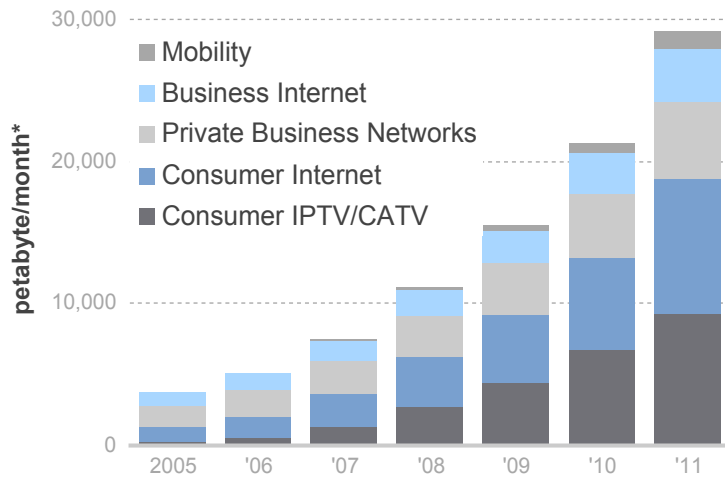


# The Exabyte Era

## IP Traffic Growth

Driven by 42 percent annual compound growth, worldwide IP traffic increases to nearly **29 exabytes** per month by 2011. That equates to **29,000,000,000 gigabytes**, nearly 144 times all the world's printed matter or nearly six times all the words ever spoken. It is **1,160 times the size of the U.S. Internet backbone in 2000**.



\* One petabyte equals one quadrillion bytes.

Source: Cisco Systems Inc.