A Modern and Practical Approach to Content Delivery

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Agenda

About me

Increasing internet traffic

CDN technology landscape

Hyper-local content delivery

About Me

Jaimon Jose, Co-Founder, CTO, picoNets

- 17 Years of product development experience
- Distinguished Engineer at Novell and Core founding member at PAQS
- Continuous learner and Trainer for processes and technologies over a decade
- Engaged with academia and industries
- Patents, publications and speaking in various events
- Over a decade of experience in building solutions in identity, security, cloud, virtualization, distributed systems

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The Zettabyte Era

Annual global IP traffic will pass the zettabyte threshold by the end of 2016, and will reach 2 zettabytes per year by 2019

Content Delivery Networks will carry nearly two-thirds internet traffic by 2019

Two-thirds of all IP traffic will originate with non-PC devices by 2019

Globally, IP video traffic will be 80% of all IP traffic by 2019, up from 67% in 2014
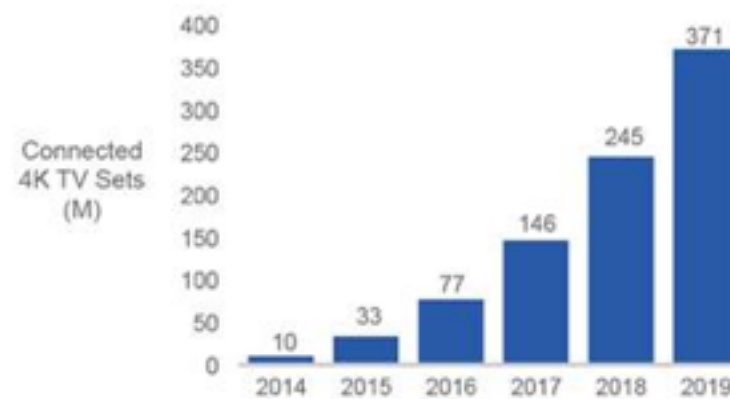
Internet video to TV to double by 2019

Consumer VoD traffic will nearly double by 2019

Source: Cisco Virtual Networking Index, 2015

Increasing Video Definition

More than 30% of connected Flat-Panel TV Sets will be 4K by 2019

Current CDN Landscape

Commodity CDN pricing is stable, down 20%

Many new entrants and small vendors growing, only focusing on value added services

Video takes up largest % of traffic on a CDN, but contributes the least amount of profitable revenue

CDNs should be able to grow media busiess by 12-18% this year.

CDN revenue stood at $4B in 2015 of which Amazon contributed $1.8B. Akamai's share - $700M

Data volume increases, but revenue/gb comes down. **Need innovative new players to disrupt the market such as peerCDN**

CDN market is expected to grow from $4B to $15B by 2020, at a CAGR of 26%

Three Phases of CDN Evolution

Traditional

Owns your network and DNS

Highly optimized routes to origin servers

Expensive to maintain

Eg. Akamai

AnyCast

Evolved since 2006

More efficient due to built in network intelligence

Highly dependent on ISP due to AnyCast setup

Eg. CloudFlare

PeerCDN

Based on WebRTC hence very new

No dependency on last mile ISP

No limitations on PoP as virtually every consumer is also a cache

Eg. peer5, streamroot

Questions?

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