

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

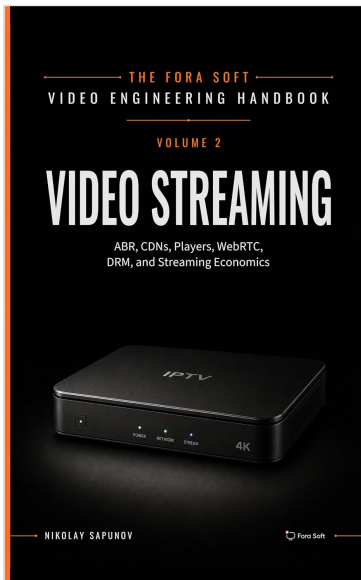
- ☐ Regional IXPs that matter for your viewers listed (DE-CIX FRA, AMS-IX, LINX LON, Equinix IX ASH, IX.br SAO, MSK-IX MSK, etc.).
- ☐ Your CDN's port presence at each one confirmed against PeeringDB.
- ☐ Settlement-free peering offered with all top-20 ASNs at those IXPs?
- ☐ Public-peering route exchange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



GO DEEPER · VOLUME 3 OF 7

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This checklist covers your destinations, your CDN, IXP presence, private interconnects and on-net caches before the next contract. Volume 3 covers CDN delivery in depth: caching and cache-hit ratio, multi-CDN selection, ABR traffic, QoE monitoring per region and the economics of delivery.

WHAT YOU WILL FIND INSIDE

- CDN caching and cache-hit targets
- Regional QoE: rebuffering and startup
- Multi-CDN selection and steering
- Egress pricing and delivery economics

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Paying too much for egress or seeing rebuffering in some regions?

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