

N. American Internet traffic doubles, report says

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Online data use in North America was up 120 percent this year, with

video streaming service [Netflix](#) accounting for 33 percent of the traffic streamed on "fixed networks," according to Sandvine's Global Internet Phenomena Report.

Canada-based Sandvine specializes in mobile and fixed, or wired, broadband Internet systems.

Audio and video streaming accounts for 65 percent of all downstream traffic from 9:00 pm to 12:00 am daily and half of that is Netflix traffic on North American fixed networks, according to Sandvine chief executive Dave Caputo.

"Prioritizing real-time applications like live audio and video is critical to maintaining a high quality of experience," Caputo said.

"There is no doubt that more communications service providers will be launching application-based pricing plans that provide cost certainty and a consistent quality of experience for high-demand applications."

Content from [Google](#)-owned online video venue YouTube accounted for a fifth of peak period [data traffic](#) on mobile [Internet networks](#) in Europe, according to Sandvine.

Asia leads the world when it comes to consuming Internet data on mobile devices, the report indicated.

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