FACT SHEET
(January 2013)

Singapore Internet Exchange

To promote Singapore as a major infocomm hub for the region, the Singapore Internet Exchange (SGIX) is established as a neutral Internet exchange to enhance the Internet environment for local and international IP traffic. Offering an efficient central point of Internet traffic exchange for domestic and international telecoms carriers, Internet service providers (ISPs), and content and games providers, the Internet exchange will catalyse the growth of Singapore's infocomm industry by encouraging content hosting and traffic exchange, and related developments such as the establishment of data centres.

Benefits of SGIX include:

Lower Interconnectivity Costs for Local ISPs

Currently, apart from establishing connectivity with international carriers, Singapore's ISPs incur additional costs in establishing multiple links when they interconnect with one another in order for their customers to access local contents directly. ISPs may therefore choose to utilise their international connectivity to exchange local traffic overseas instead of interconnect locally, in order not to incur the additional costs. This may result in local Internet traffic being routed abroad first, before users here can access the local content, hence increasing latency and affects user experience.

SGIX provides a central and convenient point for the ISPs to exchange traffic with one another directly, instead of routing through international carriers. In addition, this arrangement enables customers of the ISPs to access local content from other ISPs even during cable outages which occur on the international network, such as those caused by earthquakes. Using a local exchange like SGIX will help to cut connectivity cost and improve the resiliency of their networks. It will also reduce the latency their customers can experience when accessing local content.

Regional Reach for International Service Providers

Singapore's proximity to regional markets and extensive global connectivity allows SGIX to be well-positioned as a central traffic exchange in the region to serve international carriers and content service providers. Carriers around the world can exchange traffic effectively without having to establish multiple international connections across the region. This provides a good opportunity for them to aggregate their international traffic from the region, resulting in greater cost-savings.

Content providers can also leverage on SGIX as a gateway to reach out to the growing market in the region without the need to establish multiple connectivity links or presence across the region. Content providers can consolidate their regional content centrally and significantly lower the overall cost of content delivery to regional users.

Boosting Singapore's Status as an Infocomm Hub

An efficient traffic exchange eco-system will enhance Singapore's attractiveness to overseas investment from players such as content service providers, data centre players and ISPs. The economic benefits will arise through direct investments from foreign content service providers which will generate indirect economic benefits that flow down to the broader Singapore economy.

Enhanced Online Experience for Consumers

With the trend towards higher bandwidth applications, having such content hosted within Singapore will allow users here to enjoy improved broadband experience. This will facilitate faster access to content such as videos, games and software in the "Cloud". Latency may also be improved as local Internet traffic need not be routed overseas. By improving the overall broadband experience, ISPs and content service providers will be able to improve customer satisfaction and loyalty. The increased demand for high bandwidth broadband applications could also in turn further drive the demand for more locally-hosted contents and create business opportunities for more online application developments. Consumers, including those from the region, will benefit as more "international" content gets hosted within Singapore.

Current Development of SGIX

SGIX operates as a not-for-profit organisation in order to ensure low costs of traffic exchange for the members. The fees for the services will be on a cost recovery basis. The equal and shared ownership of the SGIX ensures that the Internet exchange aligns to the interests of the members as a whole. It also ensures fair treatment and self-regulation by the members.

Since being operational in June 2010, SGIX has 29 members including domestic carriers.

Members of SGIX (29 in total, as of January 2013)	
1-Net Singapore Pte Ltd	Amazon Asia-Pacific Resources Pte Ltd
BB Connect Co. Ltd	Exabytes Network (Singapore) Pte Ltd
Garena Online Pte Ltd	HostSG Pte Ltd
Infocomm Asia Holdings Pte Ltd	LGA Telecom Pte Ltd
M1 Ltd	M1 Net Ltd
Microsoft Pte Ltd	Moratel International Pte Ltd
New MediaExpress Pte Ltd	Nucleus Connect Pte Ltd.
Packet Clearing House	PacNet Global (Singapore) Pte Ltd

Singapore Advanced Research and Education Network (SingAREN)	SingNet Pte Ltd
StarHub Ltd	Super Broadband Network Company Ltd (Subsidiary of AIS)
SuperInternet ACCESS (S) Pte Ltd	Telekomunikasi Indonesia International Pte Ltd (Telin)
True International Gateway Company Ltd	TT dotCom Sdn Bhd
Usonyx Pte Ltd	Viewqwest Pte Ltd
Voxel Dot Net Pte Ltd	WoodyNet
Yahoo! SouthEast Asia Pte Ltd	

About Infocomm Development Authority of Singapore

The Infocomm Development Authority of Singapore (IDA) is committed to growing Singapore into a dynamic global infocomm hub. IDA uses an integrated approach to developing infocomm in Singapore. This involves nurturing a competitive telecoms market as well as a conducive business environment with programmes and schemes for both local and international companies. For more news and information, visit www.ida.gov.sg.

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