

# Key figures

## DIGITAL PRACTICES

(source: Digital Market Barometer, 2025 edition)



**94%** of people in France used the internet in 2024, and **84%** did so on a **daily basis**.



Use of instant messaging and VoIP continues to increase:

**85%** of people aged 12 and over report using mobile apps to exchange messages (up 5 points YoY) and

**78%** use these apps to make calls (up 5 points YoY).



In 2024, **1 in 3** people had already used an AI tool (up 13 points YoY), a percentage that increases to **77%** for young people between the ages of 18 and 24.



**72%** of the population spend more than two hours a day on their devices for personal use.



**32%** of mobile subscribers have a monthly data allowance of more than 100 Gb.



Average monthly mobile data traffic per SIM card stood at **16.6 Gb** in Q4 2024 (up 1.7 Gb YoY).



**51%** of internet users have a cloud storage space.

## CONNECTIVITY AND SUBSCRIPTIONS

(2024 figures; sources: Electronic Communications Market Observatory; Observatory on Broadband and Ultrafast Broadband Subscriptions and Deployments; 5G Deployment Observatory):



More and more people have fibre internet access at home: at the end of 2024,

there were **32.6 million internet subscriptions** in France, of which three-quarters were to a fibre plan (up 8 points YoY).



At the end of 2024, **40.6 million premises** in France were eligible to subscribe to fibre to the home (FttH), up by **2.6 million YoY**.



5G rollouts continue: in the span of three years, between **8,794** and **18,607** 5G cell sites had been launched commercially in Metropolitan France, depending on the operator, as of 31 December 2023.



Of the **84 million SIM cards** in service, **24 million** are activated on 5G networks, accounting for 29% of all mobile SIM cards in Q4 2024.

## INTERCONNECTIONS

(figures for 2024; source: Barometer of data interconnection):



At the end of 2024, inbound traffic to the main ISPs in France was estimated at **50.8 Tb/s**, reflecting a **9.2% increase** compared to 2023.



At the same time, outbound interconnection traffic for France's four largest ISPs stood at approximately **5.1 Tb/s**, a 17.5% increase YoY. Between the end of 2019 and the end of 2024 this traffic almost tripled.



Around **47% of traffic** to the country's four largest ISPs came from five companies: Netflix, Akamai, Facebook, Google, and Amazon.



Standing at 9.9:1 in 2024, the asymmetry ratio between inbound and outbound traffic continues to shrink : in 2024, for



At the end of 2024, on-net CDNs were estimated to account for **19% of ISPs' traffic to end users**, or around **12.1 Tb/s**.

every **1 Gbit/s** of outgoing traffic, there were **9.9 Gbit/s** of incoming traffic.

## IPV6

(figures at end of 2024; source: IPv6 barometer):



At the end of 2024, **87% of fixed access customers and 70% of mobile customers** in the consumer market were IPv6-enabled, and nearly all are expected to be so by 2027.



Only **23% of domain names** accept emails in IPv6, but this percentage has increased substantially since 2022, rising from 8% to 23%.



Including businesses, **69% of all internet users in France** are IPv6-enabled.



France ranks **2<sup>nd</sup>** (behind India) in the rate of IPv6 use in the 100 countries with the most internet users.



**35% of websites** are available in IPv6.

## ENVIRONMENT

(2023 figures; source: Arcep annual Achieving Digital Sustainability survey):



Data centre operators' **greenhouse gas emissions, energy consumption, and water use continue to increase sharply, up 11%, 8%, and 19%** YoY, respectively.



The main electronic communications operators' greenhouse gas emissions **increased by 4.2%** YoY.



**Mobile networks' energy consumption is rising (up 6% YoY in 2023)**, due to the increase in mobile data traffic and cell site deployments. Meanwhile, fixed networks' power consumption is declining as a result of the growing ubiquity of fibre.



**Internet routers and STBs together consumed 3.5 TWh**, representing five times more than fixed networks' energy use.



**95% of routers' power consumption** does not depend on internet traffic or how heavily they are employed by users.



The production of mobile access network equipment (Base Band Unit, Radio Remote Unit, passive and active antennas) sold in France required

**2.4 tonnes of precious metals.** This marks a decrease for the second year in a row, due chiefly to a significant drop in equipment sales, and not to a change in the products' composition.



**The steady decrease in the number of new digital devices** put on the market **could help to reduce device manufacturers' environmental footprint**, although this reduction could be offset by increasing screen sizes. On average, a large-screen television **consumes 6 times more** electricity when in use than a smaller model.