



Video CDN Data: Pricing, Contract, Volume and Market Sizing Trends

Detailed pricing data can be seen at:

www.cdnpricing.com

www.cdnlist.com

www.contentdeliveryblog.com

Note: Data from these slides can be used by anyone but please credit Dan Rayburn at cdnpricing.com



- **All survey data collected March 2012**
- **408 qualified responses spend more than \$100K per year**
- **317 qualified responses spend less than \$100K per year**
- **Pricing data only pertains to content delivery for video**

Survey Questions

- 1) Which industry vertical does your company best fall under?
- 2) What is your contract length for video CDN services?
- 3) If you have a contract for CDN services, when did you last renew it?
- 4) Is your video CDN contract bundled with other non-video CDN services?
- 5) How much has your price for video delivery declined versus your previous deal?
- 6) How much do you expect your total video traffic with CDNs to grow this year versus last year?
- 7) On a YEARLY basis, how much do you spend with CDNs for the delivery of video?
- 8) On average, how much video do you deliver per month?
- 9) On average, how much do you pay per GB delivered OR per Mbps sustained for video delivery?
- 10) Which CDN vendors do you use for the delivery of video?



32 customers spending more than \$1M per year (all M&E)

- 22 customers using Akamai (multi-vendor)
 - 16 customers using Level 3 (multi-vendor)
 - 12 customers using Limelight (multi-vendor)
 - 1 customer using Amazon (multi-vendor)
 - 2 customers using Akamai exclusive
 - 1 customer using Level 3 exclusive
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- 22 customers have their CDN contract bundled with other non-video CDN services
 - 10 customers don't have their CDN contract bundled with other non-video CDN services
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- 24 customers have contracts are 12 months in length
 - 8 customers have contracts that are 18 or 24 months in length
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- on average, pricing was down 18.9% this year when compared to last year's contract
 - on average, customers expect traffic to grow 126.6% this year over last year
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- on average, a customer doing 3PB a month, is paying a low of \$0.01 per GB delivered, high \$0.03 per GB delivered
 - on average, a customer doing 400Mbps a month is paying a low of \$2 per Mbps sustained, high \$4 per Mbps sustained



253 customers spending \$250-\$500K per year (all M&E customers)

- 120 customers use Akamai - 62 customers using Level 3
- 32 customers using Limelight - 14 customers using EdgeCast
- 8 customers using Highwinds - 17 customers using Limelight and Level 3 (multi-vendor)

- 216 customers don't have their CDN contract bundled with other non-video CDN services
- 37 customers have their CDN contract bundled with other non-video CDN services

- 202 customers have contracts that are 12 months in length
- 51 customers have contracts that are 18 or 24 months in length

- on average, pricing was down 11.4% this year when compared to last year's contract
- on average, customers expect traffic to grow 48.8% this year over last year

- on average, a customer doing 500TB-1PB a month, is paying a low of \$0.02 per GB delivered, high \$0.06 per GB delivered
- on average, a customer doing 200Mbps a month is paying a low of \$6 per Mbps, high \$11 per Mbps



123 customers spending \$100-\$250K per year (all M&E customers)

- 47 customers use Akamai
- 18 customers using EdgeCast
- 12 customers using Level 3
- 8 customers using Limelight
- 3 customers using Highwinds
- 35 customers using Limelight, Level 3, Amazon, EdgeCast (multi-vendor)

- 63 customers don't have their CDN contract bundled with other non-video CDN services
- 60 customers have their CDN contract bundled with other non-video CDN services

- 81 customers have contracts that are 12 months in length
- 42 customers have contracts that are 18 or 24 months in length

- on average, pricing was down 10.6% this year when compared to last year's contract
- on average, customers expect traffic to grow 73.3% this year over last year

- on average, a customer doing 250TB-500TB a month, is paying a low of \$0.04 per GB delivered, high \$0.12 per GB delivered (\$0.06 per GB average)
- only a handful of customers paying per Mbps delivered, not enough data to provide high and low pricing on per Mbps delivered model



Additional Survey Findings

- 317 customer spend less than \$100k per year.

For customers spending under \$100K per year, Amazon dominates with more than half the contracts, followed by EdgeCast, Limelight, Level 3, Highwinds and those who buy CDN services via third party re-sellers.

- across all 725 responses, 6 customers were using AT&T and 7 customers using Verizon



Questions and Additional Resources

www.cdnlist.com

www.cdnpricing.com

www.cdnpatents.com

www.cdnmarket.com

www.cdnreport.com

www.contentdeliveryblog.com

www.cdnsummit.com

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