

Peering Readiness Checklist

What to ask your CDN, your transit carrier, and your own team before signing the next contract.

1 · Know your destinations

- Top 20 destination ASNs identified (look up by PeeringDB AS number and name).
- Per-ASN monthly egress and peak Gbps measured in your own telemetry, not guessed.
- Per-country viewer share known to within 5% accuracy.
- Top 3 problem regions for rebuffer and startup time identified from QoE analytics.

2 · Know your CDN

- Latest peering report from your primary CDN obtained (per region, per ASN, transit vs IXP vs PNI).
- Cache-hit ratio per region known; below 90% on shielded HLS/DASH is a flag.
- Origin egress to CDN measured separately; not buried in the delivery line.
- CDN contact for peering escalation identified by name.

3 · IXP presence

- Regional IXPs that matter for your viewers listed (DE-CIX FRA, AMS-IX, LINX LON, Equinix IX ASH, IX.br SAO, MSK-IX MSK, etc.).
- Your CDN's port presence at each one confirmed against PeeringDB.
- Settlement-free peering offered with all top-20 ASNs at those IXPs?
- Public-peering route exchange at each IXP: route-server peering enabled where possible.

4 · Private interconnects (PNIs)

- Networks where sustained traffic exceeds ~1 Gbps identified as PNI candidates.
- PNI cross-connect quotes obtained at the shared data centre.
- Two PNIs per relationship for redundancy where the volume justifies it.
- PNI traffic monitored for utilisation against committed capacity quarterly.

5 · On-net caches, settlement, and contract leverage

- Eligibility for free OCA / GGC programmes assessed against the 5 Gbps qualifying floor — most products are too small; that is fine.
- If too small for on-net, a CDN whose own POPs sit inside your largest ISPs is in your shortlist.
- Paid-peering invoices from any eyeball ISP audited for traffic ratio claims and price-per-Mbps fairness.
- Multi-CDN content steering considered for regions where one provider's peering map has known gaps.
- Quarterly review scheduled to refresh the CDN peering report, PeeringDB lookups, and PNI utilisation.