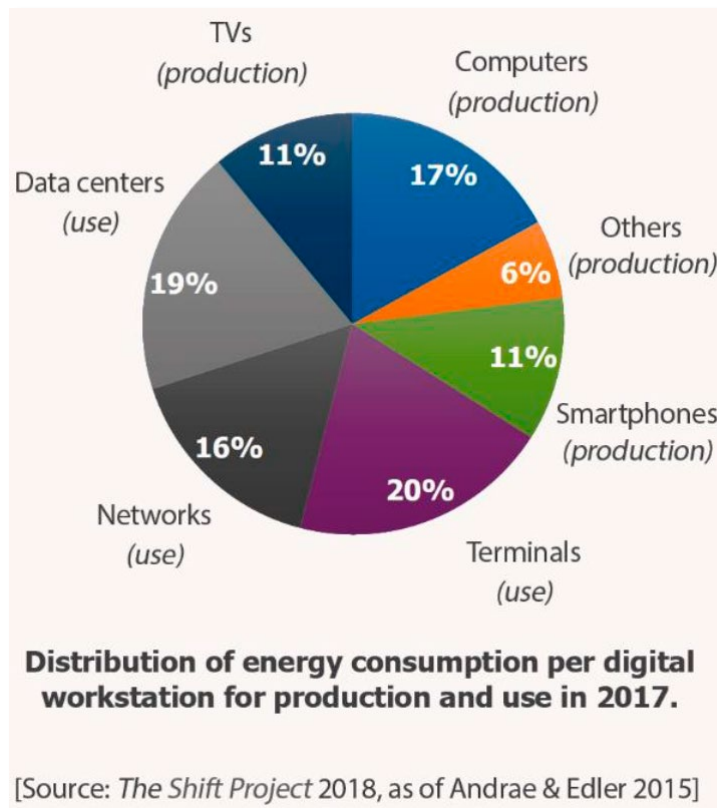
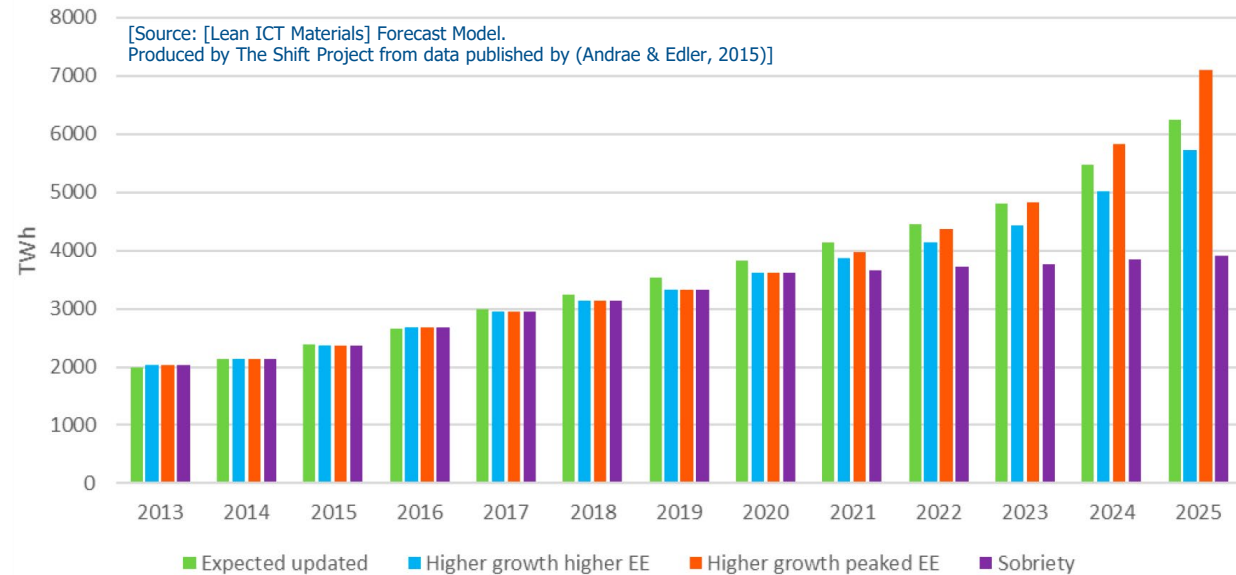


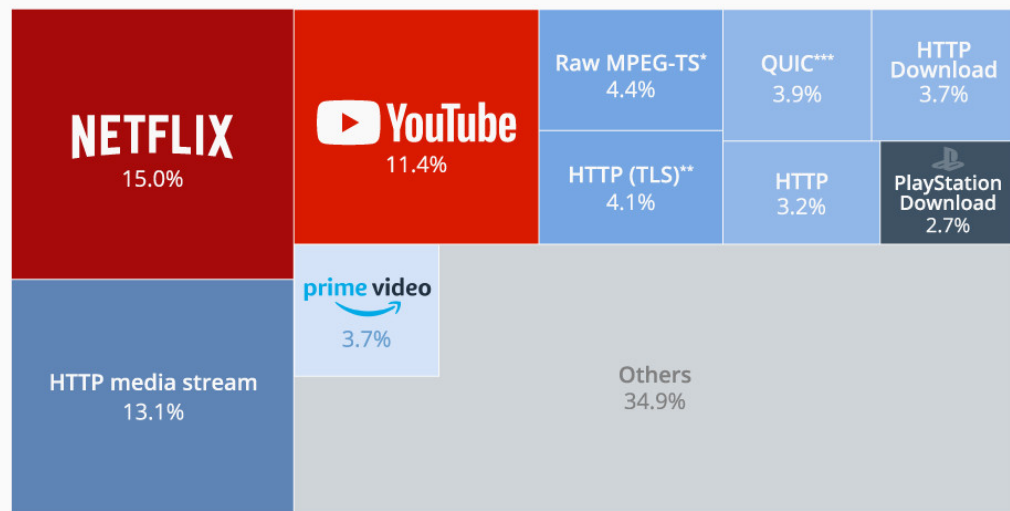
Digital energy consumption

[Source: [Lean ICT Materials] Forecast Model.
Produced by The Shift Project from data published by (Andrae & Edler, 2015)]



Netflix is Responsible for 15% of Global Internet Traffic

Distribution of worldwide downstream traffic, by web application

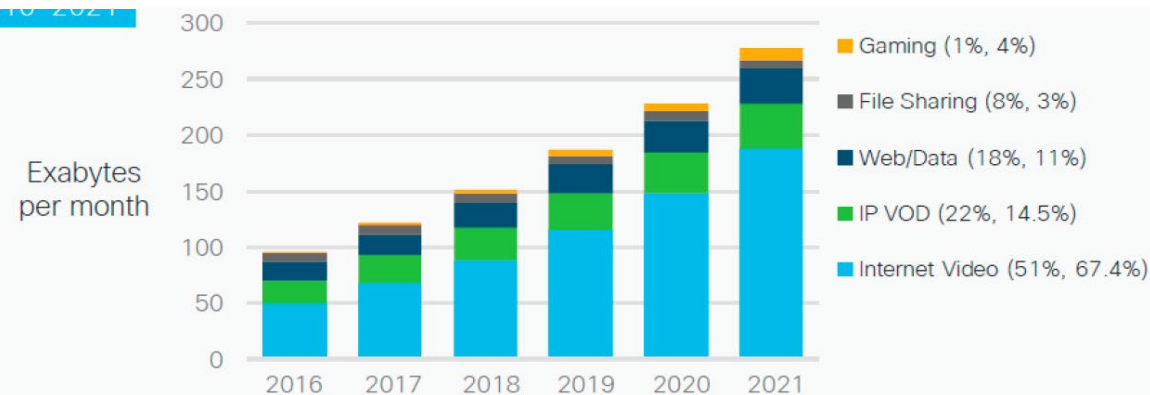


* Digital container format for the transmission and storage of audio, video, and data.
** Security protocol
*** Network protocol designed to speed up online web applications



@StatistaCharts

Source: Sandvine | The Global Internet Phenomena Report



Figures (n) refer to 2016, 2021 traffic shares.

Source: Cisco VNI Global IP Traffic Forecast, 2016-2021.

Figure 8: Evolution of shares of traffic 2016-2021

[Source: (Cisco, 2017a)]