

# The 50/50 Vision for Internet Traffic



Keeping half of Internet traffic local by 2025

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## What is the 50/50 Vision?

It's simple... it's an ambitious plan to have 50% of Internet traffic exchanged locally, for a more resilient, faster, and cheaper access



# Background – What's Our Pitch?

Globally, roughly three billion people are still unconnected to the Internet, especially in developing and least-developed countries. Other parts of the world struggle with inadequate local infrastructure, making Internet access slow, expensive, unreliable, and impractical.

We know that IXPs help create shorter, more direct routes for Internet traffic. They provide a more affordable alternative to sending local Internet traffic abroad, only to have to return that traffic via an international link, which can be an expensive business.

Internet Society has been helping address connectivity gaps for many years, including building and supporting Internet Exchange Points (IXPs) to improve traffic flow and help people get cheaper, faster, and better Internet service.



# Progress Report - What has been done so far?

In 2010, we started working in collaboration with the African Peering and Interconnection Community to make more African Internet traffic locally accessible by 2020.

A 2012 study established a baseline at IXP hubs in Kenya and Nigeria, and a follow-up study in 2020 showed that levels of local traffic jumped from 30% to 70%.

The effort helped increase understanding of the impact of peering on the local infrastructure, lead to significant cost savings for participating networks, and put these two countries in a stronger position to participate in the digital economy.

Meanwhile, South Africa localized over 80% of its local traffic, and now enjoys stable, resilient, high quality, and affordable Internet.



# Way Forward - What's Next?

## Methodology

To quantify and map content service locations to understand where content—such as video streams and images—is served from.

To map traffic flows, we're using data from two open-source tools run by our colleagues over at the Open Observatory of Network Interference (OONI) and at RIPE NCC.

To collect results from OONI repositories and run measurements using RIPE Atlas probes to determine where in your country content is being served from.

We need people to help us run OONI Measurements and/or host a RIPE Atlas probe.

# Way Forward - What's Next?

## Partnerships from the market and ecosystem perspective

### Advocate for open and competitive markets

- Advocate for enabling national and regional policies that promote open and competitive development of national and cross-border terrestrial infrastructure which supports Internet peering and interconnection.
- Encourage international operators such as CDNs, IP Transit service providers, etc to PoPs) in the region while connecting to local IXPs
- Encourage regional ISPs, carriers and transit providers to openly peer at IXPs in neighbouring markets to grow regional interconnection.
- Promote the development of content hosting infrastructure such as carrier-neutral data centres to spur the growth of the local content space.



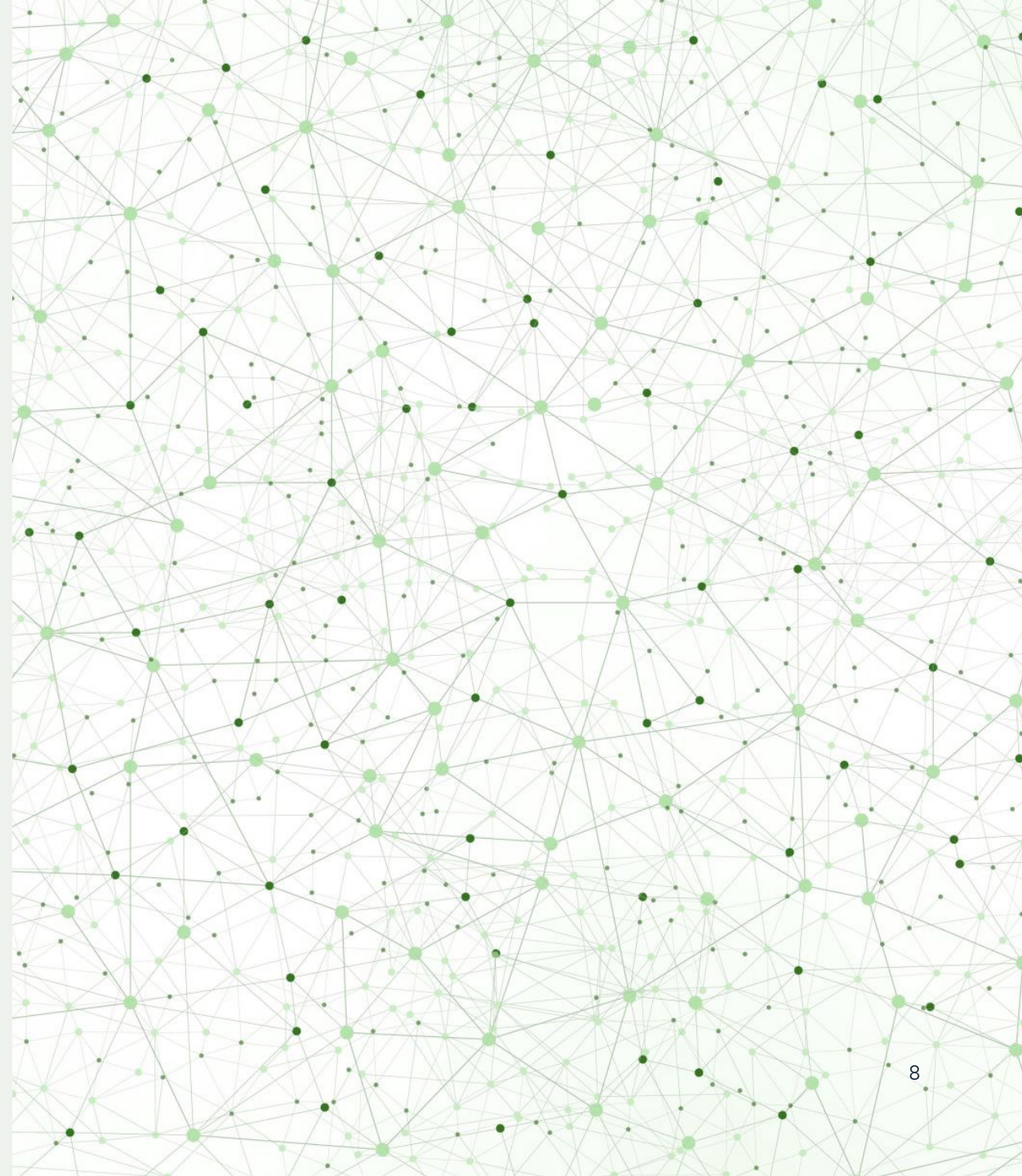


# Join the Movement

This is an ambitious goal. We know it. And we can't do it alone. We want you, your organization, your ISP, your technical community, and everyone else who can join us as we make our vision a reality.

Help us build a faster, more reliable Internet for everyone, by keeping the traffic that we exchange as close to home as possible.

[Deploy an OONI or RIPE Atlas Probe.](#) [Attend a peering forum.](#) [Take our IXP course.](#) Or reach out to us at [ixp@isoc.org](mailto:ixp@isoc.org) and let us know how you want to contribute.





# Q & A



# Thank you.

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