

# IXP Strategies THEN and NOW

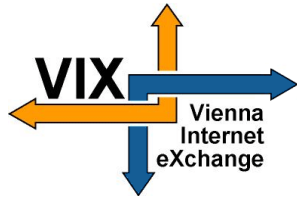
Discussion @ CEE Peering Days  
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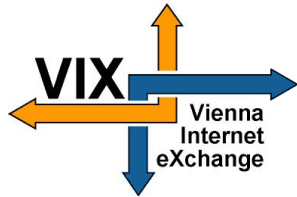
## Original IXP Model in Europe

- Early - mid 1990ies:
  - Community-driven IXPs with regional/national focus
  - typically (max) one IXP per country
  - interconnecting mainly ISPs on national level to help:
    - avoiding high transit costs
    - keeping traffic local / optimising RTDs
- End 1990ies:
  - Some IXPs developed significantly more gravity and international profile:
    - AMS-IX and LINX
    - DE-CIX catching up later
  - Still neutral / non-profit / community-driven / non-competing



## Friendly Competition

- Early 2000s ~ 2005:
  - Commercial “experiment”: XchangePoint Europe
  - Alternative IXP models arising (e.g. TOP-IX, NL-IX)
  - Euro-IX Association founded
  - Some IXP harmonization and benchmarking for the benefit of the peering community in Europe
  - large content providers and CDN’s entering peering market
  
- 2005 - 2010:
  - The few “XXL”-IXPs still growing much faster than the “regionals” through further internationalisation
  - First IXP Partner/Reseller Programmes established



## Current challenges / Discussion

- **“Recently”:**
- **IXP-Ops opening IXPs outside their residence countries**
- **IXP-like services “competing” (?) with traditional IXP model**
  - Datacenter operated interconnect services
  - **“Cloud Connect”** services
  - “International Peering services” (IXP or Carrier service?)
  - Content providers offering IXP services as a by-product
- **Is there still a reason for the traditional IXP Model?**
  - “just peering” - keeping traffic local / optimising RTDs
  - Carrier- & Datacenter-neutral
  - non-profit / community-driven / non-competing



## Discussion

- We are here at CEE Peering Days to promote traditional, local / regional peering!
- But: What are YOUR expectations?
- Time for us “dinosaurs” to change our “traditional IXP” role?
  - Which services shall we add? And which **NOT**?
  - Looking for “neutral” services / partners?
  - Which offers would you consider “attractive”?
- Any other suggestions / ideas / feedback?