

(West) Africa

Wouter Ensing, Aug 2023



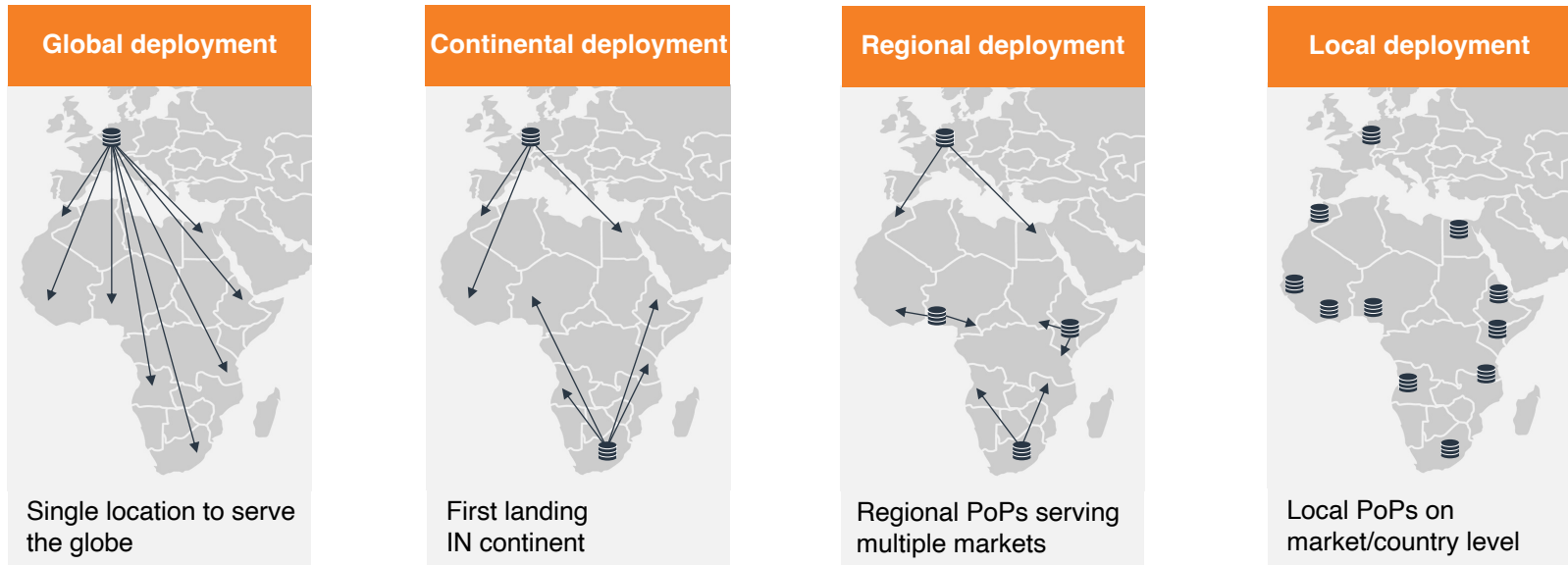
AMS-IX Mission

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

Content availability evolution



Content typically follows a path **from central to local** availability over time in 4 phases:



- Easy for provider
- High backhaul cost for users



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

Content in the region

- Although some content providers have already deployed locally in West Africa (phase III), there is a general lack of content IN region (phase I & II)
- Not having content local causes; unnecessary cost, latency and slowdown of local development
- AMS-IX believes it can contribute to attracting content to the region, utilizing it's relationships, brand and experience

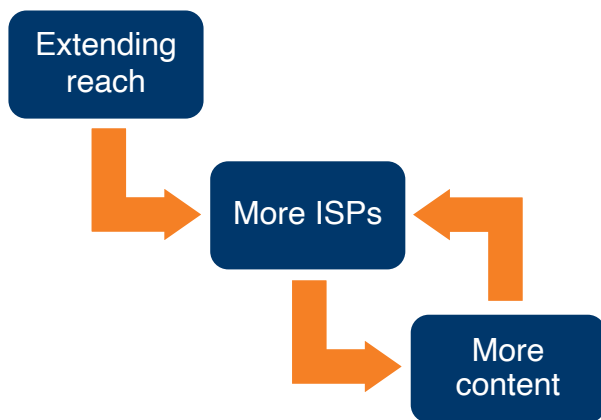


Accelerating development



In order to attract content providers, it's vital to be able to provide them **reach** to users (ISPs)

Building up a **framework of partners** provides that scale/reach (Carriers, IXPs, DCs)



- By creating connectivity framework to unlock ISPs

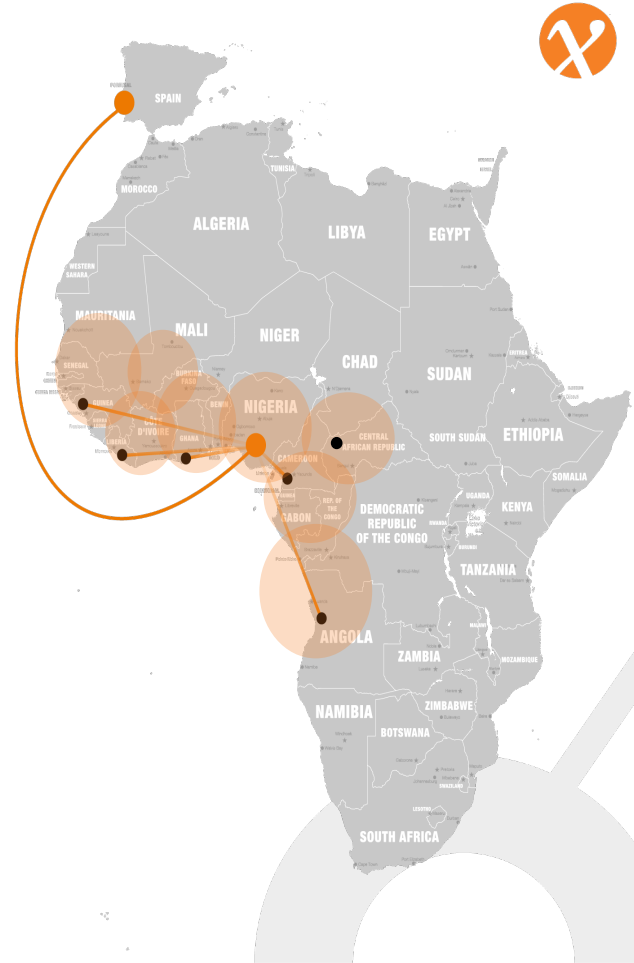
- Aggregating demand

- By offering Reach

Setting up partnerships for **connecting the region**, to aggregate more demand, to be able to offer efficiency to Content providers

Envisioned situation

- 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 this available
- Serving local networks in **neighbouring markets**, via both carriers and affiliated IXPs
- By aggregating demand offering an **efficient platform** for Content Providers, and accelerating their 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**



Cooperative approach

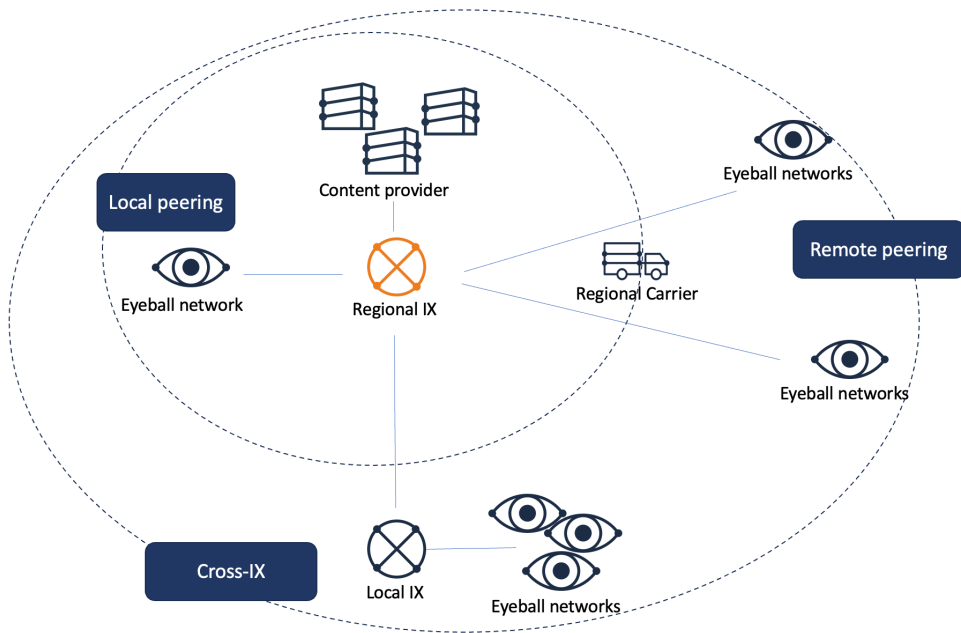
- It is AMS-IX's ambition to play a role in the **development of the Internet** in West Africa
- AMS-IX prefers an approach to **work together with (local) partners** throughout the region, by seeking partnership and affiliation, rather than establish multiple local instances by itself
- Adding knowledge,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



Regional hub model



In order to succeed in the ambition to build a regional hub, partnerships are of the essence



- **Local Eyeballs**, who understand the local markets and who have existing connections and can add value to their customers
- **Regional carriers**, who have connectivity to unlock ISPs and IXPs in adjacent markets, by creating standardized affordable packages for remote ISP's/IXP's
- **Partner IXs** who will benefit from lower cost and latency for content, and can aggregate demand of multiple local ISPs

Want to join ?

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