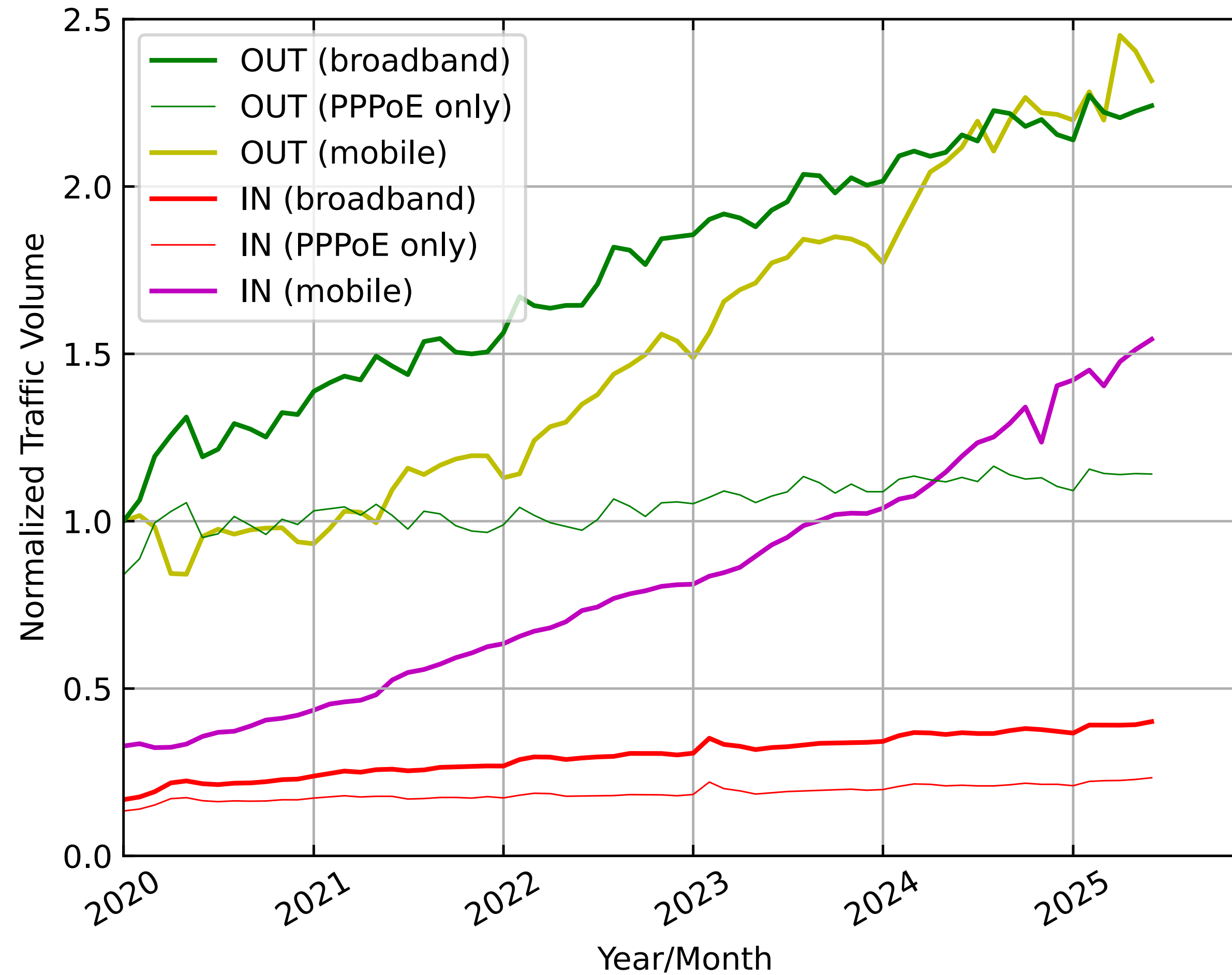
# broadband traffic report: traffic continues to grow steadily

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[https://www.ij.ad.jp/en/dev/iir/pdf/iir\\_vol67\\_report1\\_EN.pdf](https://www.ij.ad.jp/en/dev/iir/pdf/iir_vol67_report1_EN.pdf)

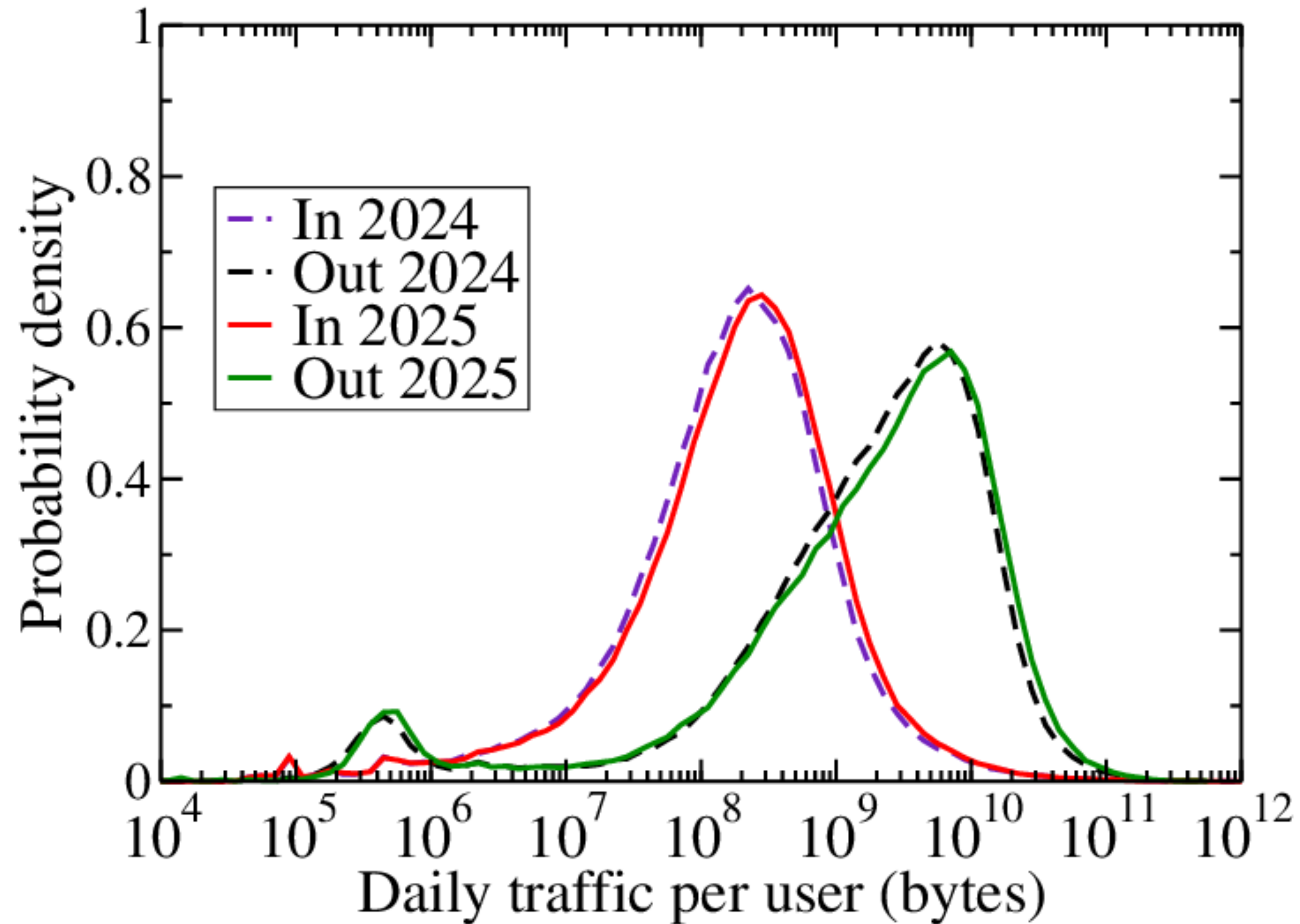
Kenjiro Cho  
IJ Research Lab

# IIJ's broadband and mobile traffic since 2019



monthly broadband and mobile traffic (normalized to 2020/01 OUT)

# bandwidth daily usage per user

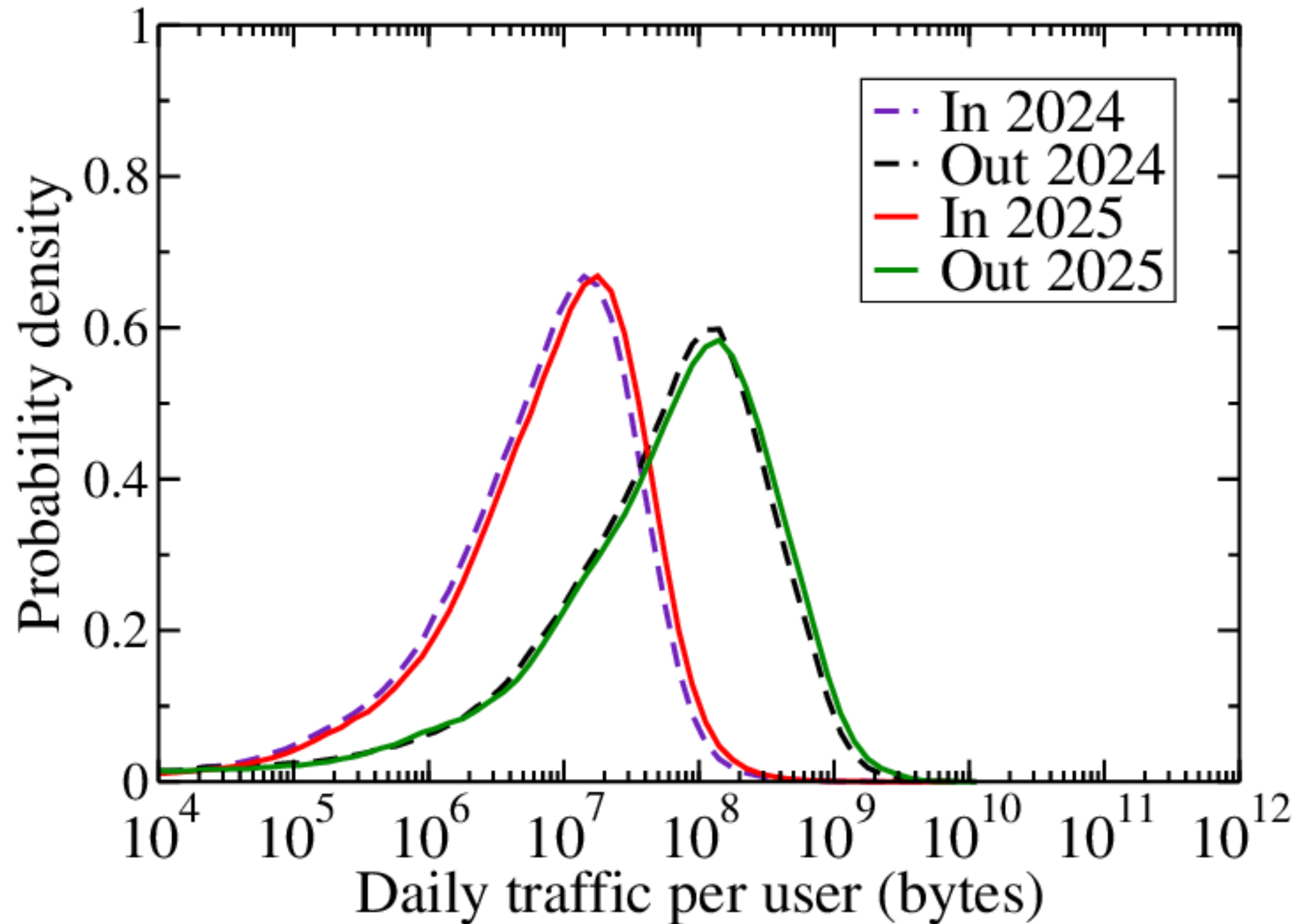


distribution of daily traffic per user

	IN (MB/day)			OUT (MB/day)		
Year	Mean	Median	Mode	Mean	Median	Mode
2007	436	5	5	718	59	56
2008	490	6	6	807	75	79
2009	561	6	6	973	91	100
2010	442	7	7	878	111	126
2011	398	9	9	931	144	200
2012	364	11	13	945	176	251
2013	320	13	16	928	208	355
2014	348	21	28	1124	311	501
2015	351	32	45	1399	443	708
2016	361	48	63	1808	726	1000
2017	391	63	79	2285	900	1259
2018	428	66	79	2664	1083	1585
2019	479	75	89	2986	1187	1995
2020	609	122	158	3810	1638	3162
2021	714	143	200	4432	2004	3981
2022	727	142	178	4610	2010	3981
2023	804	166	224	5456	2369	5012
2024	834	178	224	5743	2372	5620
2025	886	202	282	6538	2615	6310

daily traffic per user: average, median, mode<sub>3</sub>

# mobile daily usage per user

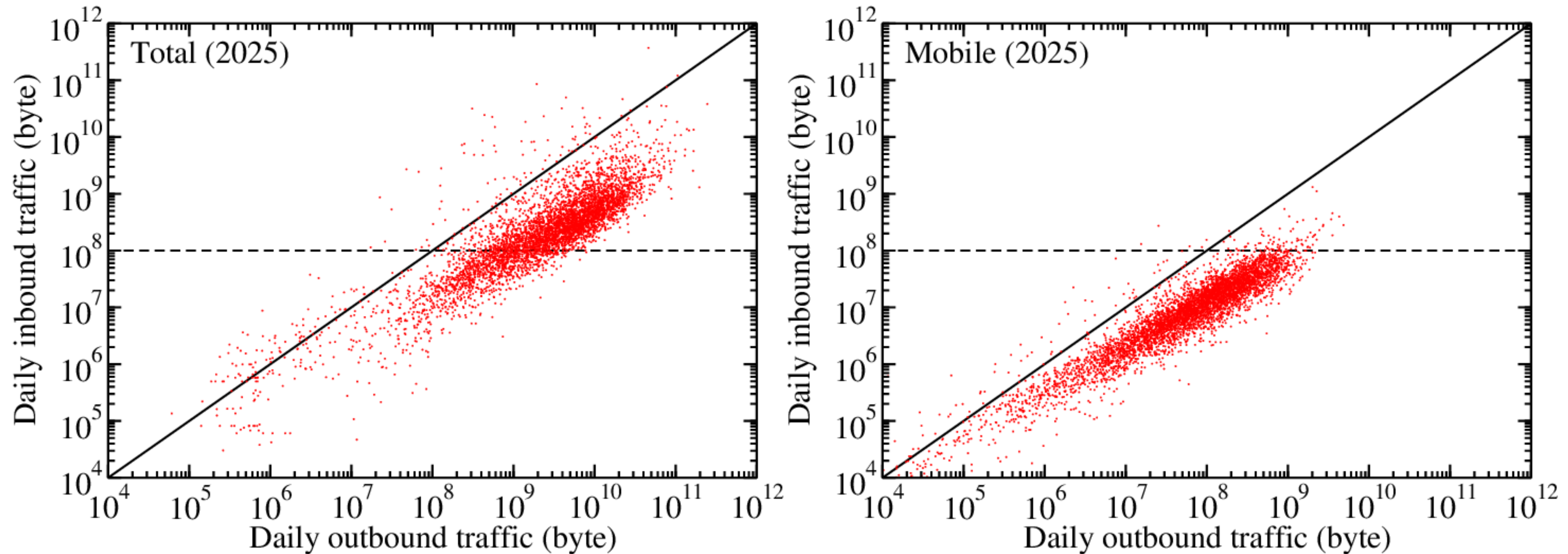


distribution of daily traffic per user

Year	IN (MB/day)			OUT (MB/day)		
	Mean	Median	Mode	Mean	Median	Mode
2015	6.2	3.2	4.5	49.2	23.5	44.7
2016	7.6	4.1	7.1	66.5	32.7	63.1
2017	9.3	4.9	7.9	79.9	41.2	79.4
2018	10.5	5.4	8.9	83.8	44.3	79.4
2019	11.2	5.9	8.9	84.9	46.4	79.4
2020	10.4	4.5	7.1	79.4	35.1	63.1
2021	9.9	4.7	7.9	85.9	37.9	70.8
2022	12.8	6.0	10.0	113.7	49.2	89.1
2023	14.1	6.8	11.2	129.2	56.0	100.0
2024	16.3	8.2	14.1	150.4	66.7	112.2
2025	19.3	9.7	15.8	172.2	73.5	125.9

daily traffic per user: average, median, mode 4

# daily download/upload volumes per user



daily download/upload volumes per user: broadband (left) and mobile (right)

# port usage

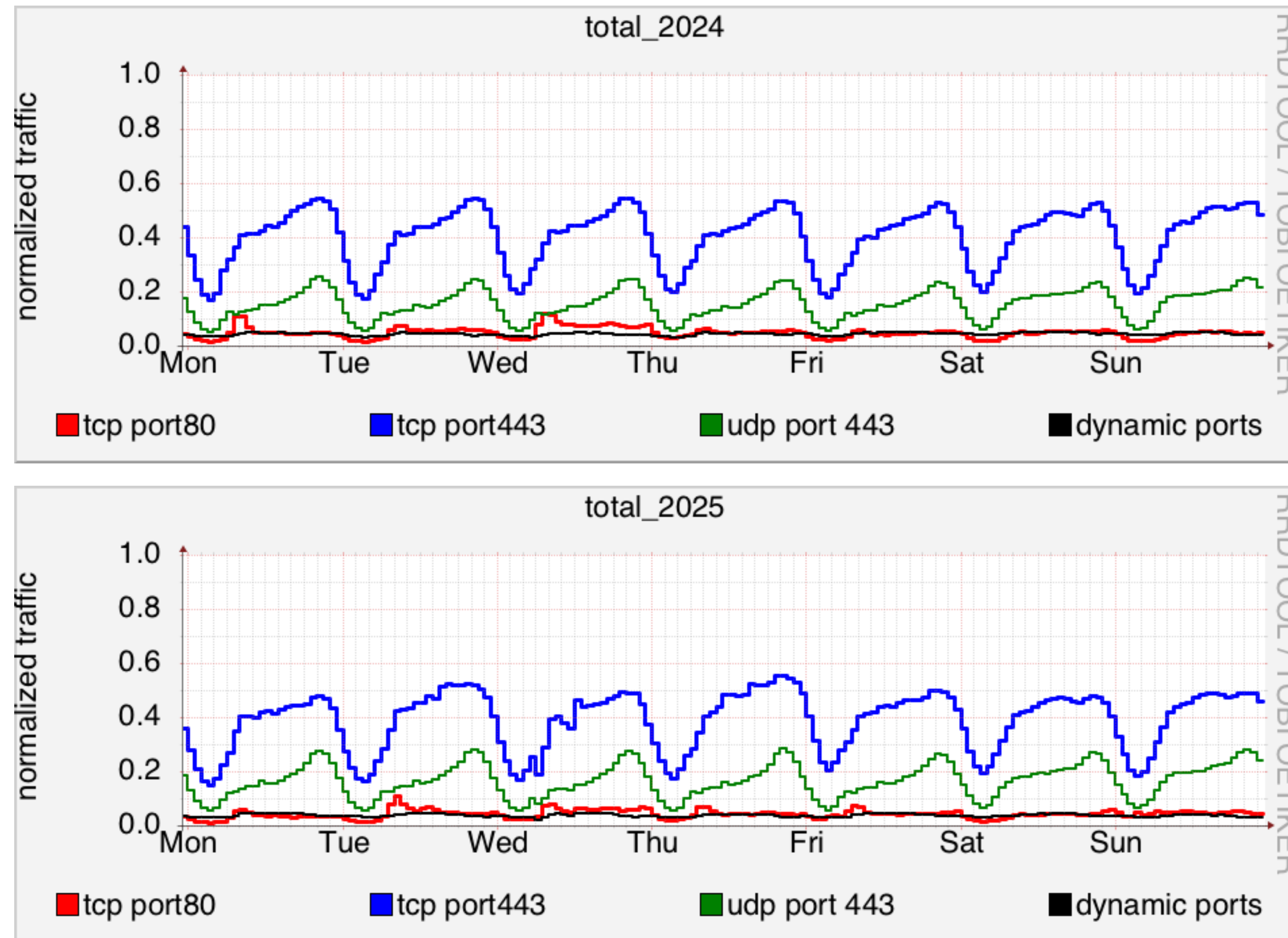
## broadband

year	2021	2022	2023	2024	2025
protocol port	(%)	(%)	(%)	(%)	(%)
<b>TCP</b>	<b>71.9</b>	<b>71.6</b>	<b>70.5</b>	<b>67.5</b>	<b>65.5</b>
( < 1024)	65.8	65.4	64.8	61.1	59.8
443 (https)	53.5	55.7	56.9	53.8	53.2
80 (http)	11.6	8.9	7.2	6.5	5.9
993 (imaps)	0.1	0.1	0.1	0.1	0.2
183	0.1	0.2	0.2	0.2	0.1
22 (ssh)	0.2	0.1	0.1	0.1	0.1
(>= 1024)	6.1	6.2	5.7	6.4	5.7
31000	0.6	0.9	1.1	1.2	1.6
8080	0.4	0.3	0.4	0.3	0.3
1935 (rtmp)	0.2	0.2	0.2	0.3	0.2
<b>UDP</b>	<b>24.5</b>	<b>24.3</b>	<b>25.4</b>	<b>28.2</b>	<b>30.6</b>
443 (https)	15.9	16.3	18.2	21.0	23.1
4500 (nat-t)	0.8	0.8	1.0	0.9	0.7
8801	0.9	0.6	0.4	0.4	0.3
<b>ESP</b>	<b>3.3</b>	<b>3.8</b>	<b>3.8</b>	<b>4.0</b>	<b>3.6</b>
<b>GRE</b>	<b>0.2</b>	<b>0.2</b>	<b>0.1</b>	<b>0.2</b>	<b>0.2</b>
<b>IP-ENCAP</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>
<b>ICMP</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

## mobile

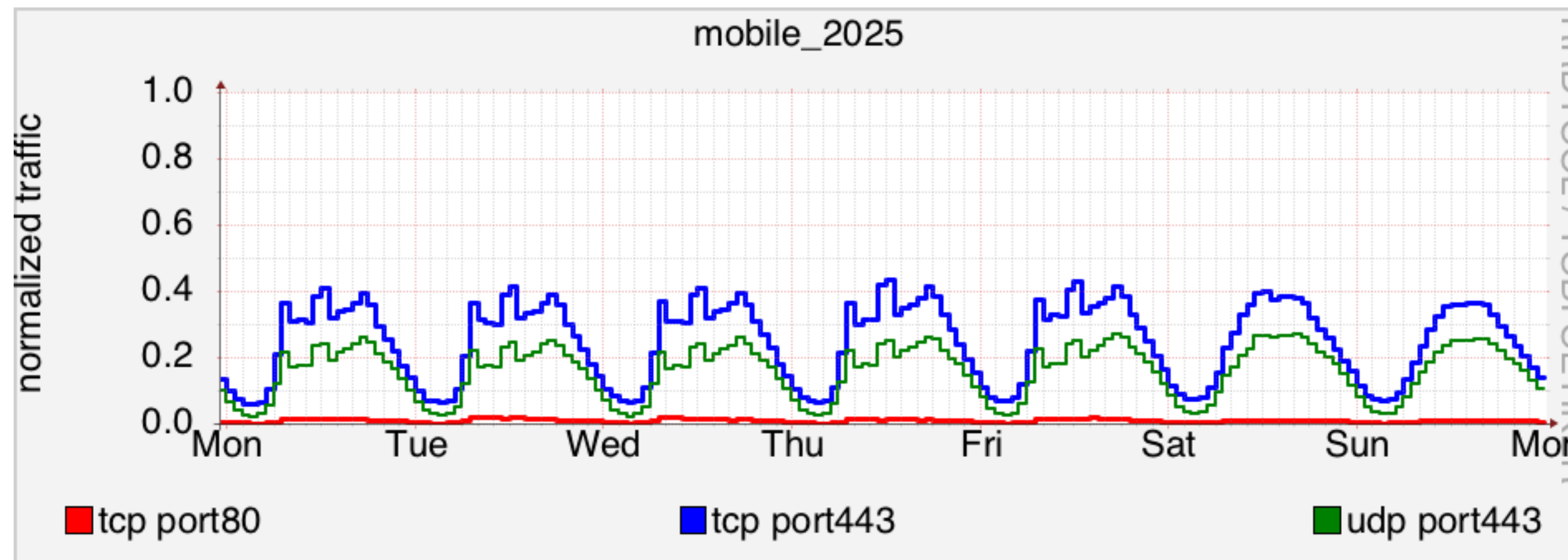
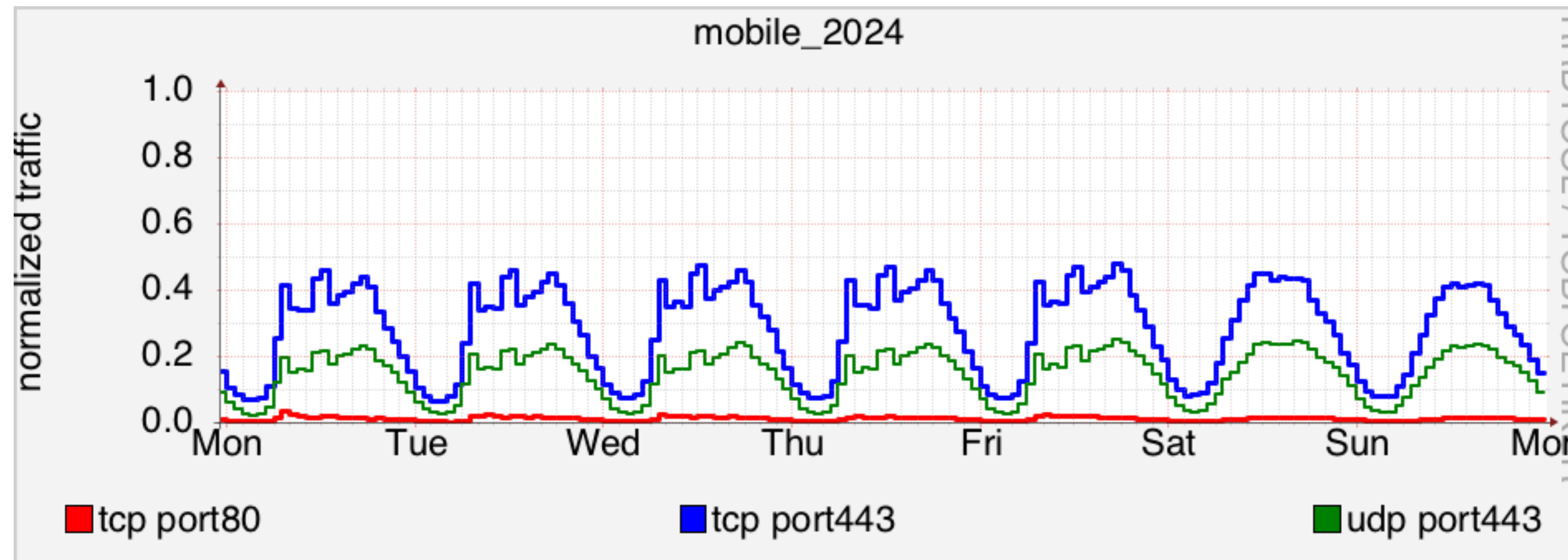
year	2021	2022	2023	2024	2025
protocol port	(%)	(%)	(%)	(%)	(%)
<b>TCP</b>	<b>70.3</b>	<b>71.6</b>	<b>71.0</b>	<b>71.0</b>	<b>69.8</b>
443 (https)	44.4	42.3	42.1	42.2	37.8
80 (http)	5.0	4.1	3.5	1.8	1.5
993 (imaps)	0.2	0.1	0.1	0.1	0.1
1935 (rtmp)	0.1	0.1	0.2	0.1	0.1
<b>UDP</b>	<b>23.8</b>	<b>24.4</b>	<b>26.5</b>	<b>27.5</b>	<b>29.3</b>
443 (https)	16.3	17.9	20.9	22.5	24.8
4500 (nat-t)	3.7	2.7	2.5	1.8	1.5
51820	0.0	0.1	0.2	0.3	0.3
53 (dns)	0.2	0.2	0.2	0.2	0.2
8801	0.7	0.3	0.2	0.1	0.1
<b>ESP</b>	<b>5.8</b>	<b>3.9</b>	<b>2.4</b>	<b>1.4</b>	<b>0.8</b>
<b>ICMP</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>
<b>GRE</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

# broadband port usage



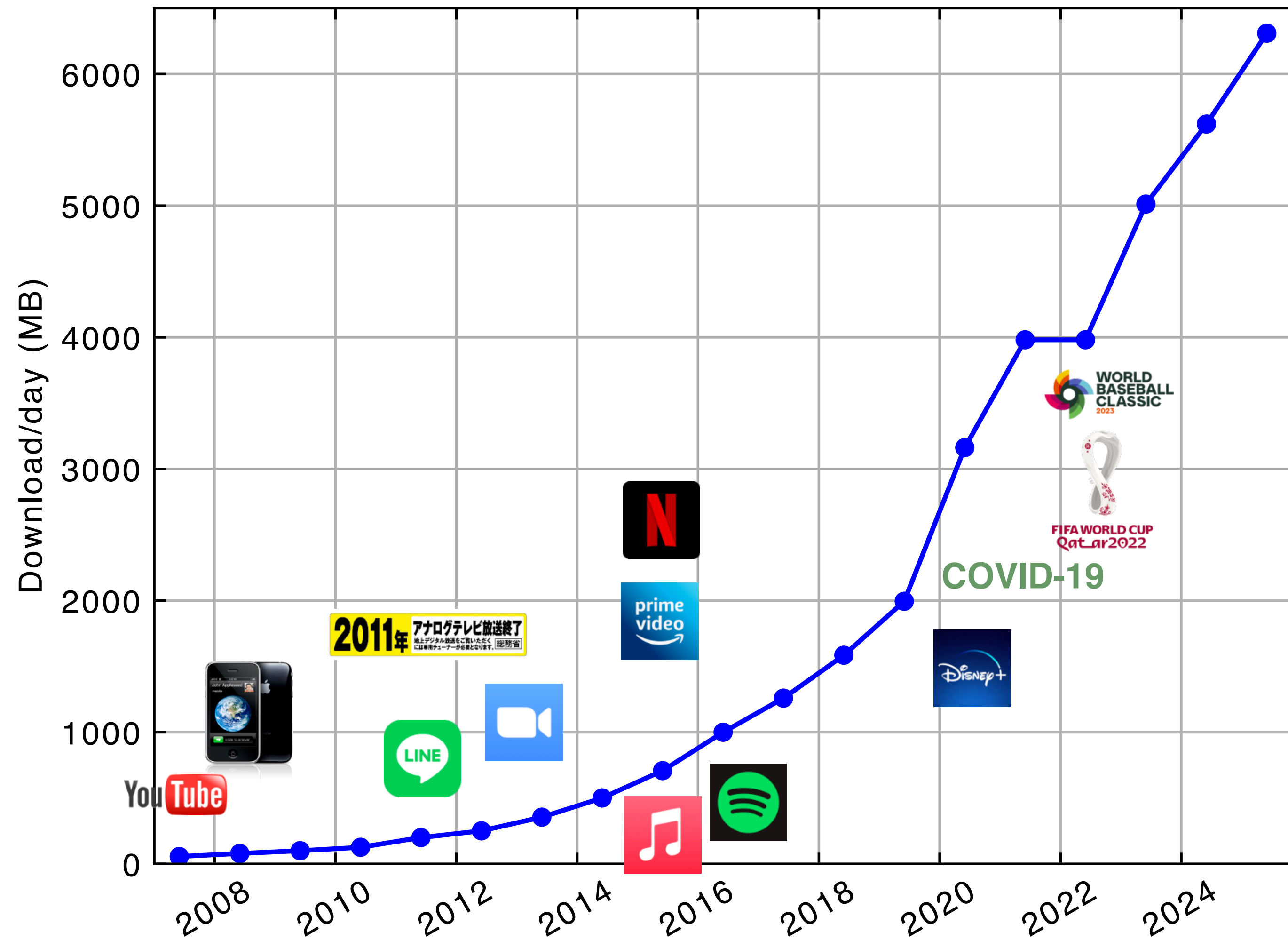
broadband TCP port usage over one week: 2024 vs. 2025

# mobile port usage

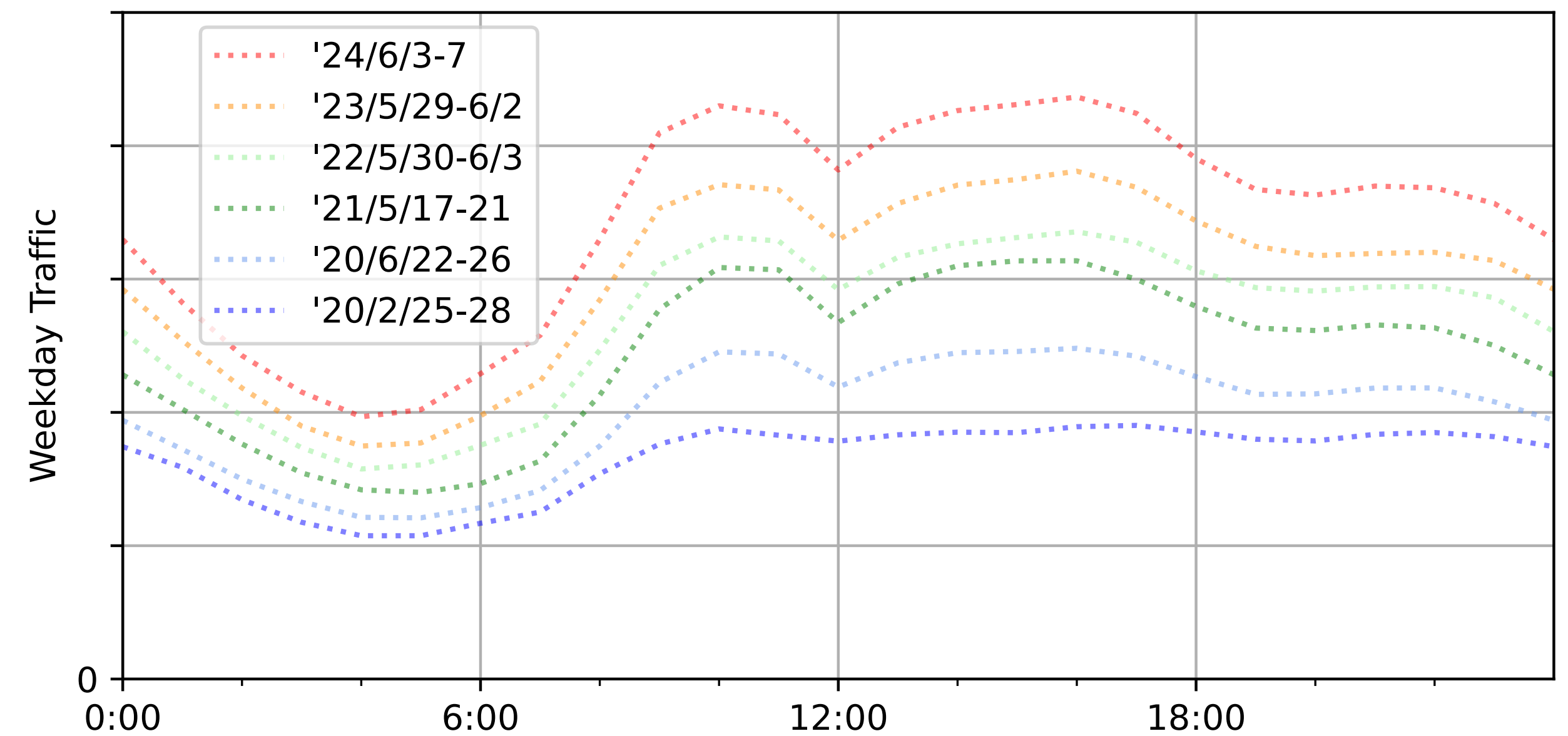
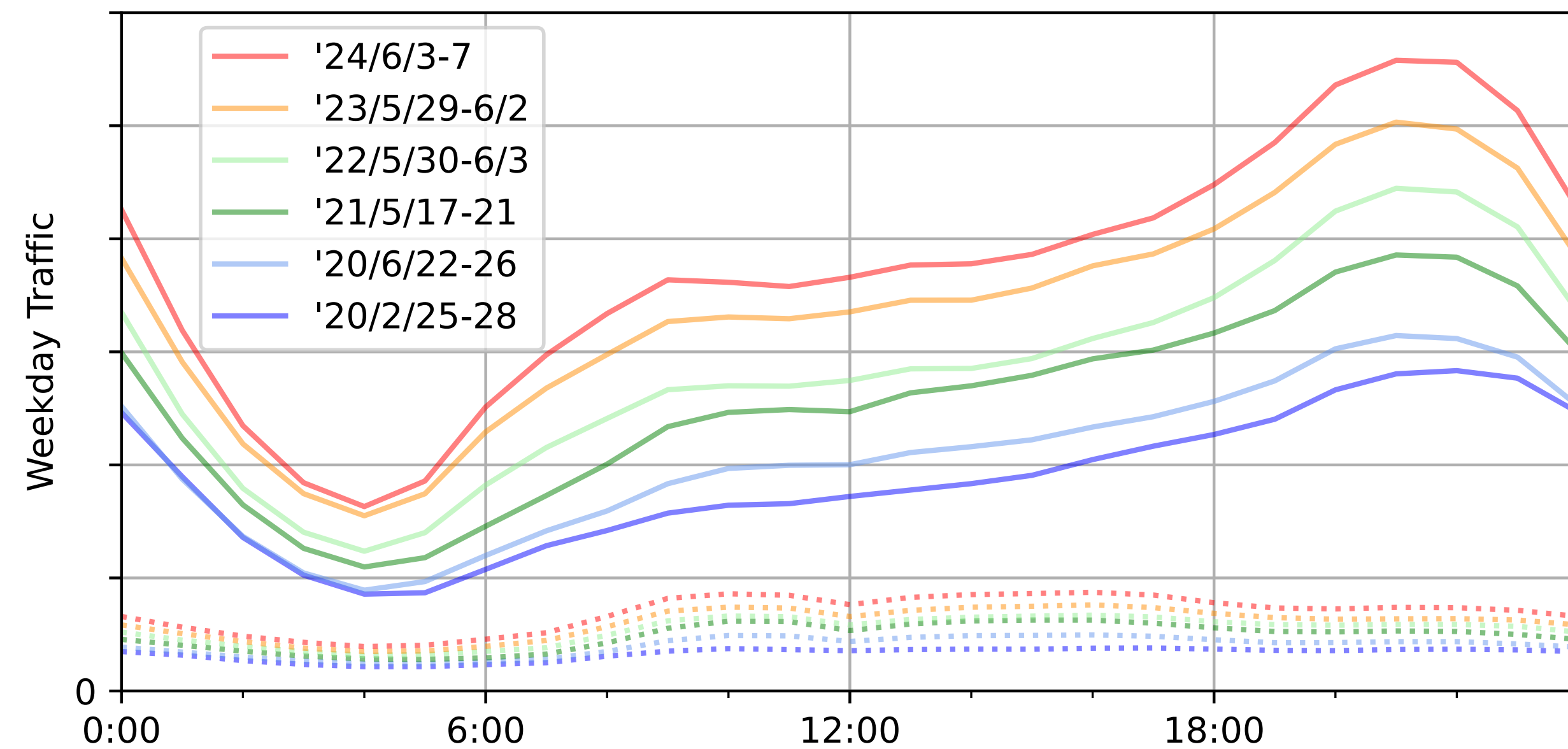


mobile TCP port usage over one week: 2024 vs. 2025

# growth of daily download per user

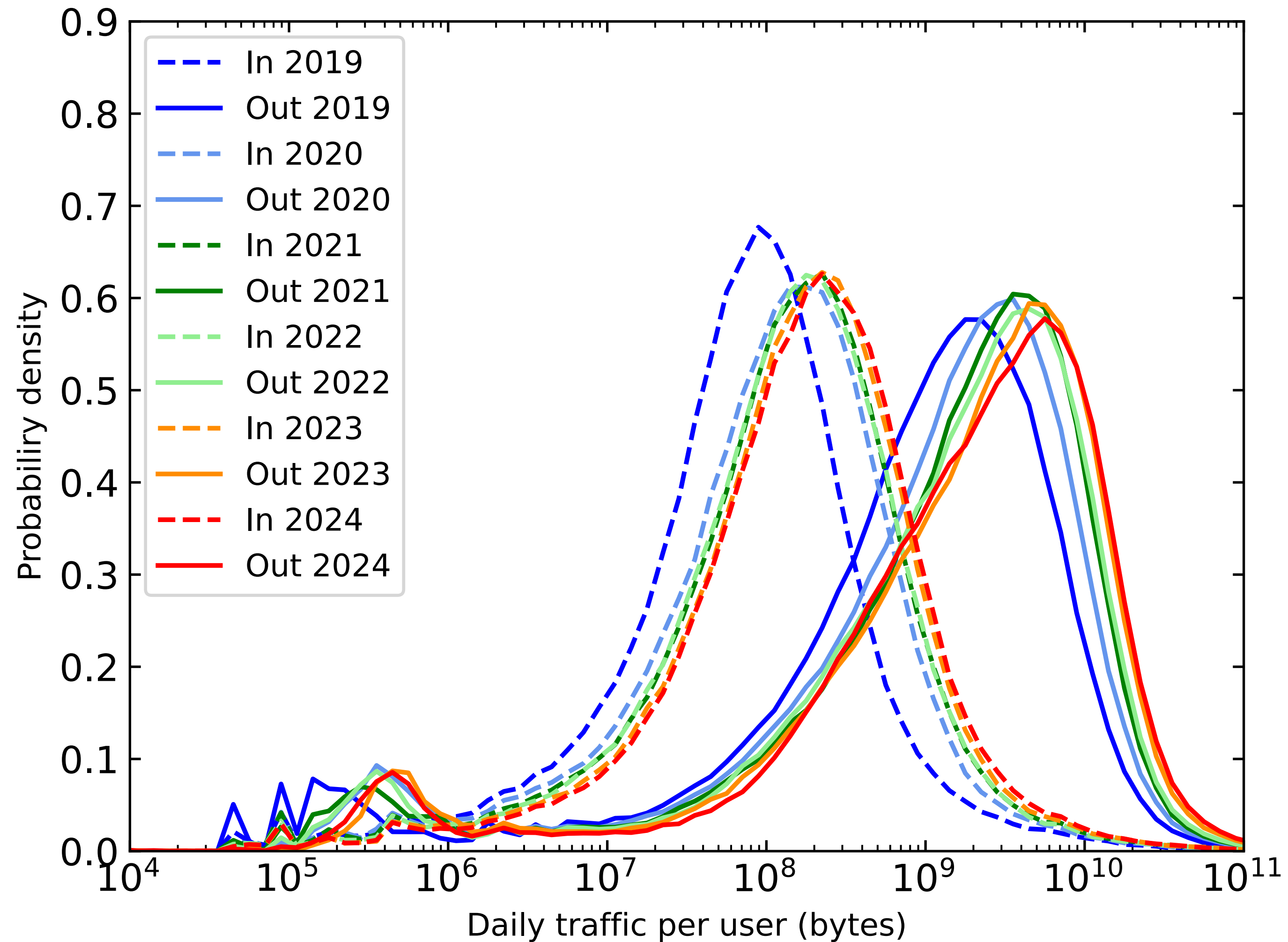


# IJ's broadband traffic: 2020-2024



hourly traffic growth over the past 5 years: download (left) and upload (right)

# daily download per user: 2020-2024



daily download (mode) per user: distributions over the past 5 years

# summary

- broadband traffic: steady growth over the last 6 years ('19-'25)
  - initial surge in early 2020 due to COVID-19 outbreak
  - overall low annual growth rate: 1.11 (IN) 1.13 (OUT)
  - still, 2019/2025: 1.87 (IN) 2.09 (OUT)
- driven by video
  - increasing users, time/user, size/video?
  - recent shift from hdd-recorder to app?
- impact of AI?: probably not much on broadband traffic