Tension between P2P and Service Providers?
Internet traffic trends and player incentives

October 21, 2008

Chuck Kalmanek
AT&T Labs
P2P content delivery

Peer-to-peer (P2P) networks use direct communication between “peers” to support a service or application

• Alternative to client-server approach

Who uses P2P applications for content delivery?

• End users: use P2P to get content
• Content providers: use P2P to reduce distribution cost

Poorly designed P2P applications can cause

• Inefficient use of network resources
• Resource contention with other applications

Small number of users consume significant fraction of bandwidth
Current Application Mix on the Internet (U.S.)
Busy hour is 1/3 Explicit Multimedia

Web: HTTP traffic with a non-video mime type.

 Explicit Multimedia: Video/Audio HTTP traffic and streaming video protocols such as RTSP, RTMP.

P2P: File Sharing applications such as BitTorrent, Gnutella, etc. (more than 50% video)
Content Growth over the last Year
Multimedia/sub: +86% CAGR
Current P2P protocols are not efficient: Air Miles 25% longer than HTTP

Average distance traveled by content on U.S. backbone
Player Incentives

End user
- Get interesting content, ease of use

Content provider
- Protect valuable assets

ISP
- Provide good service, manage cost

CDN
- Provide good service, manage cost

P2P application provider
- Attract users, provide good performance

P2P tracker operator
- Ad revenue
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Do proper incentives exist to improve P2P efficiency?