

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

$$\text{GB/mo} = \text{CCV} \times \text{min} \times \text{sess} \times \text{kbps} \times 60 / (8 \cdot 1024^2)$$

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

$$\text{billed_Mbps} = \text{peak} \times \text{smoothing} \cdot \text{monthly} = \text{billed} \times \$/\text{Mbps}$$

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	Cloudflare	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

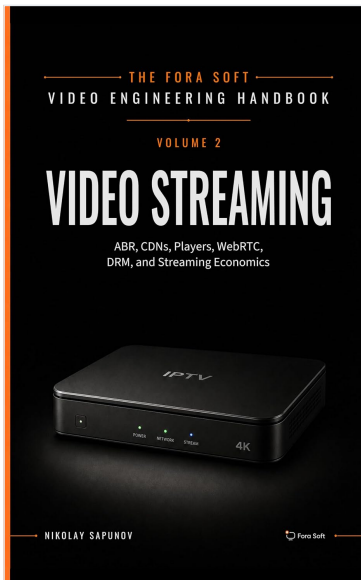
$$\text{GB/month} = \text{CCV} \times \text{session_min} \times \text{sessions/mo} \times \text{kbps} \times 60 / (8 \times 1024^2)$$

$$\text{\$/viewer-hour} = \text{monthly_bill} \div (\text{CCV} \times \text{min} \times \text{sess} \times 30 / 60)$$

Target: < \$0.001/viewer-hour. > \$0.005 = leaving money on the table.

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.



GO DEEPER · VOLUME 3 OF 7

Video Streaming: A Complete Guide to Video Delivery

From ABR and CDNs to Players, WebRTC, DRM, and the Economics of Streaming

By Nikolay Sapunov, CEO at Fora Soft · 1,182 pages · Kindle & paperback on Amazon

[Read it on Amazon →](#)
amazon.com/dp/B0HH76ZYWC

This card gives the six rules behind a CDN bill, regional list rates and an audit checklist. Volume 3 explains the delivery side in depth: CDN architecture and caching, ABR ladders that set your egress, multi-CDN routing, QoE monitoring and the economics of streaming delivery.

WHAT YOU WILL FIND INSIDE

- Economics of streaming delivery
- ABR ladders and egress volume
- CDN caching and multi-CDN routing
- QoE monitoring per region

THE FULL HANDBOOK · 7 VOLUMES · 9,000+ PAGES · ALL ON AMAZON

Vol. 1 · Video Encoding — pixels and color to H.264, HEVC, AV1, quality metrics and AI

Vol. 2 · Video Streaming I — network transport, contribution and ingest, HLS, MPEG-DASH, CMAF

Vol. 3 · Video Streaming II — ABR, CDNs, players, WebRTC, DRM and the economics of delivery

Vol. 4 · Audio for Video I — PCM, codecs, loudness, accessibility, real-time voice processing

Vol. 5 · Audio for Video II — jitter buffers, lip sync, Atmos, quality metrics, neural codecs

Vol. 6 · AI for Video I — models and inference, computer vision, speech, search, generative video

Vol. 7 · AI for Video II — real-time pipelines, agents, serving, cost, compliance, verticals

Is your CDN bill growing faster than your audience?

We will audit three months of invoices against your traffic and model where re-quoting or multi-CDN pays. 250+ video products shipped since 2005.

[Book a 30-min call →](#)
[WhatsApp →](#)
[Email us →](#)