Netflix in CEE

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New @ Open Connect

Open Connect Partner Engagement EMEA

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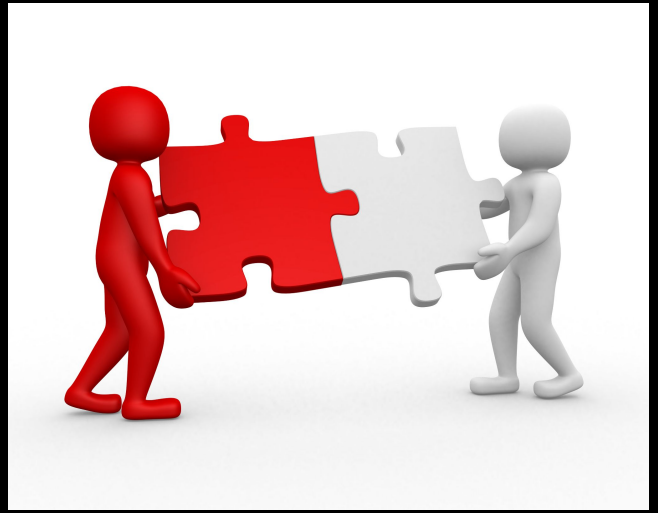
Setting the stage

Partnership Ecosystem

COOPERATION
PARTNERSHIP
WIN-WIN

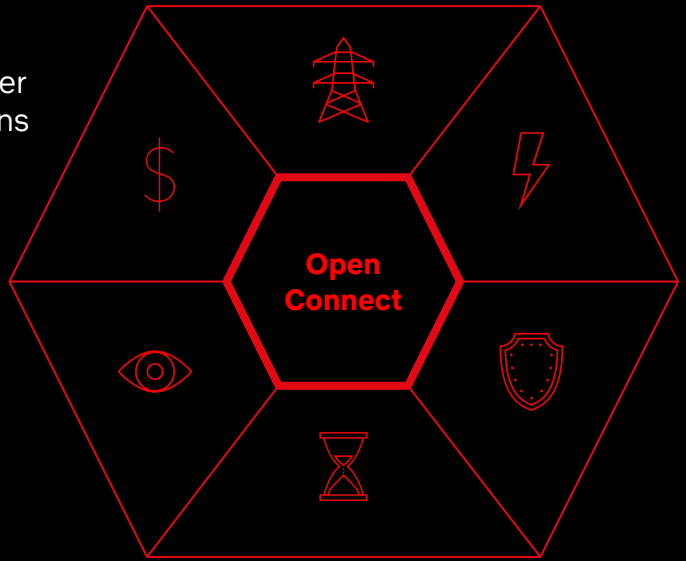
- Netflix is an entertainment company
- Online services and internet networks depend upon each other
- Open Connect invests in reducing cost for ISPs
- As an internet citizen, we care about how ISP's traffic navigates through the network to reach our content
- We have an Open Peering policy and deploy OCAs on first come first serve basis



Value of Open Connect

Power Efficient
It takes just 560 w to power a 130Gbps Storage

Network Efficiencies
Bring content closer to the end user and decrease long haul connections



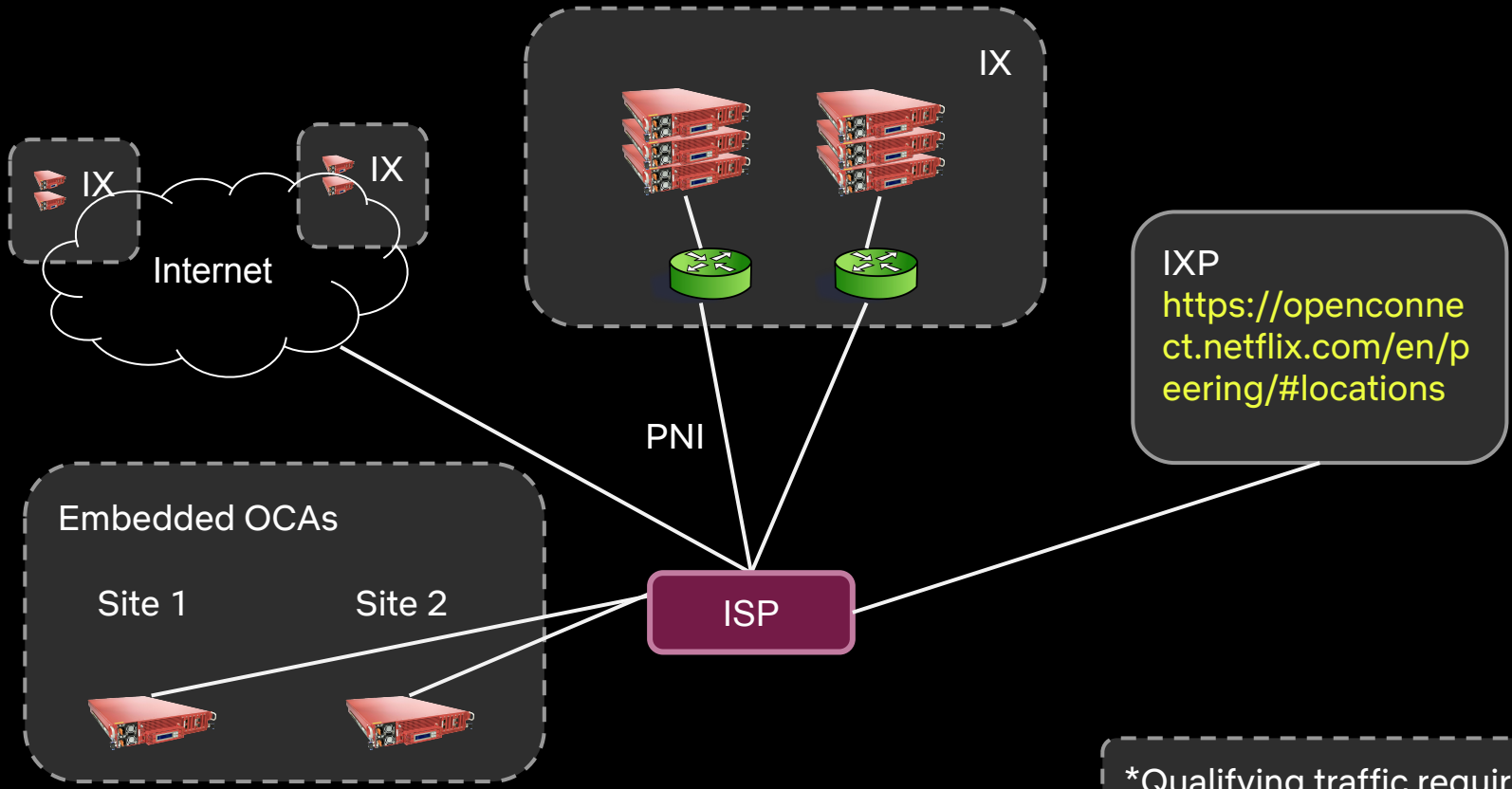
Small but mighty
A country's entire Netflix library first into about half a rack of servers
A half rack can serve 200,000 streams simultaneously

Best in-class Encoding
5 Mbps to stream one movie
200% increase in number of hours streamed with 1 Gbps over 5 years

Fault tolerance and Resiliency
Localization limits impact of incidents and eliminates single point of failure

Timing is everything
Take advantage of the off-peak hours to load content which saves time, congestion and doesn't cost network a thing

ISP Options

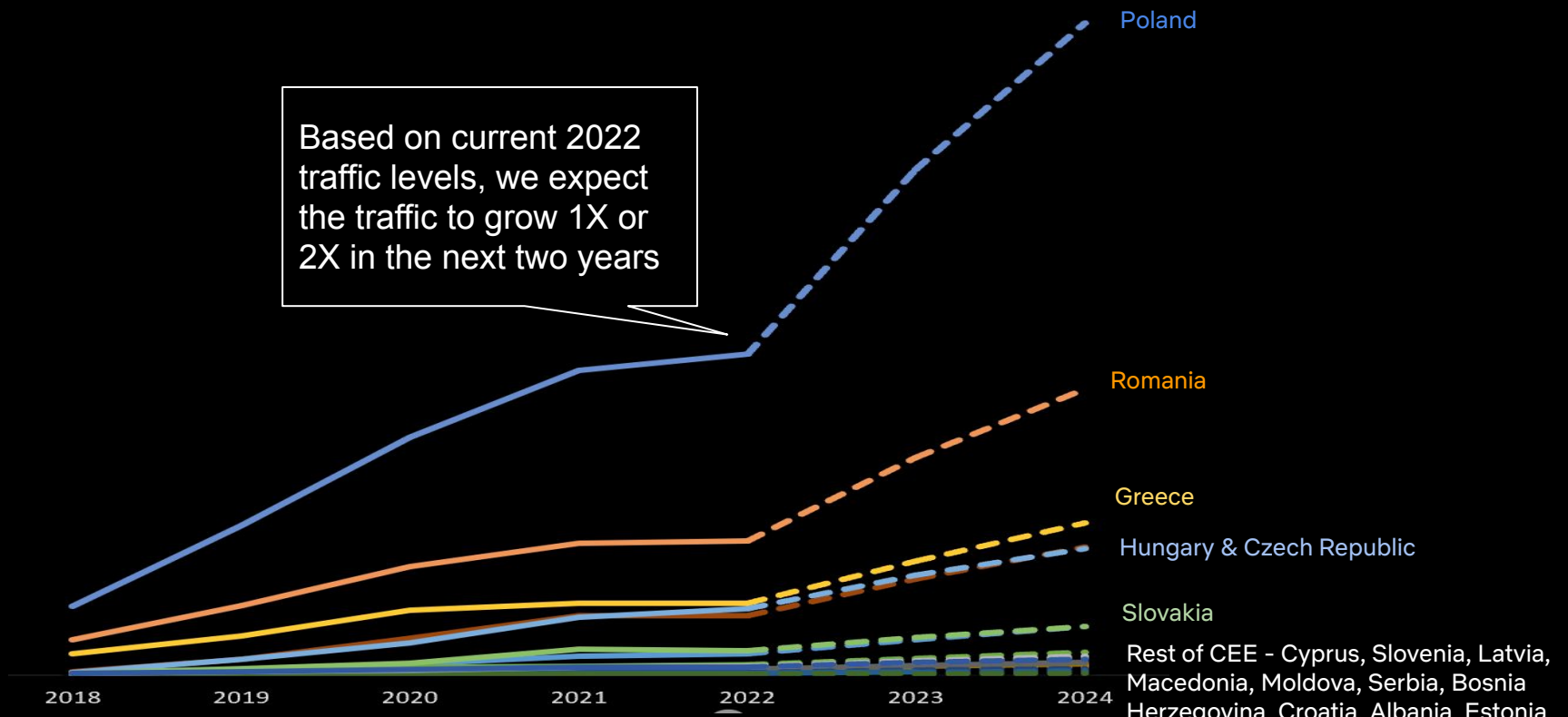


*Qualifying traffic requirement

CEE Traffic Trends

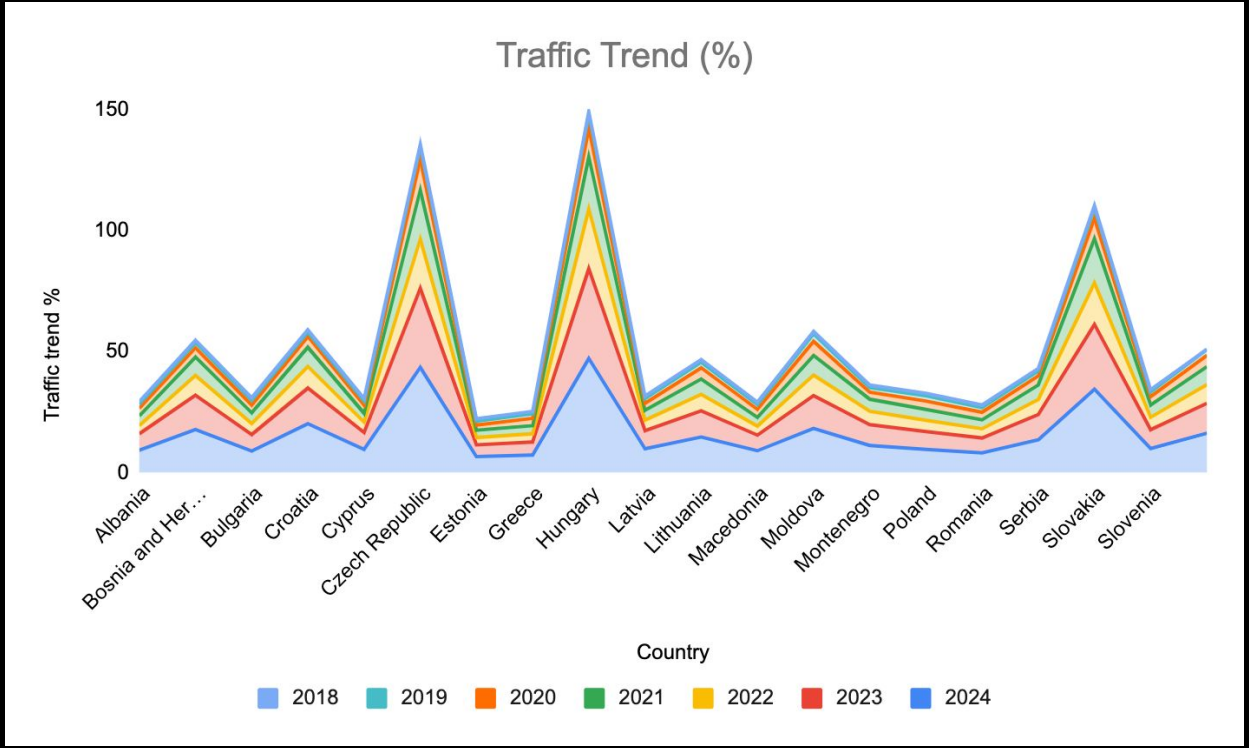
Traffic Growth in CEE Countries (absolute)

As seen by Open Connect

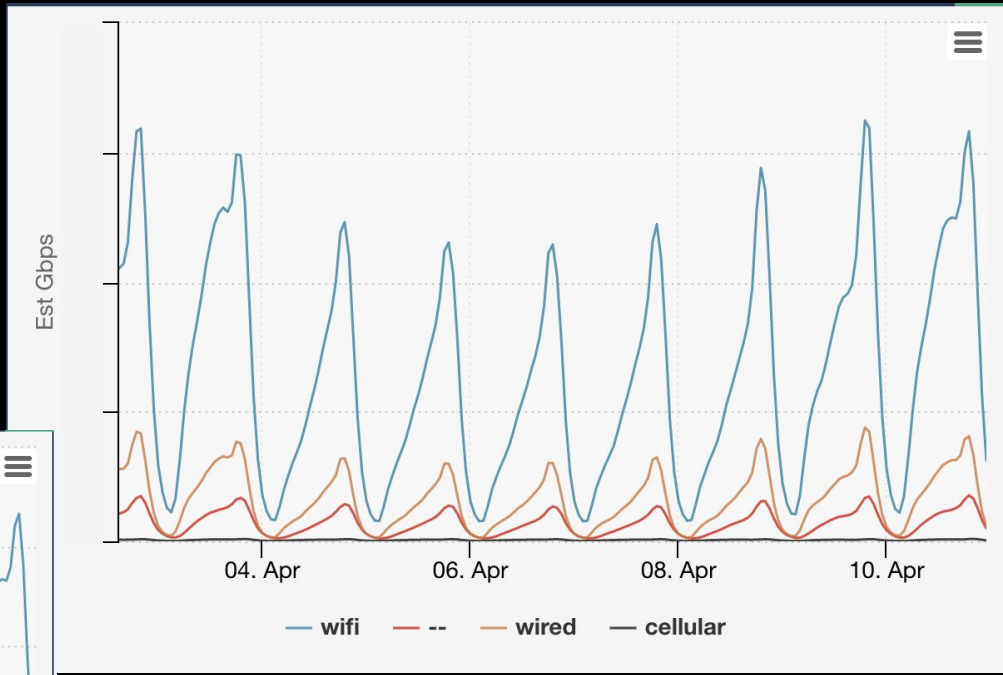


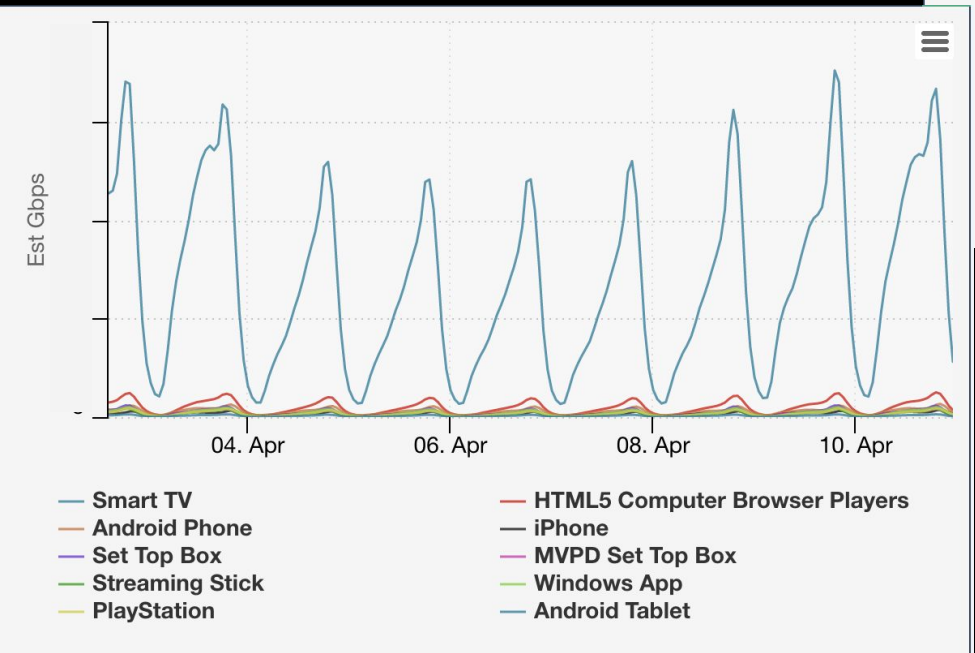
Traffic Growth in CEE Countries (relative)

As seen by Open Connect



Traffic Sources





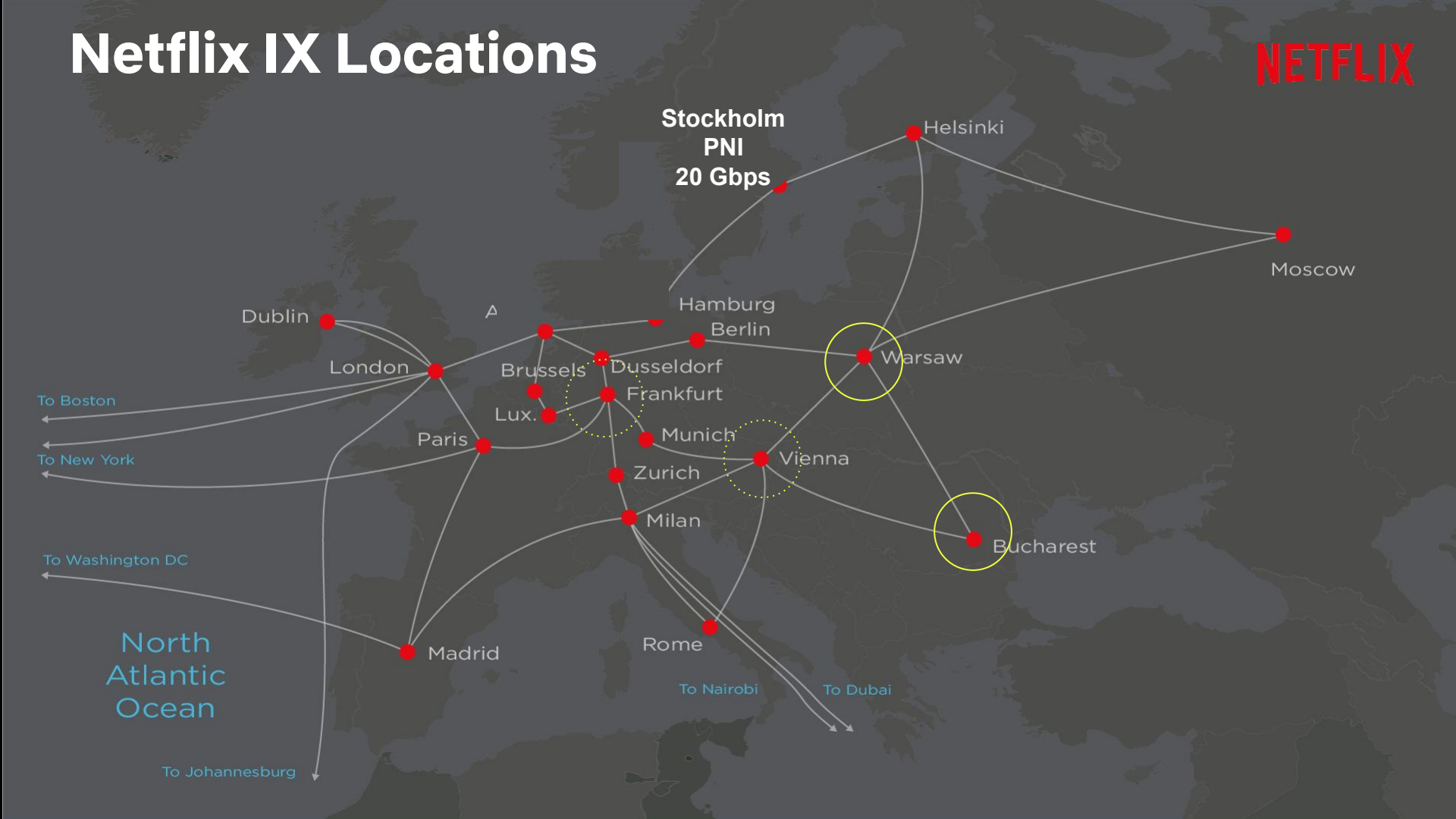
CEE Traffic Summary

- Total Peak Traffic 8 Tbps

Embeds OCAs	PNI	IXP	Transit
69%	24%	6%	1%

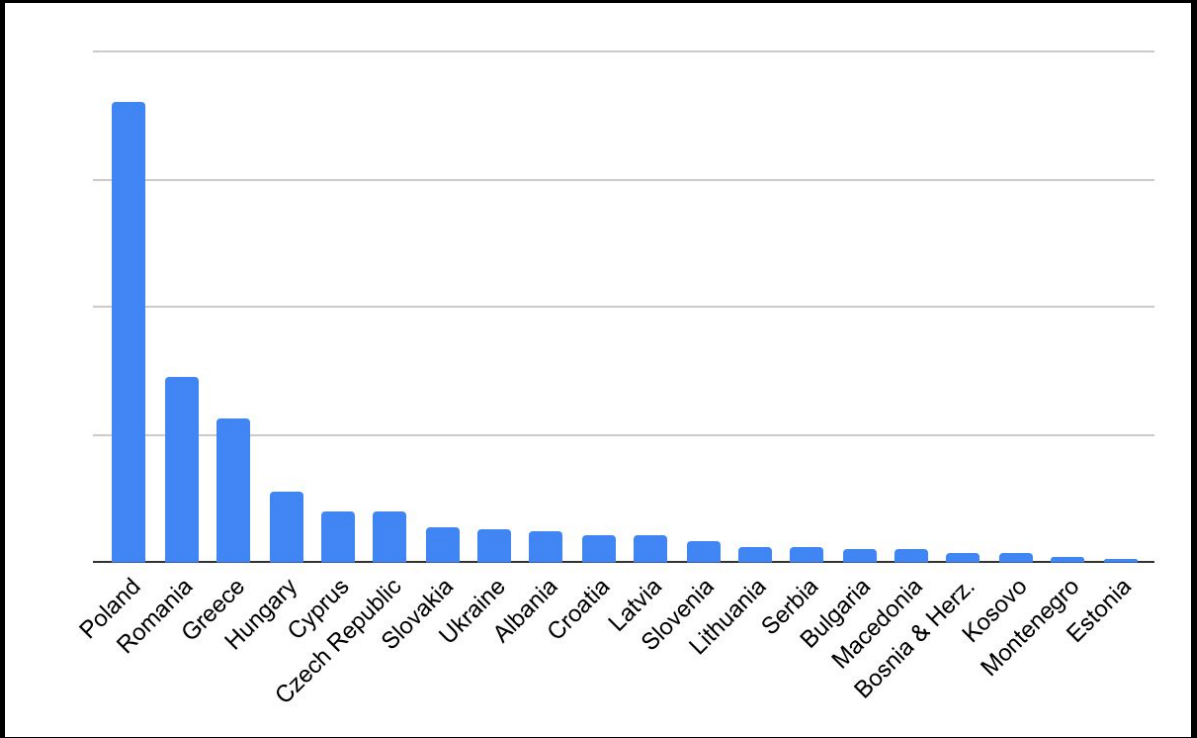
- Top PNI Sources
  - Warsaw (1.1Tbps)
  - Vienna (600Gbps)
  - Bucharest (250Gbps)
  - Frankfurt (125Gbps)

Netflix IX Locations



OCAs Penetration

- 450+ OCAs
- New deployments in 2021
  - Croatia
  - Macedonia
  - Bosnia & Herz.
  - Kosovo
  - Montenegro



Main Challenges

- IPV6 adoption
  - Smart TVs older than 3 year
  - Partner Networks IPV6 readiness
- Expanding Speed Index to more CEE countries
  - ispspeedindex.netflix.net
- Scaling in the CEE

Thank You.