

Streaming Cost Model — One-Page Worksheet

Eight cost lines · unit conversions · 100k-MAU benchmark · sensitivity table

1. The eight cost lines

Line	Meter	Driver	\$/viewer-hr
1. Encoding	Per minute output (VOD) · per channel-hour (live)	Library hours + live channel-hours	\$0.0014
2. Packaging	Bundled with encoder (CMAF unifies HLS+DASH)	Usually zero — split if JIT	\$0.0000
3. Storage + origin	Per GB-month stored · per GB on cache miss	Library size × (1 – cache hit ratio)	\$0.0036
4. CDN delivery	Per GB · per 10k requests · per Gbps p95	Viewer-bytes shipped from edge	\$0.0227
5. DRM	Per license request OR monthly + per-license	Protected hours × 60 / 30-min interval	\$0.0028
6. Analytics	Per viewer-hour OR per session	Total viewing hours (engagement-driven)	\$0.0080
7. Real-time relays	Per GB through TURN/SFU + SFU compute	WebRTC user-hours × fan-out	\$0.0200
8. Engineering / ops	Per FTE-month + monitoring + support	Roughly logarithmic with MAU	\$0.0417

2. Unit conversions

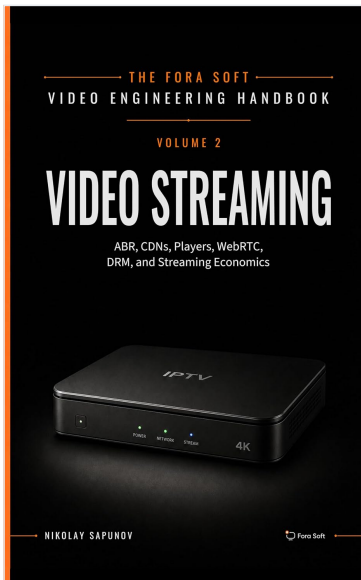
Quantity	Formula
Viewer-hours / month	$\text{MAU} \times \text{hours_per_MAU}$
GB per viewer-hour	$\text{bitrate_Mbps} \times 3600 / 8000$
Total egress TB / month	$\text{viewer_hours} \times \text{GB_per_hour} / 1024$
Origin egress TB	$\text{egress_TB} \times (1 - \text{cache_hit_ratio})$
Licenses / month	$\text{viewer_hours} \times \text{DRM_share} \times 60 / \text{license_interval_min}$
WebRTC user-hours	$\text{viewer_hours} \times \text{webrtc_share}$
TURN-relayed GB	$\text{user_hours} \times \text{GB_per_hour} \times \text{turn_hit_ratio}$
SFU egress GB	$\text{user_hours} \times \text{GB_per_hour} \times (1 - \text{turn_hit}) \times \text{fan_out}$

3. 100k-MAU benchmark inputs (hybrid live + VOD)

Input	Value	Input	Value
MAU	100,000	Library size (hours)	6,000
Hours per MAU per month	12	Live channels	4 HD
Average ABR bitrate	4.0 Mbps	Live hours/day per channel	8
Live share of hours	30%	DRM-protected share	70%
WebRTC share of hours	5%	Average call group	4
CDN cache hit ratio	92%	TURN-relay hit ratio	20%
CDN \$/GB blended (commit)	\$0.013	Analytics \$/viewer-hr (commit)	\$0.008
DRM \$/license (blended)	\$0.002	FTE loaded \$/year (blended)	\$140,000

4. Sensitivity — dollar impact of a 25% change (100k-MAU model)

Knob	Move	Bill impact / month
Analytics rate per hour	commit → PAYG	+\$14,400 to +\$26,400
Average rendition bitrate	–25% (AV1)	–\$6,800
CDN \$/GB on commit	–25%	–\$6,800
WebRTC TURN-hit ratio	–25% (to 15%)	–\$5,400
Origin cache hit ratio	+3 percentage points	–\$1,300
DRM rate per license	–25%	–\$840
Storage tier blend	Move warm → IA	–\$350



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

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This worksheet prices the eight cost lines of a streaming product and shows which knobs move the monthly bill. Volume 3 explains the delivery side behind those numbers: CDN pricing and caching, ABR ladders and bitrate choices, DRM licensing, WebRTC relays and the full economics of streaming.

WHAT YOU WILL FIND INSIDE

- CDN egress pricing, commits and cache hit ratio
- ABR ladder decisions that cut bytes per viewer-hour
- DRM license models and their cost per session
- TURN and SFU relay costs for WebRTC traffic

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