



# The Peering Game in CEE

How to live in the Peering Ecosystem  
in the Heart of Europe

[Michal.Krsek@comprimato.com](mailto:Michal.Krsek@comprimato.com)



# Peering

Peering is a **voluntary interconnection** of administratively separate Internet networks for the purpose of exchanging traffic between the customers of each network. The pure definition of peering is settlement-free or "sender keeps all," meaning that **neither party pays the other** for the exchanged traffic; instead, each derives revenue from its own customers



# Advantages of peering

- Lowest costs due of link and port aggregation
- Minimal paperwork with other ISP
- Influence to the peering market
- Community know-how in case of neutral IXP
- Long term stability in case of neutral IXP



# CEE market

- Relatively small countries
- Relatively expensive transit bandwidth
- Language barriers (local + EN)
- Country specific content
- National interconnection points (IXP)
- Strong position of incumbents



# Why enter IXP?

- Need cost wise interconnection with content heavy networks
- Need cost wise interconnection with incumbents
- Need better (redundant) interconnect
- Marketing



## Want peer with big IAP?

- Show technical expertise
- Place attractive content in your network
- Connect clients close to big customer of your target
- Establish better relationship than “buy transit” with target network
  - IPTV, Cloud computing, security



# Want peer with ICP

- Show number of your customers
- Declare your “open peering policy”
- If your customers are not satisfied with performance, let them complain to content owners (not ICP)
- Then come to content owner and declare you are ready to peer with target network
- Then content owner will do your work



## Some remarks

- Peering coordinator on the other side is NOT your enemy
- Other side may have different view on business (link capacity, routing capacity)
- Most companies peer with alike parties
- Cost of interconnection is NOT zero
- Granularity vs. technology scaling
- Prefixes vs. Traffic





# Questions?

[Michal.Krsek@comprimato.com](mailto:Michal.Krsek@comprimato.com)