

ABSTRACT

Content owners or known as over the top players (OTT) are an important part of the development of the digital world and it directly impacts the rapid growth of the internet users especially in Indonesia. The growth of the internet automatically gave a direct impact to ISPs as the operator of the Internet, ISP have to be prepared in terms of infrastructure and technology so that the experience of internet users (subscribers) is maintained and satisfied. Content Delivery Network (CDN) then emerged as one of the solutions brought by content owners and OTT players as a win-win solution between content owners who need access to subscribers and Operators / Internet Service Providers (ISPs) who need a good customer experience for subscribers. The high growth rate of internet traffic and internet users in Indonesia makes Indonesia a prime target for business expansion for content owners / CDN players.

Currently, several content owners / CDN players have collaborated using different business models, therefore an evaluation is needed to assess the existing cooperation model, which is the most efficient as a reference to be used in collaborating with content owner players who will work together.

The measurement method used in evaluating the efficiency of the business model used is the data envelope analysis (DEA) method, there are two variables that will be the measurement material, namely input and output variables then the data taken is secondary data obtained from internal company data, which is related to traffic generated by CDN / content owner and direct revenue obtained as output, the number of servers installed as an input.

The results of the study are expected to be used as an evaluation and reference for existing business models and for future reference in choosing a business model in establishing future collaborations with content owners.

Keywords: Data Envelope Analysis (DEA), Content Delivery Network (CDN), Internet Service Provider (ISP), Efficiency.