

# delivering content into Japan with remote peering

epsilon
a kt company

> Japanese content is no longer a niche export. Anime, gaming, live entertainment, sports, and pop culture communities are global, and audiences expect the same experience everywhere, regardless of where your platform is headquartered.

**USD 16.2B**

Japan's OTT streaming market size in 2025 (15.9 % CAGR projected)

*(imarc)*

**USD 14.7B**

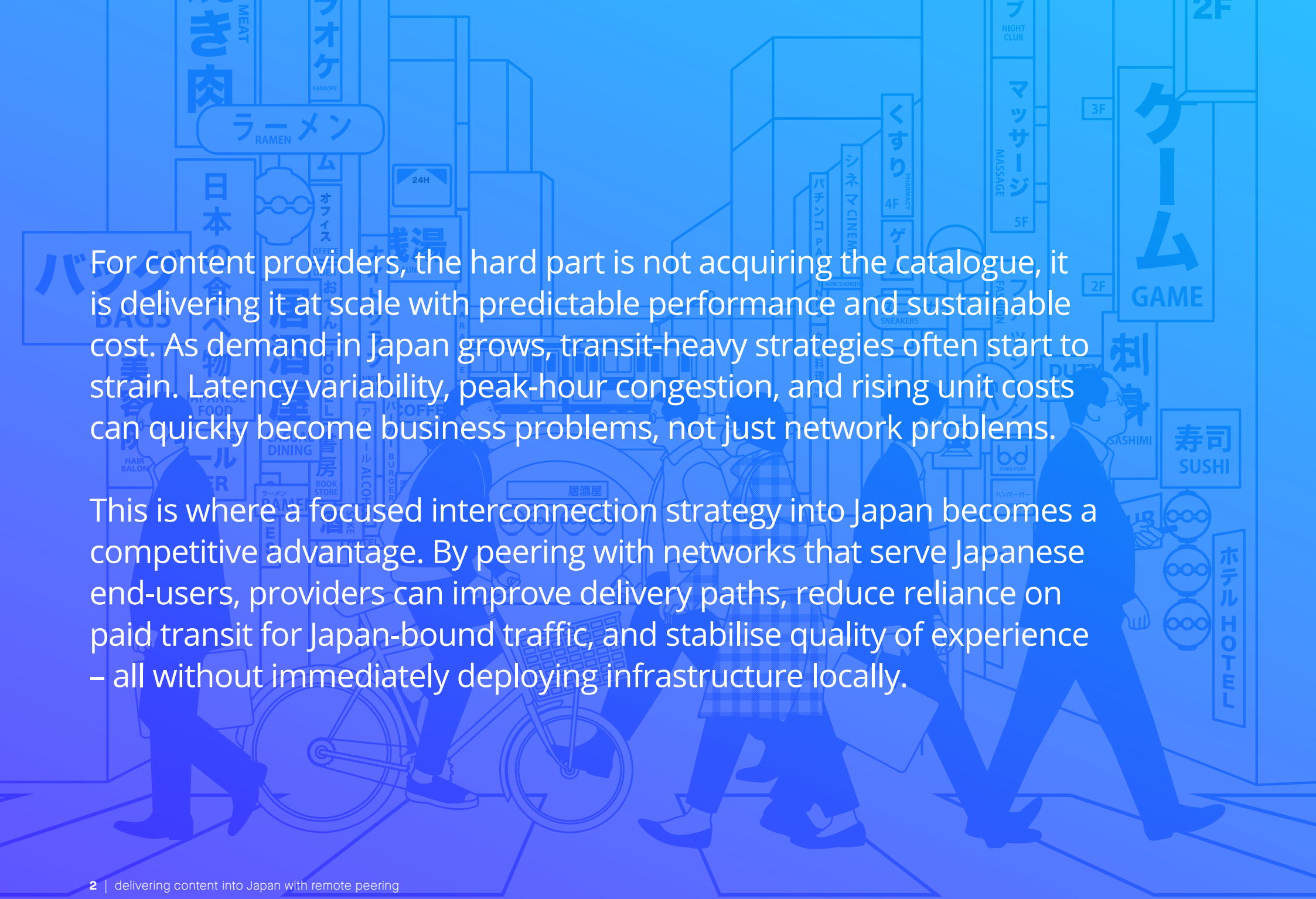
projected global anime streaming market by 2030, fuelled by simulcasts and global platforms

*(ResearchAndMarkets)*

**USD 16.6B**

Japan's gaming market in 2025, one of the largest entertainment markets worldwide

*(newzoo)*




For content providers, the hard part is not acquiring the catalogue, it is delivering it at scale with predictable performance and sustainable cost. As demand in Japan grows, transit-heavy strategies often start to strain. Latency variability, peak-hour congestion, and rising unit costs can quickly become business problems, not just network problems.

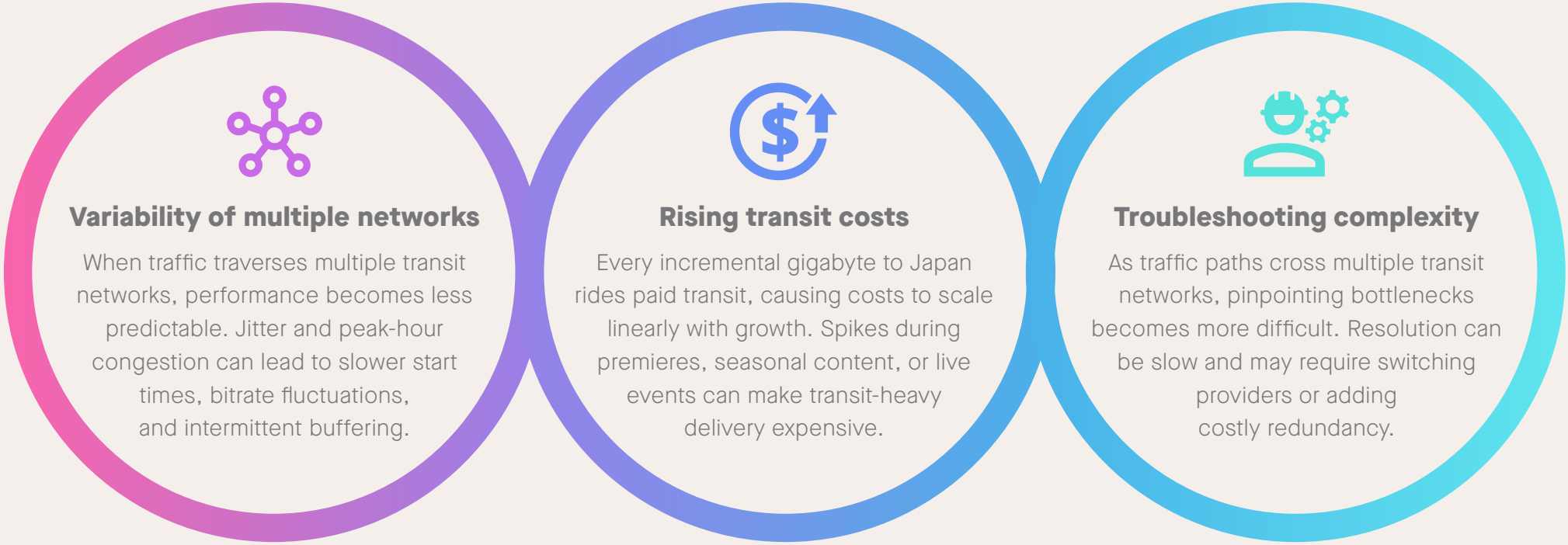
This is where a focused interconnection strategy into Japan becomes a competitive advantage. By peering with networks that serve Japanese end-users, providers can improve delivery paths, reduce reliance on paid transit for Japan-bound traffic, and stabilise quality of experience – all without immediately deploying infrastructure locally.




# the hidden cost of delivering Japanese content across long-haul transit

Many international content providers begin with a familiar pattern: an origin or regional cache located in one geography, then upstream transit to reach eyeballs in another. It works, until you hit scale.

# challenges with transit-based delivery to Japan



### Variability of multiple networks

When traffic traverses multiple transit networks, performance becomes less predictable. Jitter and peak-hour congestion can lead to slower start times, bitrate fluctuations, and intermittent buffering.

### Rising transit costs

Every incremental gigabyte to Japan rides paid transit, causing costs to scale linearly with growth. Spikes during premieres, seasonal content, or live events can make transit-heavy delivery expensive.

### Troubleshooting complexity

As traffic paths cross multiple transit networks, pinpointing bottlenecks becomes more difficult. Resolution can be slow and may require switching providers or adding costly redundancy.

**Strategic takeaway** Transit is essential, but relying on it exclusively is rarely optimal for high-demand markets. Combining transit with targeted peering can improve performance, reduce costs, and give you greater control over delivery quality.

# why peering improves delivery economics

Peering allows networks to exchange traffic more directly rather than sending everything through upstream transit providers. This directness is particularly valuable for content providers delivering into Japan, where high-volume traffic – including video streaming, software updates, game patching, and live media – demands predictable performance and cost efficiency.

## Path control

- Keep traffic on shorter, more predictable routes
- Fewer intermediate hops and reduced points of congestion
- Ensures consistent user experience even during peak hours

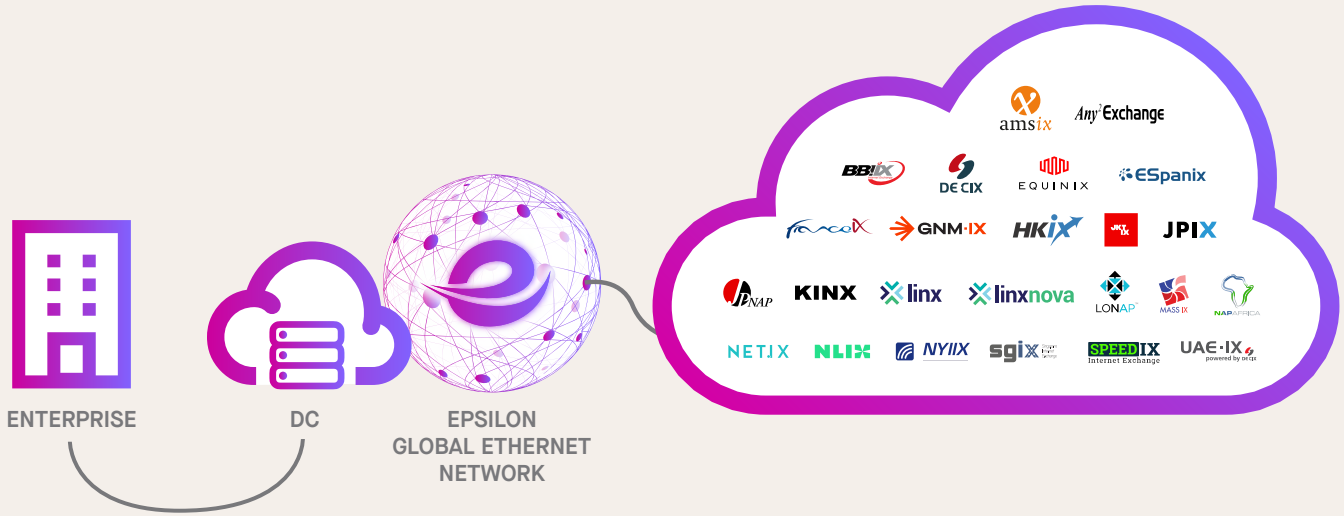
## Cost efficiency

- Reduce the volume of Japan-bound traffic on paid transit
- Lower overall cost per delivered bit
- Benefit depends on traffic profile, peer mix, and agreement structure



# why remote peering in Japan matters for content providers

Remote peering lets content providers tap into Japan's dense interconnection ecosystem without building local infrastructure from day one. The key advantage? Ecosystem density drives real results. It's not just about port speed or switching fabric – it's about who is connected and how much meaningful traffic flows.




## A well-connected IX environment in Japan:

- Brings together major ISPs, OTTs, and other key internet ecosystem players
- Increases the likelihood of peering sessions that truly improve delivery performance
- Provides flexibility to interconnect based on footprint, resilience, and latency targets

# peering with Japanese ISPs and OTTs

When evaluating a delivery strategy, identifying the networks that will most effectively reach your audience is critical.

## What to consider when selecting peers:

**User distribution**
Where your audience is, and which networks they use

**Performance goal**
Latency, stability, and peak-hour consistency

**Content type**
Video, gaming, and live content have different traffic patterns

**Cost efficiency**
Reducing reliance on long-haul transit



# featured IX partners in Japan

Prioritising the right networks lets content providers reduce transit dependency, improve path consistency, and deliver more predictable outcomes. Remote peering provides direct access to Japan's leading IX environments, connecting to dense ecosystems of ISPs, OTTs, and digital platforms.

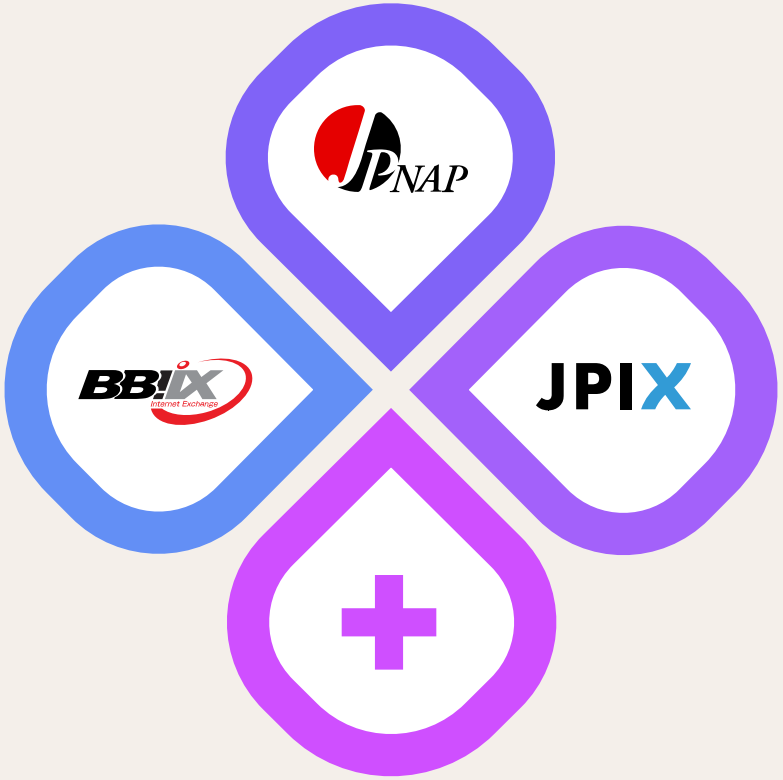
## JPNAP

One of Japan's largest IXs, connecting major ISPs and OTT platforms

## BBIX

High-performance interconnection in key Japanese data centres

Explore IX locations




## JPIX

Broad interconnection across Tokyo and Osaka data centres

## REGIONAL IXs

Targeted access to mobile networks and regional ISPs


おみやげ
souvenir
DESSERT
デザート
ELCOME ようこそ ようこそ WELCOME ようこそ
寿 SUSHI
司 SUSHI
屋 SUSHI
9 22
海鮮 SEAFOOD
日本1番
JAPAN NO.1
焼き
Teri-yaki
唐揚げ
FRIED CHICKEN
500円
大阪 OSAKA
I ♥ OSAKA 大阪
免税店
DUTY FREE SHOP
SUPERMARKET
酒
SAKE
IZAKAYA
居酒屋
ラーメン
居酒屋 IZAKAYA
CASUAL DINING
免税店
DUTY FREE SHOP




# connecting to Japan without physical infrastructure

Historically, peering in Japan required building infrastructure – from data centre presence to cross-connects, router deployment, and ongoing operational overhead. For many providers, that level of investment is a barrier, especially when demand is still growing.

| Traditional approach: Local deployment | Remote peering approach |
|---|---|
| Data centre presence required | No local infrastructure required |
| Cross-connects and hardware setup | Access Japan IXs via existing network |
| Higher capex and operational overhead | Lower cost and operational complexity |
| Slower time-to-market | Faster, scalable deployment |

When this model makes sense:

- Entering Japan for the first time with faster go-to-market
- Scaling content distribution with a flexible on-ramp
- Reducing reliance on transit without building locally
- Optimising delivery across multiple global markets

# how Epsilon enables remote peering into Japan

Epsilon connects your network to Japan's interconnection ecosystem, enabling remote peering without the need for local infrastructure.

## Layer 1
**Foundation**



Japan IX ecosystem
- High-volume traffic exchange
- ISPs, OTTs, cloud platforms

## Layer 2
**Connectivity**



Epsilon's network fabric
- Extend your reach into Japan
- Provides access to IX environments

## Layer 3
**Routing strategy**



Your control layer
- Peer selection and traffic engineering
- Performance and cost optimisation

peer remotely at
**20+**
internet exchanges

**150+**
global exchange on-ramp locations

**15K+**
peering members

scalable bandwidth options up to
**100G**

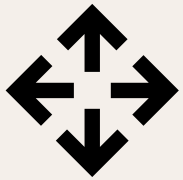
# designing a peering strategy that works



## Measure first

Baseline your current Japan delivery experience and track key metrics:

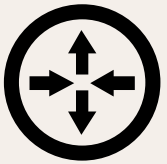
- Video start time and rebuffering
- Packet loss and jitter
- Peak-hour performance
- Transit utilisation
- Cost per delivered bit



## Implement with intent

Move a defined portion of traffic to a subset of peers, validate impact, and tune progressively.

- Start small, expand gradually
- Adjust traffic engineering policies
- Fall back to transit path if needed



## Treat as a living system

Peering evolves as traffic patterns and networks change.

- Continuous optimisation
- Adapt to new partners and routes




Japanese content demand can spike due to releases, seasonal viewing, and live events. Capacity planning should be built into your peering design to handle growth seamlessly.

### Align initial port speed

Match port speed to realistic demand

### Forecast peaks, not averages

Prepare for high-demand events

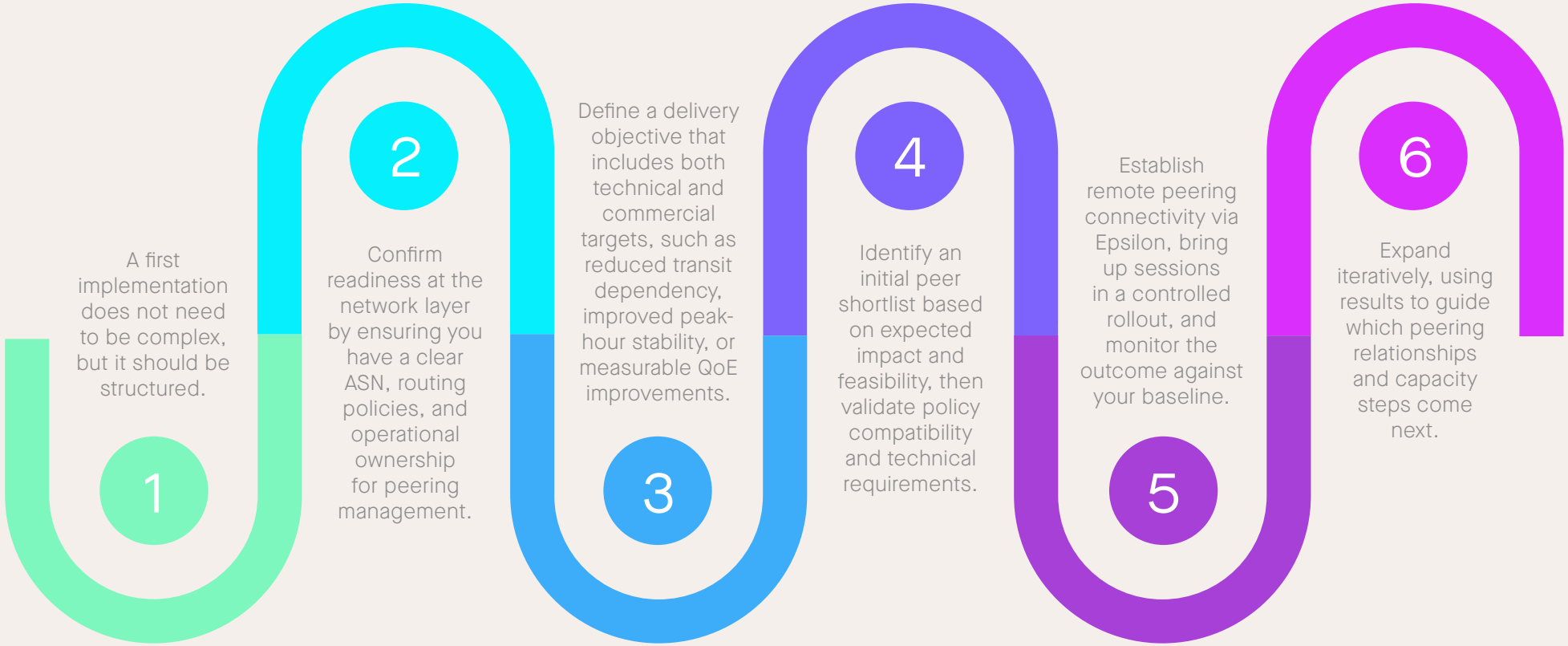
### Maintain performance headroom

Avoid degradation during peak times

### Plan scalable upgrades

Make scaling a strategic, not emergency, decision

# getting started: a simple checklist



# deliver Japanese content more efficiently with remote peering

As Japanese content continues to reach global audiences, the networks delivering that content need to scale alongside demand.

Building a stronger interconnection position into Japan through remote peering can help content providers improve path quality, stabilise performance, and reduce reliance on transit-heavy delivery models. With remote peering, these improvements can be achieved without waiting for a full infrastructure build-out in Japan.

> Scale better, perform predictably, and take control of your audience experience with remote peering.



epsilon
a kt company

# interconnecting your world:
# **20+ years of remote peering experience**

Epsilon Telecommunications is a leading global software-defined network provider that offers a comprehensive suite of end-to-end connectivity and communication solutions, including remote peering, to the world's largest carriers and organisations.

With Infiny, our award-winning Network-as-a-Service (NaaS) platform, we enable seamless, on-demand peering at leading Internet Exchange Points. Backed by a high-performance and extensive global network spanning Europe, the Middle East, the United States, and Asia, we give you the agility and reach to truly interconnect your digital world.

## ready to take your remote peering strategy further?

Talk to an expert →


**GLOBAL HQ**
New Tech Park,
151 Lorong Chuan
#06-01A
Singapore 556741

**LONDON**
Telephone House
2nd Floor, 69-77 Paul Street
EC2A 4NW,
United Kingdom

**SOFIA**
Business Center Rubix
8 Dimitar Mollov Str.
1750 Sofia, Bulgaria

info@epsilontel.com | epsilontel.com


2604