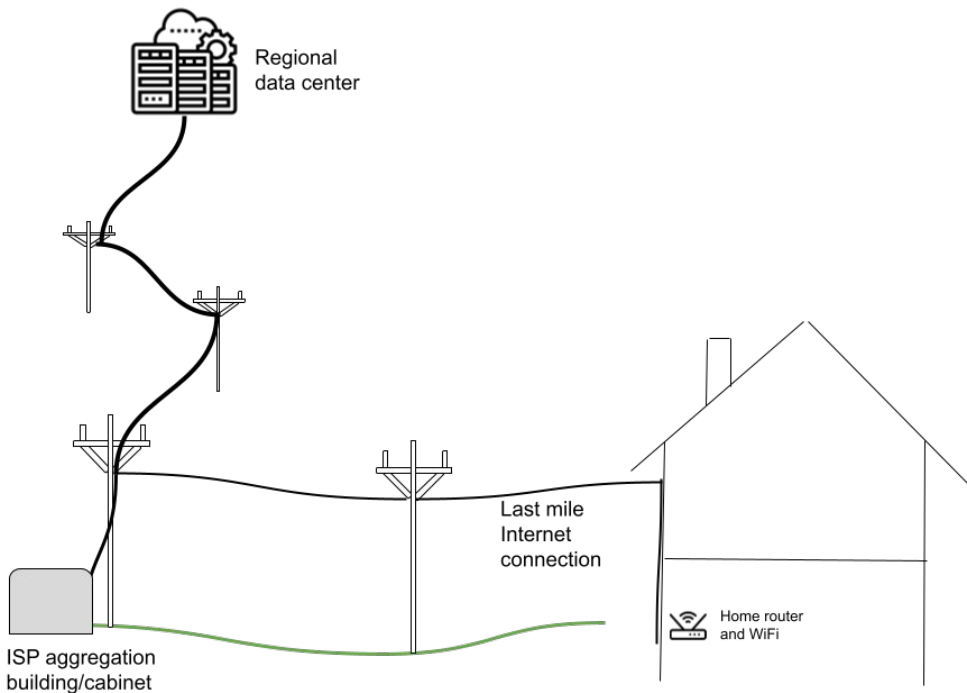




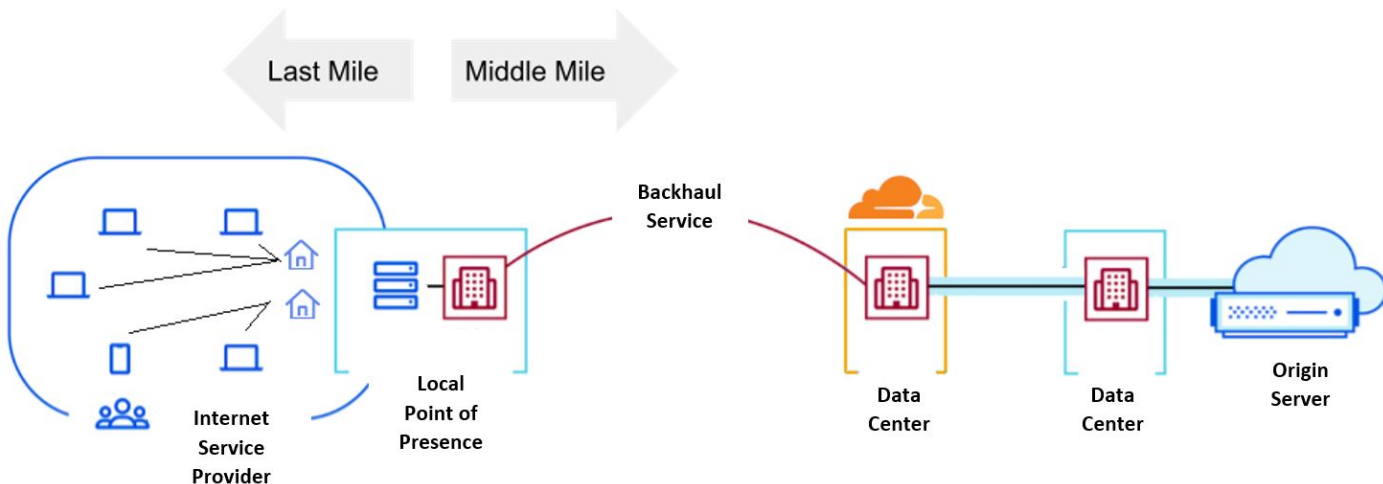
Importance of latency on the Internet

State of the Net
February 12, 2024

- When you visit a website, your “Request” travels out from your home searching for the content or service you requested.
- It might pass through a few networks and data centers before it finds it.
- Then the content or services networks sends data back.



Cloudflare (and other CDNs) sit in between a website and consumers to (1) protect the website, and (2) speed delivery by being closer geographically

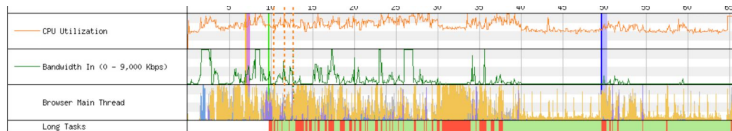


- CDNs “sit in the middle” between ISPs and website origin servers
- CDNs protect origin servers, and accelerate content by being close to the end-user

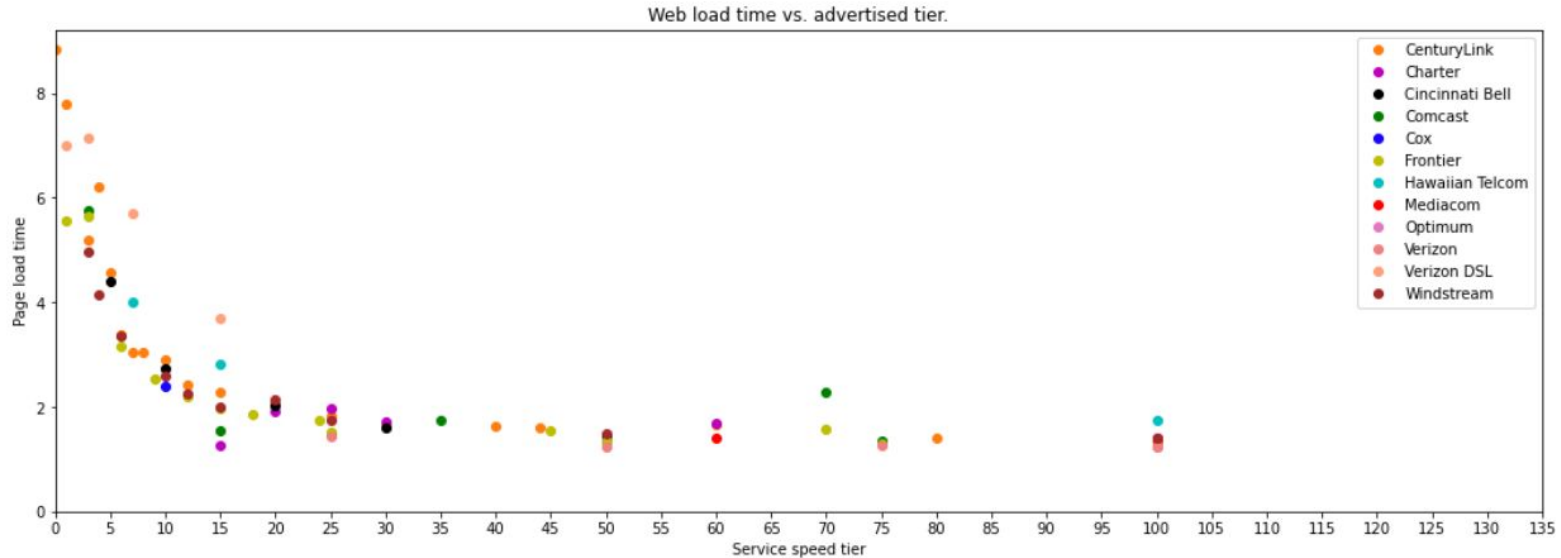
What happens when we load a web page



- Some files block other files from loading. The faster we load those files, the faster the page loads.
- The browser rarely uses all the bandwidth it has available

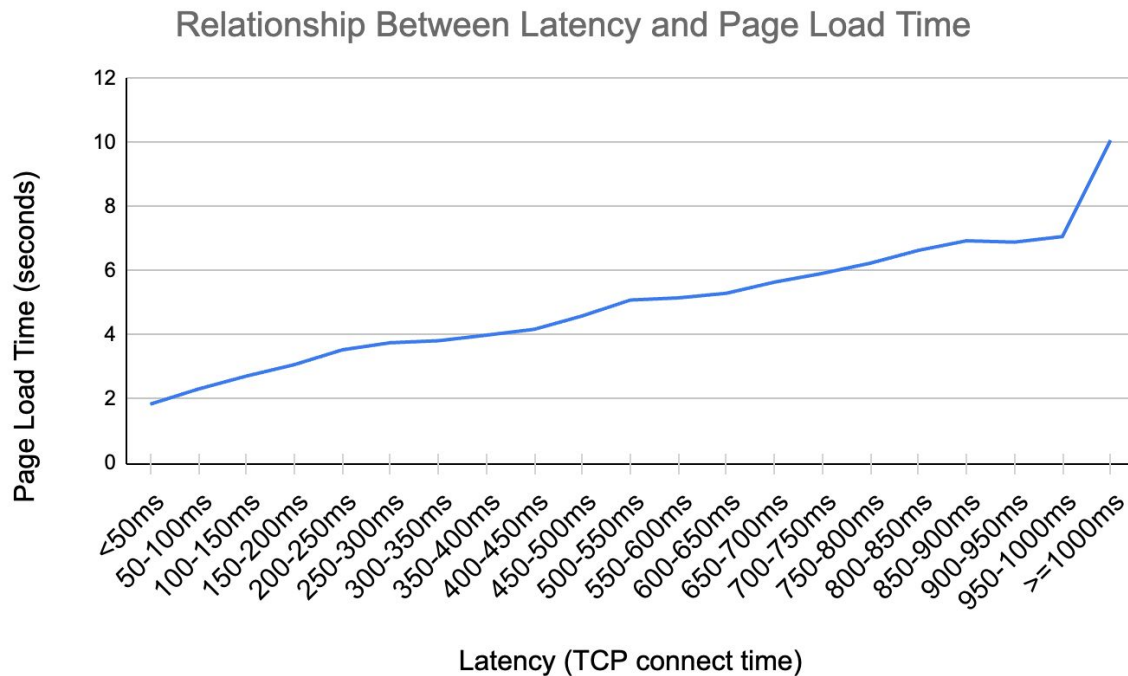


The result is that web pages don't load faster once the connection is above ~25 Mbps



Source: Clark, David D. and Wedeman, Sara, Understanding the Metrics of Internet Broadband Access: How Much Is Enough? (August 1, 2022). Available at SSRN: <https://ssrn.com/abstract=4178804> or <http://dx.doi.org/10.2139/ssrn.4178804>

However, lower latency = better page load times



Source: Cloudflare analytics data.

Thank you

