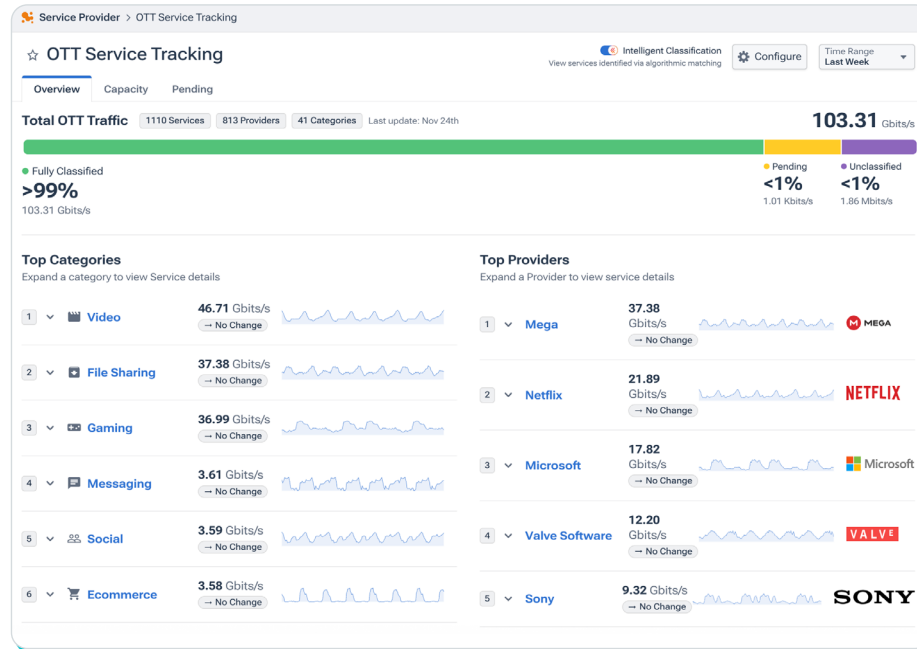


Kentik True Origin™

Master OTT and CDN traffic to boost performance and reduce costs

Broadband providers like MSOs, telcos, mobile carriers, and ISPs are squeezed from both sides. Relentless content traffic growth drives continuous, costly infrastructure investment, while the over-the-top (OTT) services generating that traffic profit from the same bits that drive up your delivery costs. At the same time, the traffic mix keeps evolving: streaming video and gaming have now been joined by generative AI platforms, the fastest-growing new OTT category in years.

We built Kentik True Origin to give you back control. It acts as your network detective, revealing exactly who and what is driving your traffic, so you can optimize network performance and lower transit costs.



✓ OPTIMIZE CDN TRAFFIC

Automatically discover and map over 66 commercial and private CDNs. Easily analyze embedded caches versus external traffic to optimize routing and peering.

✓ TRACK OTT SERVICE GROWTH

Accurately classify 1,110+ different OTT services. Identify bandwidth-heavy applications and generative AI platforms to make data-driven capacity planning decisions.

✓ ADVANCED INTELLIGENT CLASSIFICATION

Go beyond basic DNS mapping. Our Intelligent Classification uses probabilistic models to categorize the final missing traffic percentage, giving you truly comprehensive network visibility.

Key benefits

Reduce transit costs by optimizing your CDN peering and cache routing.

Identify exactly which OTT providers are consuming your network capacity.

Map the digital supply chain of every OTT service entering your network: site, connectivity type, provider, source CDN, and source ASN.

Enhance subscriber experience by pinpointing and resolving content delivery bottlenecks.

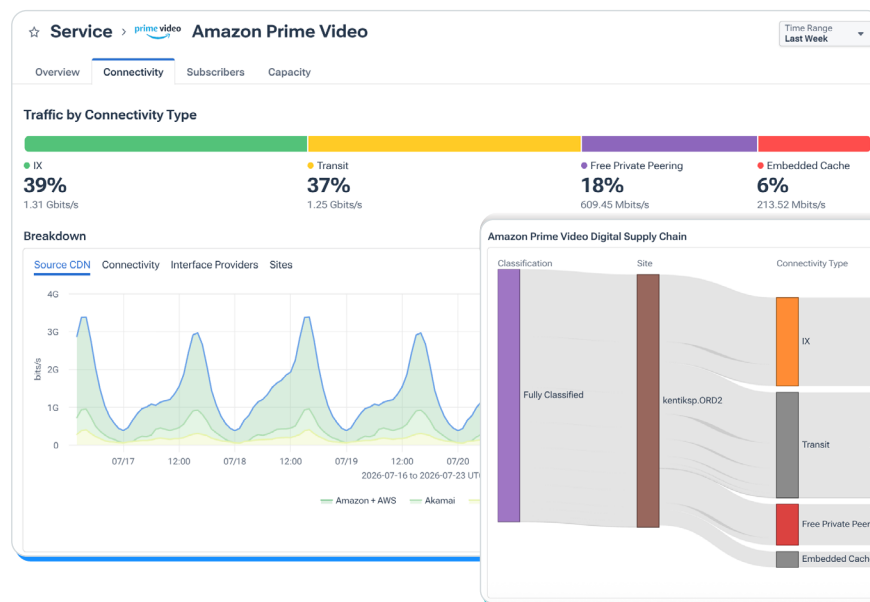
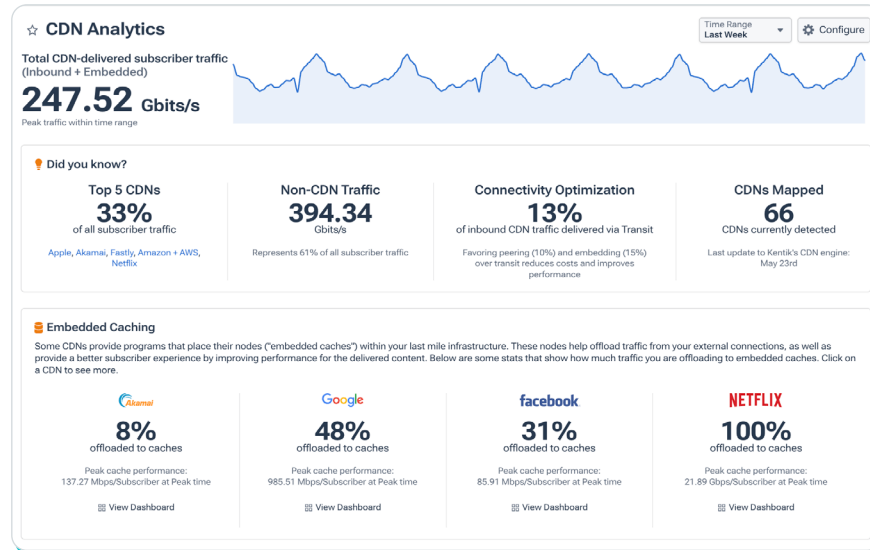
Eliminate expensive and complex DPI appliances from your network architecture.

Take control of your traffic

Understanding network traffic requires more than just high-level summaries. We designed Kentik True Origin to deliver granular analytics specifically for broadband providers.

Use OTT Service Tracking and CDN Analytics to:

- **Gain instant visibility into traffic origins, delivery methods, and growth trends** for over 1,110 OTT services without relying on expensive DPI hardware.
- **Identify which CDNs are driving volume on your network** to pinpoint the best candidates for direct peering and embedded caching partnerships.
- **Right-size network capacity** and visualize traffic spikes during major live events or game releases to prevent saturation.
- **Detect routing inefficiencies and cache issues** early to optimize performance, boost the subscriber experience, and reduce churn.
- **Track consumption patterns** and per-subscriber metrics to confidently refine your data plans and pricing tiers.
- **Benchmark your internal video offerings** against major OTT competitors and get instantly alerted to subscriber-impacting service degradation.



"When we started this journey, only around 10% of our traffic was coming from CDNs. **Now about 90% goes through CDNs or local caches**, and only 10% goes through transit. Kentik helped us flip the whole script on how we manage our traffic."

MIDCO

John Lubeck
 Director of Core IP and Transport

Kentik is the network intelligence platform for modern infrastructure teams. Unlike traditional monitoring and observability tools, we demystify complex network operations, enabling organizations to deliver applications and innovation at scale.