

CDN Cost Audit Quick-Reference Card

The six rules every CDN bill respects · Q2 2026 list rates · audit-and-renegotiate checklist

Rule 1 Bytes is the headline
GB/mo = CCV × min × sess × kbps × 60 / (8·1024²)
 Headline \$/GB × volume is the biggest lever. CloudFront \$0.085 → Bunny \$0.005 = 17× spread.

Rule 2 Requests bill separately on 3 of 7
AWS / GCP / Azure charge per 10K HTTPS · others bundle
 Short HLS segments + many renditions → request bill = 15–25% of egress on AWS.

Rule 3 Regional surcharges multiply 1.3-2×
NA/EU baseline · APAC +30-50% · LATAM +60-110% · India +50-90%
 Audience geography is half the bill. Weight by region share, not headcount.

Rule 4 95th-%ile: rewards spikes, punishes smooth
billed_Mbps = peak × smoothing · monthly = billed × \$/Mbps
 VOD-shaped traffic pays more on 95th-%ile than per-GB. Sharp spikes pay less.

Rule 5 Commit at 70% of pessimistic forecast
commit floor is forfeit · overage premium 15-30%
 Optimistic commits are the single most common CDN-spend mistake.

Rule 6 Multi-CDN saves money in regions
route each region to its cheapest reliable provider
 Industry recovers 25–40% via regional routing (DNS or HLS / DASH content steering).

Regional rates (\$/GB, Q2 2026 list)

Region	CF	Cloudflar	Fastly	Akamai
North America	\$0.085	\$0.030	\$0.020	\$0.018
Europe	\$0.085	\$0.030	\$0.020	\$0.018
Asia-Pacific	\$0.114	\$0.045	\$0.030	\$0.034
India	\$0.109	\$0.045	\$0.030	\$0.032
Japan & Korea	\$0.114	\$0.045	\$0.038	\$0.038
South America	\$0.110	\$0.050	\$0.035	\$0.038
Mid East & Africa	\$0.110	\$0.060	\$0.045	\$0.044

Volume + viewer-hour formulas
 GB/month = CCV × session_min × sessions/mo × kbps × 60 / (8 × 1024²)
 \$/viewer-hour = monthly_bill ÷ (CCV × min × sess × 30 / 60)
 Target: < \$0.001/viewer-hour. > \$0.005 = leaving

Audit-and-renegotiate checklist

- Pull last 3 months of invoices; split egress / requests / surcharges.
- Compute blended \$/GB and \$/viewer-hour on actual delivery.
- Re-quote against 2 alternative providers at audited volume.
- Audit codec mix — H.264 1.00× · HEVC 0.55× · AV1 0.42× · VP9 0.65×.
- Audit segment length — 4 s min for live; 6 s for VOD.
- Model multi-CDN at audited regional split; pick cheapest reliable per region.
- Re-baseline commit at 70% of next-period pessimistic forecast.