

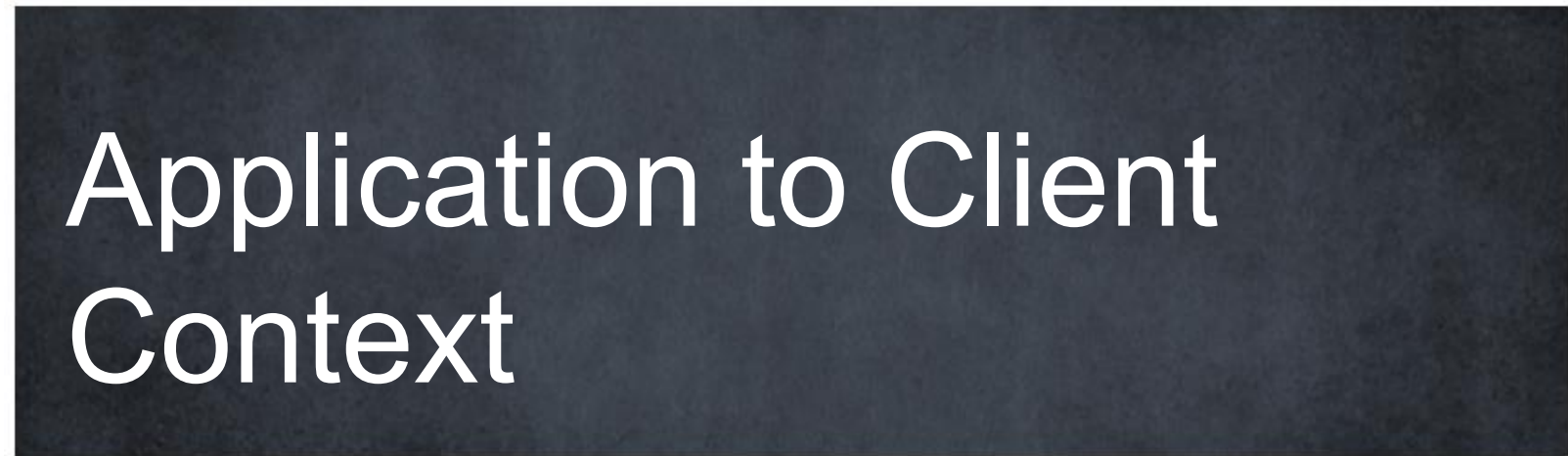



The Internet Peering Workshop 



Application to Client Context



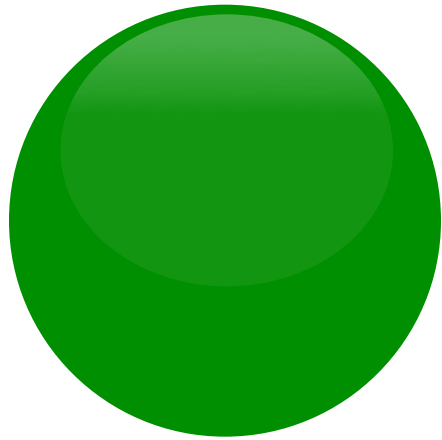
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Ecosystems of Interest

- What countries are you building into?
- Who are the target customers, peers, transit providers?
- What is the market price for transit?
- What is the cost of peering there?
- What is the cost of transport?

Show example math building into ecosystem



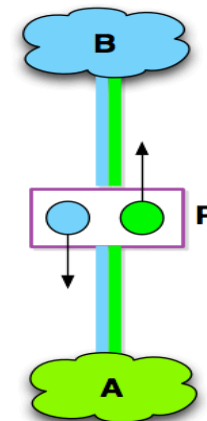
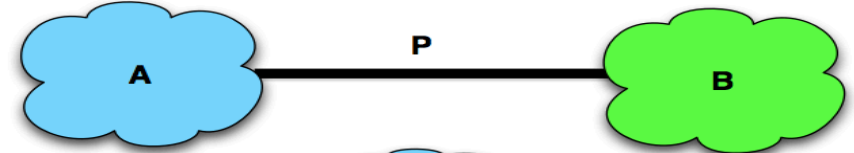
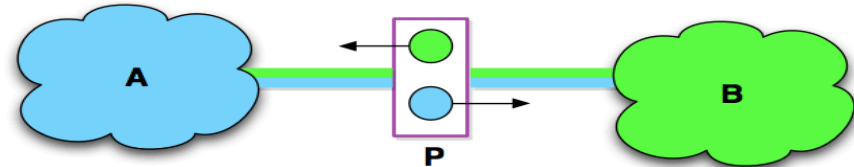
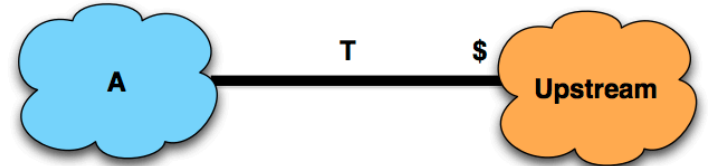
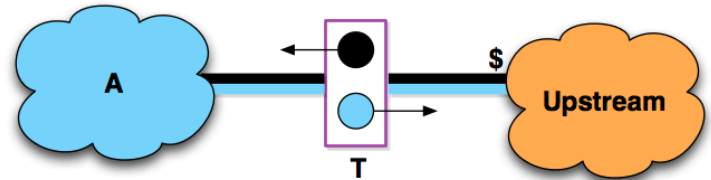
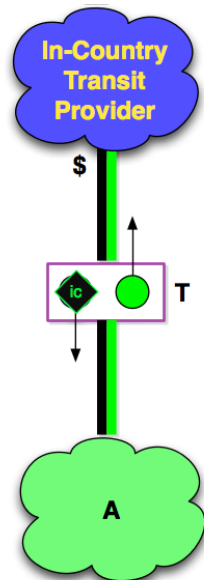


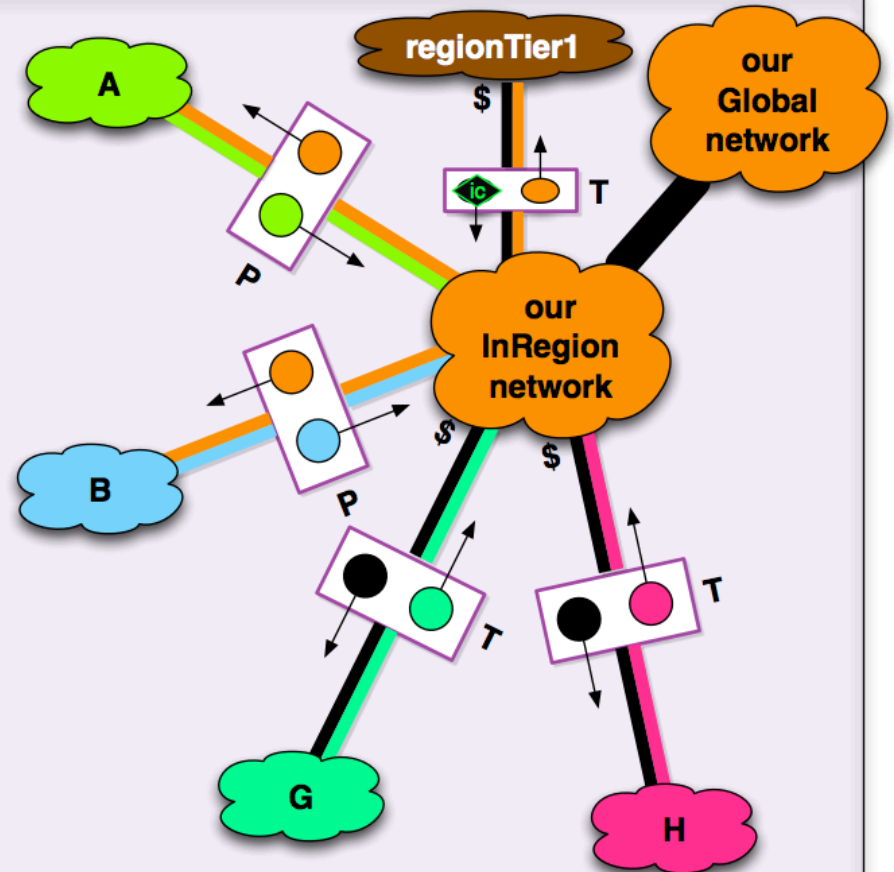
INTERNATIONAL PEERING NOTATION



International Expansion

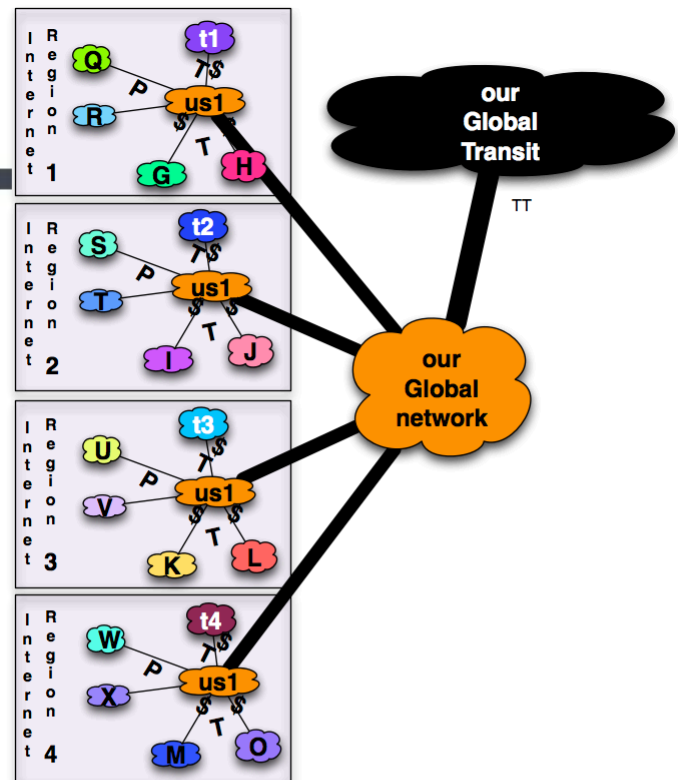
- Familiar notations





Traffic from	To	Revenue	Cost
G or H	A or B in-Country peers	\$t/Mbps	~\$0 router switching costs
	to regionTier1 in-Country non-peers	\$t/Mbps	\$T / Mbps
	us on-net	\$t/Mbps	transport
	default	\$t/Mbps	transport + \$TT / Mbps

Expansion Decision



From		To		Traffic from	To	Revenue	Cost	Profit
in-country	Customer	in-country	Customer	2t	\$0	2t		
in-country	Customer	in-country	Peer	t	\$0	t		
in-country	Customer	in-country	Transit	t	T	t-T		
in-country	Customer	out-of-country	Customer	2t	xport	2t-xport		
in-country	Customer	out-of--country	Peer	t	xport	t-xport		
in-country	Customer	out-of--country	Transit	t	xport+T	t-xport-T		
in-country	Customer	international	Transit	t	xport+TT	t-xport-TT		