

exchanging traffic in Paris  
a new proposal

...the more successful Internet Exchanges  
have **EVOLED** from “collaborative efforts to  
improve connectivity in local markets” to  
“organizations that provide essential value to  
the Internet Industry”

# Paris: a market view

- Challenges in France to exchange traffic
  - Return on Investment increased with density & reach
- Attract foreign networks to Peer in Paris
  - Examples - Netherlands, German, UK majority of networks connected are not native to host countries
  - Where are the **SPANISH & ITALIAN** ISPs?



- SMW-3/4/5 lands in **SOUTHERN FRANCE**, connects **OVER 20 COUNTRIES** few peer or buy traffic in Paris
- New & developing markets: North & East Africa, Middle East & East Asia
- Growth: Mobile Data & Voice

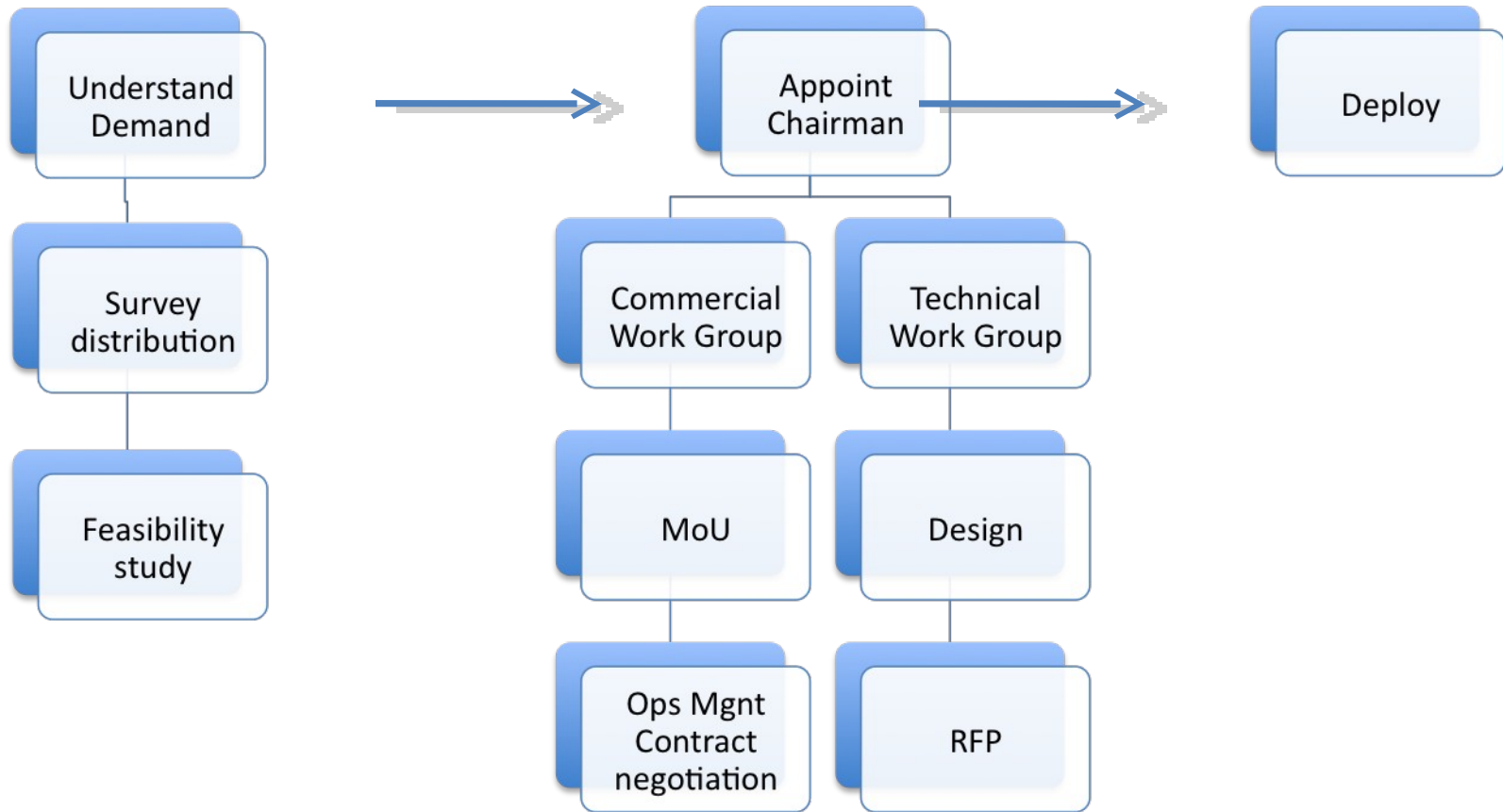
# What is the need?

- Infrastructure that recognises Peering as critical business function: **'NEXT GENERATION'** IXP
  - Robust, well supported scalable networking
  - Session/Contact management
  - sFlow, MAC accounting data for monitoring & reconciliation
  - IPT – VoIP – GRX - MDX 'market place' to exchange or trade access, routes or assets. Infrastructure to enable services via partnership
  - Voice, Video & Mobile – need multi-access platform for trading routes, access and assets - an IXP for Fixed/Mobile services
- **...HOW ?**

# Consolidate, don't build a new exchange

- Create **NON-PROFIT** organisation with evolution path for existing exchange participants to connect to infrastructure
- Provide means to **EVOLVE** existing fabric with a migration path for participants
- **PARTICIPANTS** are shareholders in Association owning infrastructure
- Design for **SCALE**
- Build **SERVICE LAYER** to meet new demands
- Attract overseas ISP's/Content/Mobile
- Contract out **OPERATIONS MANAGEMENT**
  - SLAs, backoffice & executive mgnt
- Partner with **SPECIALIST NEXT GEN APPLICATIONS**
  - Example: Voice/Video Marketplace

# Next Steps in Q2-09



Collaborative Working Group Model

Survey - <http://www.phoenix.net>

Questions & Comments?