

(West) Africa

Wouter Ensing, Aug 2023



AMS-IX Mission

**Contributing to a better society
by creating a better internet**

Traditional Supply chain



Supply

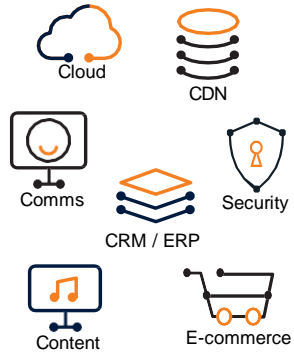


Transport

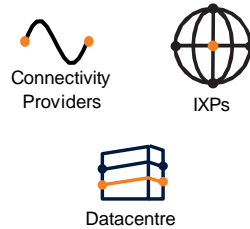


Consumers

Our ecosystem



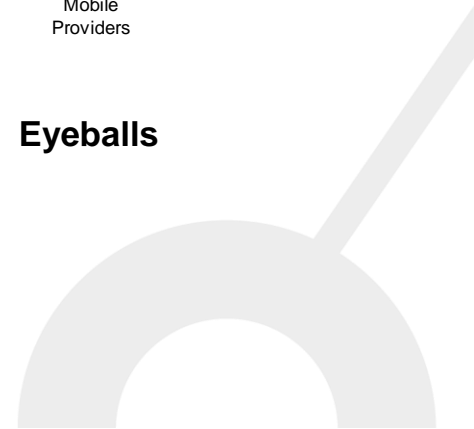
Content



Infra



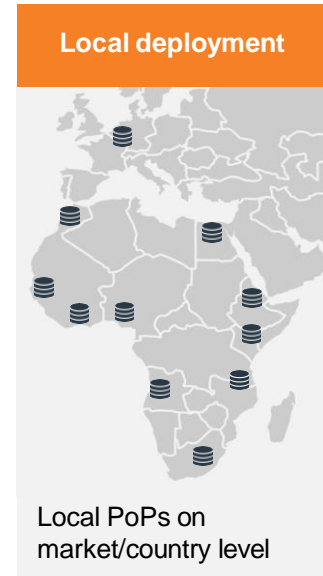
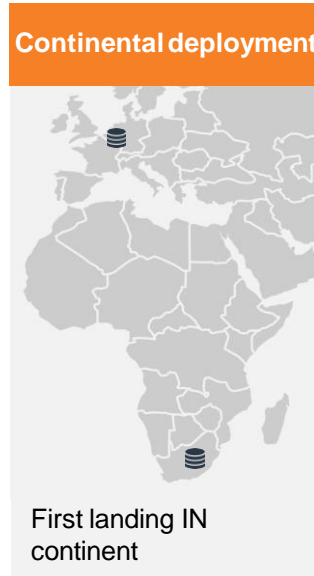
Eyeballs



Content availability evolution



Content typically follows a path **from central to local** availability over time through phases:



- Easy for provider
- High backhaul cost for users



- Low backhaul cost
- Optimal user experience
- Increased hosting cost for provider but larger markets

Current Availability of Content



Phase III & IV

Row Labels	Global speed	Glo bal IXs	Afr ca IXs	W Africa IXs	Row Labels	Global speed	Glo bal IXs	Afri ca IXs	W Africa IXs
Meta	38.940.000	400	19	5	Netflix	19.830.000	201	6	#N/A
Google LLC	27.620.000	387	13	6	Yahoo!	5.820.000	164	2	#N/A
Microsoft	28.230.000	341	18	8	Apple Inc.	17.400.000	138	2	#N/A
Cloudflare	21.080.000	314	12	4	StackPath (Highwinds)	13.720.000	119	2	#N/A
PCH AS42	1.694.407	260	40	15	i3D.net	6.733.000	100	3	#N/A
Meta AS63293	2.980.000	68	18	10	Valve Corporation	9.120.000	95	2	#N/A
Amazon.com	36.160.000	285	10	1	Subspace	1.370.000	88	1	#N/A
Akamai Technologies	42.156.000	277	10	2	meteversecloud	1.573.000	70	3	#N/A
Fastly, Inc.	18.760.000	223	7	1	Imperva	995.000	67	3	#N/A
Netskope	2.090.000	121	4	1	Unitas Global	2.371.000	66	1	#N/A
G-Core Labs	10.381.000	115	5	1	ByteDance AS396986	8.600.000	60	1	#N/A
Huawei Cloud	4.200.000	114	8	1	Cisco Umbrella	1.920.000	47	2	#N/A
Edgio - AS22822	7.891.000	108	4	2	NetActuate	667.000	46	3	#N/A
Zenlayer Inc	5.550.000	90	3	2	CacheFly	1.330.000	46	1	#N/A
VeriSign Global Registry Services	99.000	72	8	2	Zscaler AS62044	4.080.000	44	4	#N/A
Alibaba Cloud CDN	2.780.000	51	2	1	Forcepoint Cloud	360.000	43	2	#N/A
SpaceX Starlink	7.830.000	49	2	1	Cato Networks	573.000	42	1	#N/A
HostLink	360.000	36	2	1	CDN77	4.790.000	39	1	#N/A
					ACE CDN	3.695.000	38	1	#N/A
					Kaopu Cloud HK	1.490.000	37	2	#N/A

Phase II

Row Labels	Global speed	Glo bal IXs	Africa IXs	W Africa IXs
Amazon IVS / Twitch	10.440.000	170	#N/A	#N/A
Riot Games	1.681.000	111	#N/A	#N/A
SoftLayer Technologies, Inc.	2.560.000	77	#N/A	#N/A
Blizzard Entertainment	4.390.000	75	#N/A	#N/A
OVHcloud	9.450.000	63	#N/A	#N/A
Sony Interactive Entertainment	1.990.000	62	#N/A	#N/A
ROBLOX	7.640.000	60	#N/A	#N/A
M247	1.410.000	58	#N/A	#N/A
F5 Inc.	5.050.000	54	#N/A	#N/A
Tencent Global	4.700.000	54	#N/A	#N/A
Zoom Video Communications, Inc.	4.630.000	51	#N/A	#N/A
Global Secure Layer	2.510.000	49	#N/A	#N/A
VMware SASE	1.650.000	48	#N/A	#N/A
Salesforce.com	431.600	45	#N/A	#N/A
eBay	480.000	44	#N/A	#N/A
Dropbox	2.240.000	43	#N/A	#N/A
Hetzner Online	8.220.000	38	#N/A	#N/A
EdgeCenter	2.010.000	37	#N/A	#N/A
Fortinet	540.000	34	#N/A	#N/A
Continent 8 Technologies	1.400.000	32	#N/A	#N/A

Phase I



A vicious circle



AMS-IX ambition



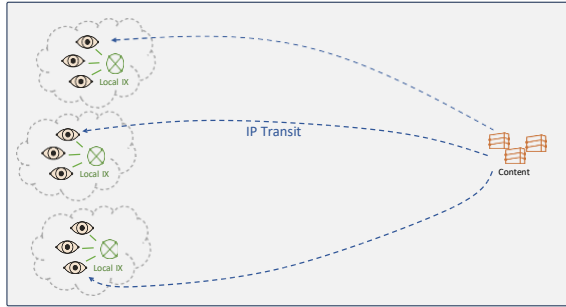
- AMS-IX has established operations in Lagos, aiming create a **Regional Content Hub** for the West Africa region
- Focus on attracting content **IN region** and making it available in neighboring markets
- Serving local providers in **neighbouring markets**, via both carriers and affiliated IXPs
- By aggregating demand offering an **efficient platform** for Content Providers, and accelerating their regional landing
- For that AMS-IX is looking to partner with parties who support this philosophy, who have a good reputation, and who **add value to this goal**



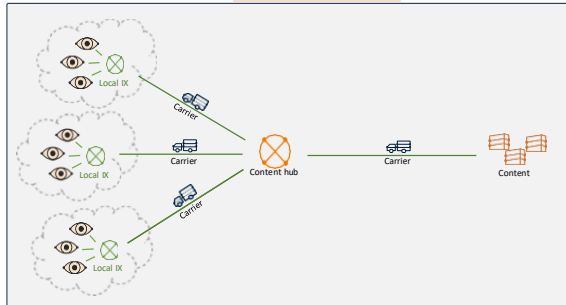
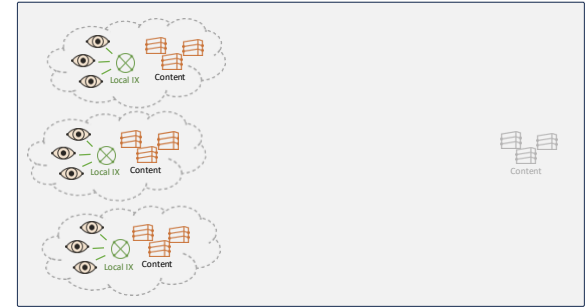
How to get content local ?



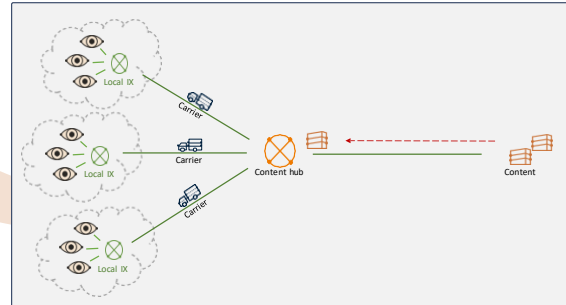
Current state: remote IP Transit



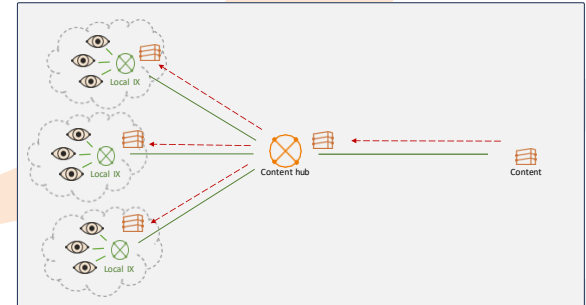
Future state: Fully local



Phase I: Aggregate demand to create efficiency, possibly remote peer or cache



Phase II: Based on increased traffic volumes get Content to pop in a Regional hub



Phase III: Local markets developing, which justifies local POPs

Cooperative approach

- It is AMS-IX's ambition to play a role in the **development of the Internet**
- AMS-IX prefers an approach to **work together with (local) partners** throughout the region, by seeking partnership and affiliation, rather than establish multiple local instances by itself
- Adding knowledge, experience and investment to **support** local developments, rather than compete



Want to join ?

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