



BKNIX Peering Forum
& ThaiNOG Day 2019

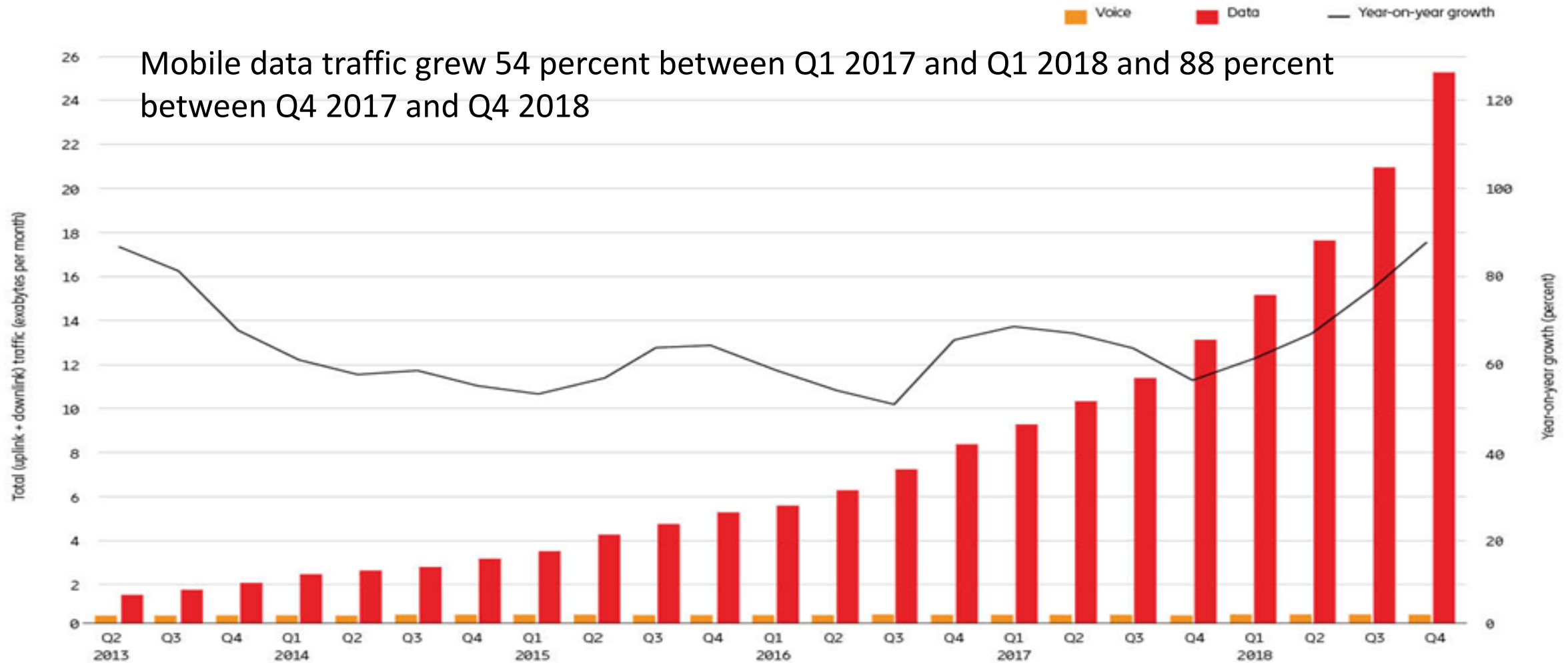
Session 5 : Panel Discussion on Local Traffic Management Strategy in the Streaming Era

Panelists: Matt Jansen (Facebook)
Martin J. Levy (Cloudflare)
Nitipong Boon-long (SUPERNAP)
Jesada Sivaraks - Moderator

Agenda

- Trend of data traffic growth and how-to response
- **Policy on video traffic management**
- **Regulation on OTT player**

Trend of data traffic growth and how-to response



Trend of data traffic growth and how-to response

Question for the panelists:

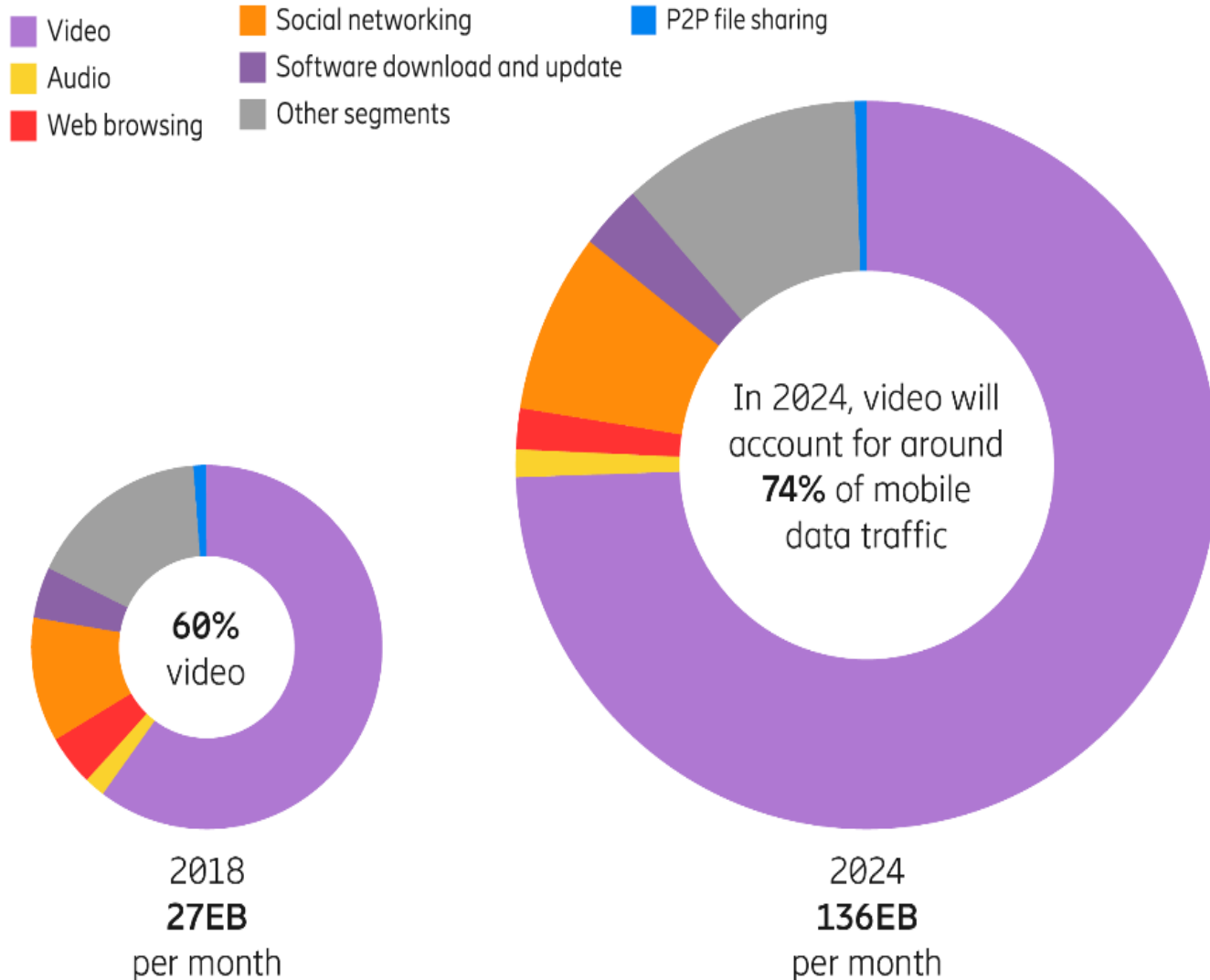
I presume that “Mobile data traffic grew 54 percent between Q1 2017 and Q1 2018 and 88 percent between Q4 2017 and Q4 2018” will be the same trend with the whole broadband traffic.

- How to supply the huge data traffic growth like this from your viewpoint? (5-7minutes to answer)
- Who are the major stakeholders to response for this situation? What is their role in this situation? (5-7minutes to answer)
- What will be happen if the major stakeholders don't well prepare? (3-5 minutes to answer)

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Policy on video traffic management



Mobile video traffic is forecast to grow by around 45 percent annually through 2023 to account for 73 percent of all mobile data traffic. Traffic from social networking is also expected to rise – increasing by 31 percent annually over the next 6 years. However, its relative share of traffic will decline from 12 percent in 2017 to around 8 percent in 2023, because of the stronger growth of video.

Policy on video traffic management

Question for the panelists:

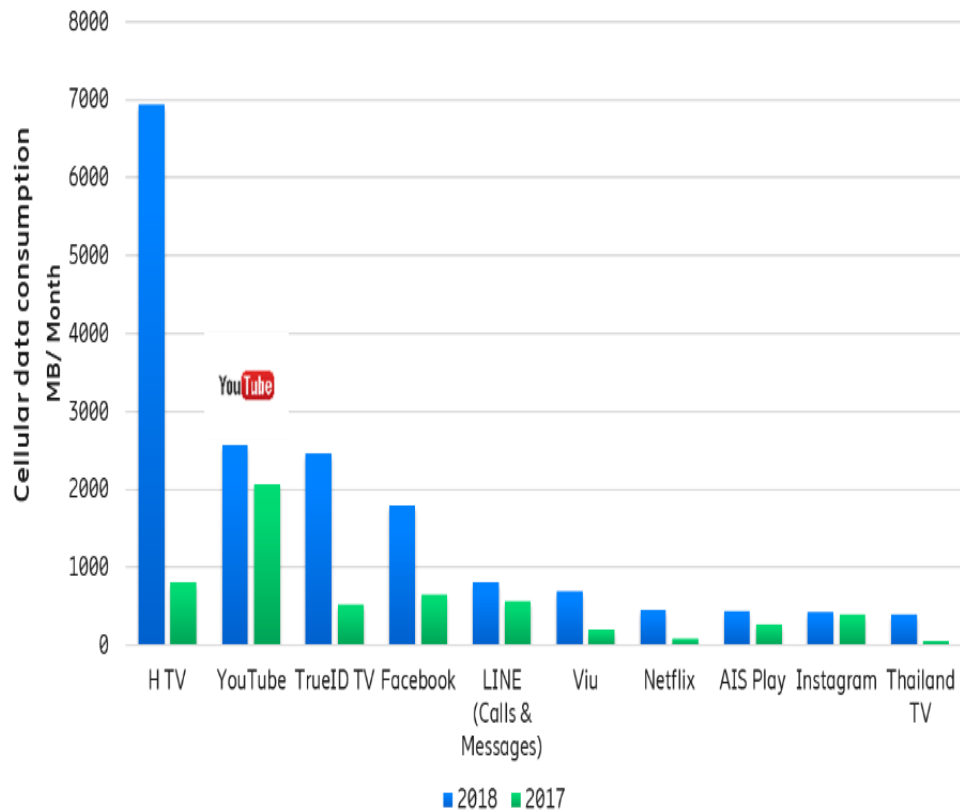
- Do you think the policy for Video traffic management should be different from other traffics? Why? (5-7 Minutes)
- What is your strategy and/or technology for the customers demand on higher resolutions video such as customer demand to see full HD (1080p) instead HD video(720p) for today, may need 360-degree video in near future, ask for AR VR in the next step.? (5-7 Minutes)

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Regulation on OTT player

Data consumption on video streaming services - Thailand



- Comparison between October 2018 and October 2017 periods
- Increased cellular data consumption : (MB/user of each service/month)
 - H TV : +758%
 - Thailand TV: +588%
 - Netflix : +400%
 - TrueID TV: 366%
 - AIS Play: 61%
 - LINE: +44%
 - YouTube : +25%
- In addition to more usage, video content also as main driver of data consumption

NBTC is floating an idea to force over-the-top (OTT) service providers to pay what it calls "traffic usage fees" to internal internet gateway (IIG) operators in the country.

The planned payment will be calculated on the volume of incoming data traffic of the OTT services, which provide film and TV content via the internet.

Regulation on OTT player

Question for the panelists:

- What are Pros and Cons of NBTC policy to collect fee from major OTTs? (5-7 Minutes)
- What is your suggestion on other options for fair and proper measures for telecom network owners? (5-7 Minutes)

Reserved Questions: From India case-free data traffic offers



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Reserved Questions: From **India case-free data traffic offers**

Question for the panelists:

- What will be happen to the local mobile traffic in case the Thailand mobile operators doing like this? (3-5 minutes to answer)
- What is your vision to support the growth of local mobile traffic? (3-5 minutes to answer)
- Do you think the policy for global traffic management should be different from the local? Why? (5-7minutes to answer)

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