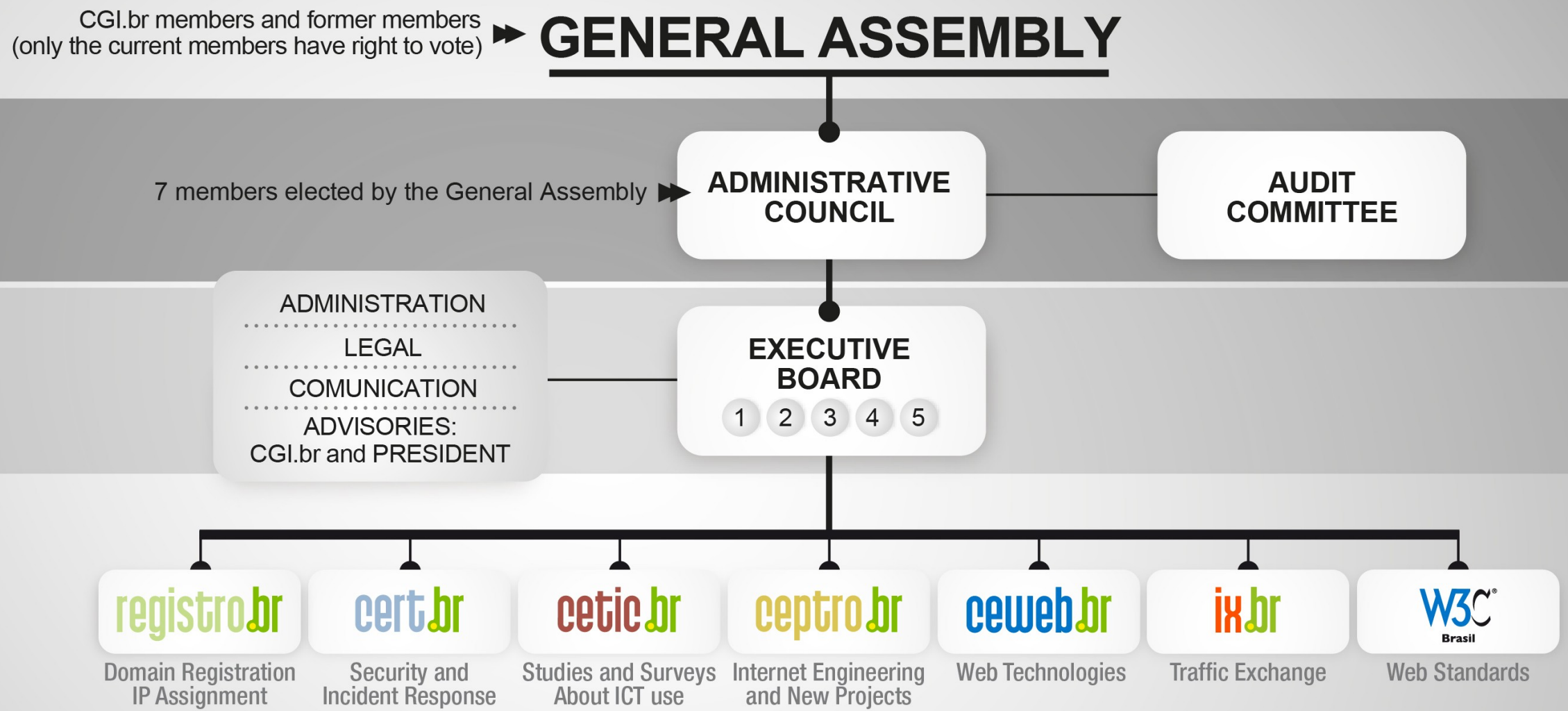

nic.br
Brazilian Network
Information Center
cgi.br
Brazilian Internet
Steering Committee
registro.br
cert.br
cetic.br
ceptro.br
ceweb.br
ix.br



1 Chief Executive Officer
2 Administrative and Financial Director
3 IT and Services Director
4 Director of Special Projects and Development
5 Consulting Director for CGI.br activities

nic.br cgi.br | ix.br

APIX 34, Osaka, Japan

November, 2026

FIFA World Cup 2026: IX.br Traffic patterns and streaming service delivery analysis

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ix.br nic.br cgi.br

CGI.br – NIC.br – IX.br

IX.br – Brazil Internet Exchange

- 40 IXPs structures spread in Brazilian territory
- 55 Tbps record daily traffic peak
- 2706 Autonomous Systems connected to IX.br São Paulo structure
- 35 Tbps record daily traffic peak in IX.br São Paulo

Most participants at IX.br São Paulo are Internet Service Providers (ISPs) with a large number of users of streaming services.

The CDN providers responsible for delivering the live streams of the FIFA World Cup 2026 matches are connected to the IX.br infrastructure in several cities.



FIFA World Cup 2026 – Live streaming providers

CazéTV (LiveMode) is a Youtube channel – free option

https://www.youtube.com/cazetv

The live streams are delivered through Google's CDN infrastructure, with traffic primarily being served by AS15169 and AS36040 (Google).

Prime Video - paid option

Live streams are delivered through AS16509 (AWS) as our tests identified

Disney Plus - paid option

Live streams are delivered through multiple CDN providers. Our tests identified traffic being served by AS16509 (AWS), AS54113 (Fastly), and AS20940 (Akamai)

104 World Cup matches streamed live for free in Brazil for the first time, driving unprecedented demand on CDNs, interconnection infrastructure and ISPs

FIFA World Cup 2026 – Live streaming providers

Globo TV and Globoplay (AS28604) – free option

The live streams were delivered through Globo's CDN infrastructure, with traffic primarily served by AS28604 (Globo.com).

54 matches in open TV and over the Internet.

SBT TV and +SBT – free option

Live streams were delivered through a multi-CDN architecture. Our tests identified traffic being served by AS16509 (AWS) peering.

32 matches in open TV and over the Internet.

On certain days, it was possible to choose between as many as five streaming platforms or two free-to-air television channels.

A major discussion has emerged in Brazil about end-to-end latency across streaming platforms, focusing on identifying the best experience for watching FIFA World Cup matches.

IX.br – Traffic Behavior During Brazil's World Cup Matches



IX.br - World Cup 2026 – Highest traffic peaks

Jun/25/2026 - Tunisia x Netherlands and Japan x Sweden – simultaneous matches that determined Brazil's next opponent

***** YouTube exclusive – Multiple screens effect – 55,110 Gbps *****

Jul/06/2026 - United States x Belgium - YouTube exclusive – 54,970 Gbps

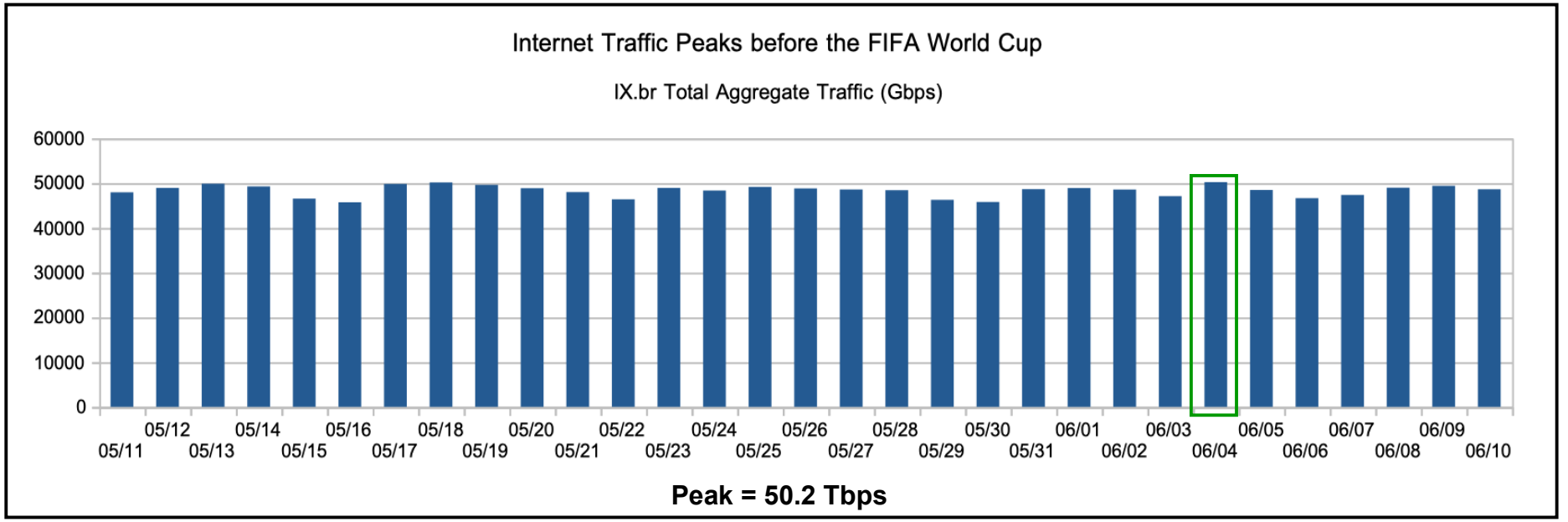
Jul/02/2026 - Portugal x Croatia - YouTube exclusive – 54,380 Gbps

Jul/07/2026 – Traffic peak outside match time – 53,550 Gbps

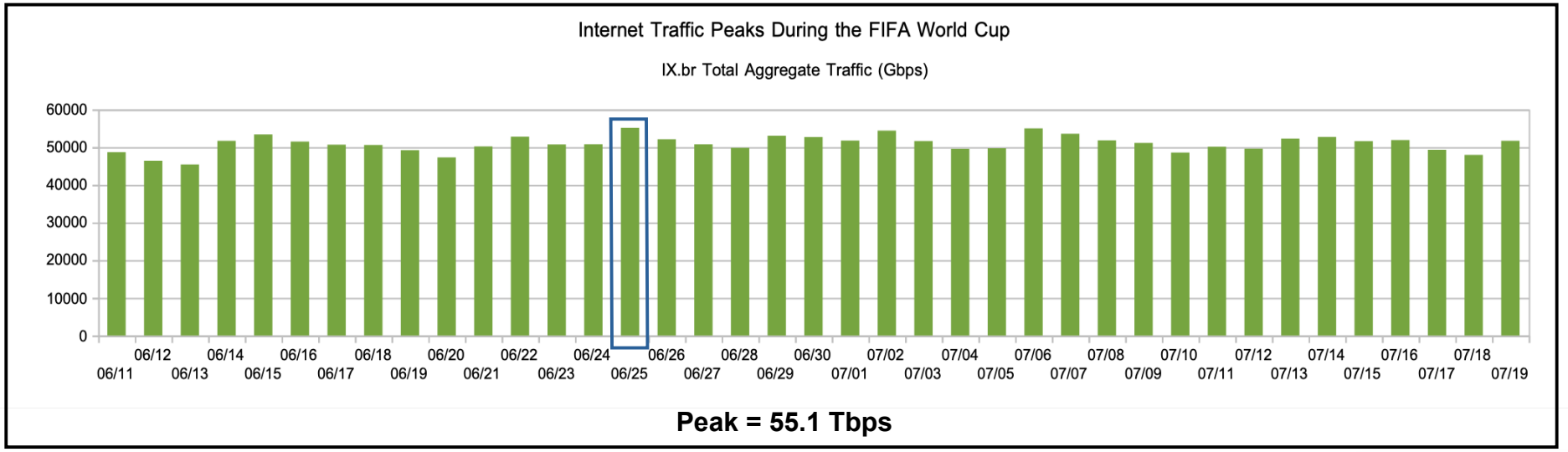
Jun/15/2026 - Saudi Arabia x Uruguay - World Cup streaming traffic and other CDNs traffic – 53,370 Gbps

Jun/29/2026 - Germany x Paraguay – penalty shootout decision after Brazil x Japan – 53,020 Gbps

IX.br – Traffic peak patterns

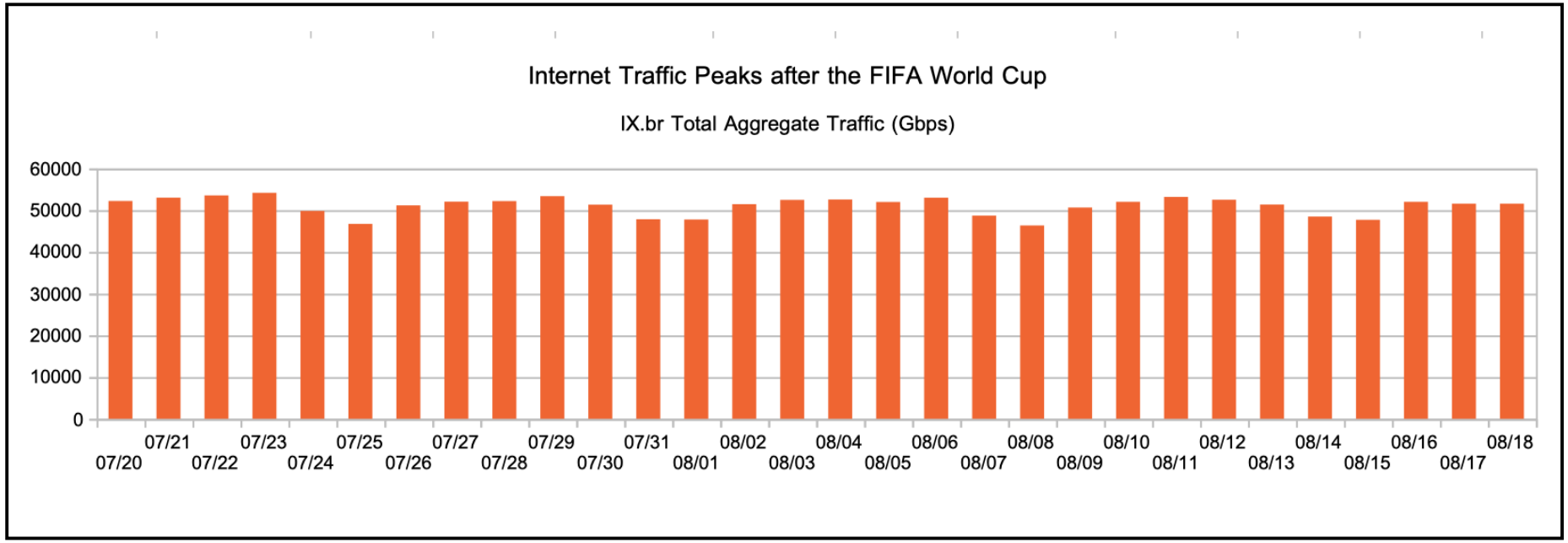


Peak = 50.2 Tbps



Peak = 55.1 Tbps

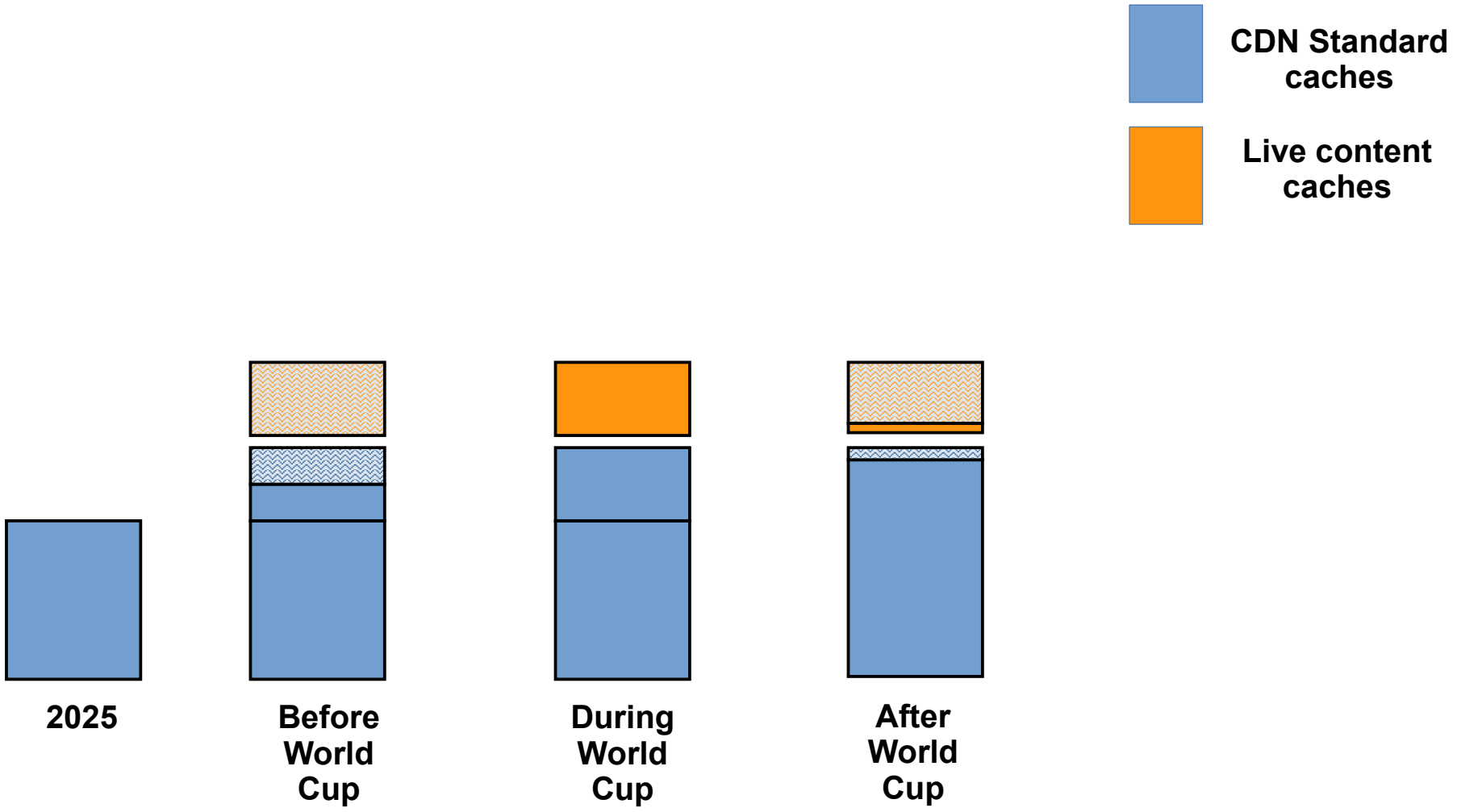
IX.br – Traffic peak patterns



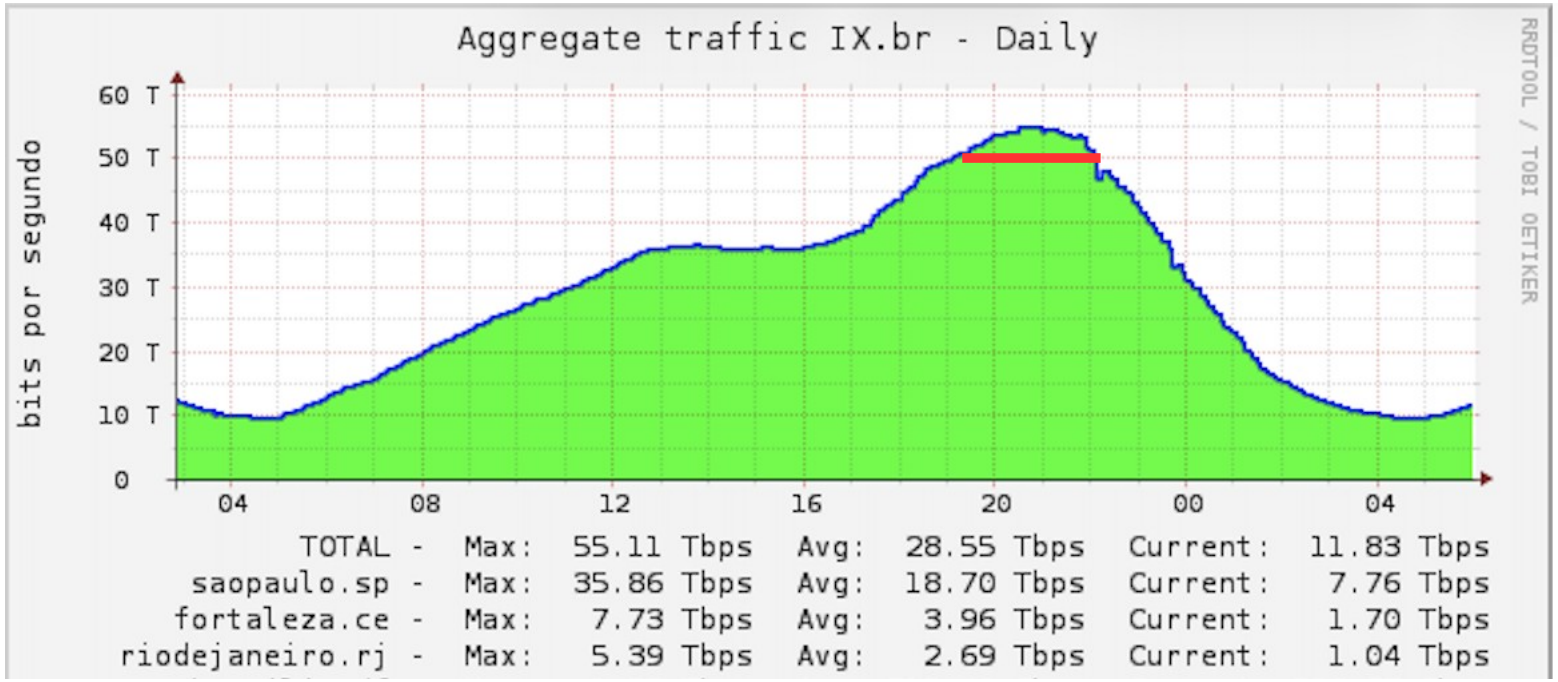
Traffic peaks consistently exceeded 50 Tbps, with the exception of Fridays and Saturdays.

Some content providers have increased their capacity a gain resulting from the World Cup and this capacity will remain available.

IX.br - World Cup 2026 – CDN capacity

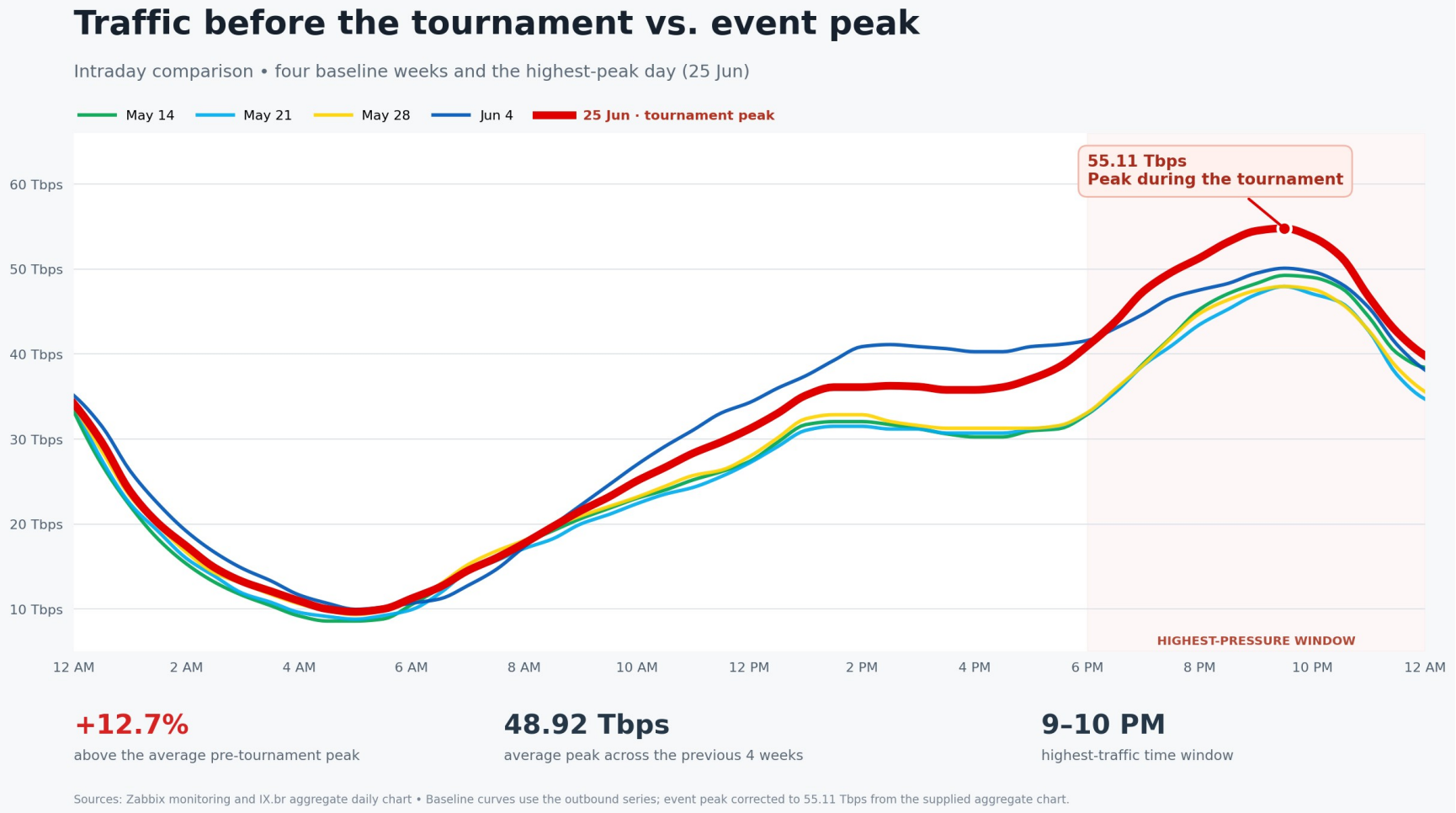


IX.br – World Cup 2026 – Highest traffic peak





IX.br – World Cup 2026 – Highest traffic peak



Kansas City 06/25 • Thursday • 8:00 PM

TUN 1 × 3 NED

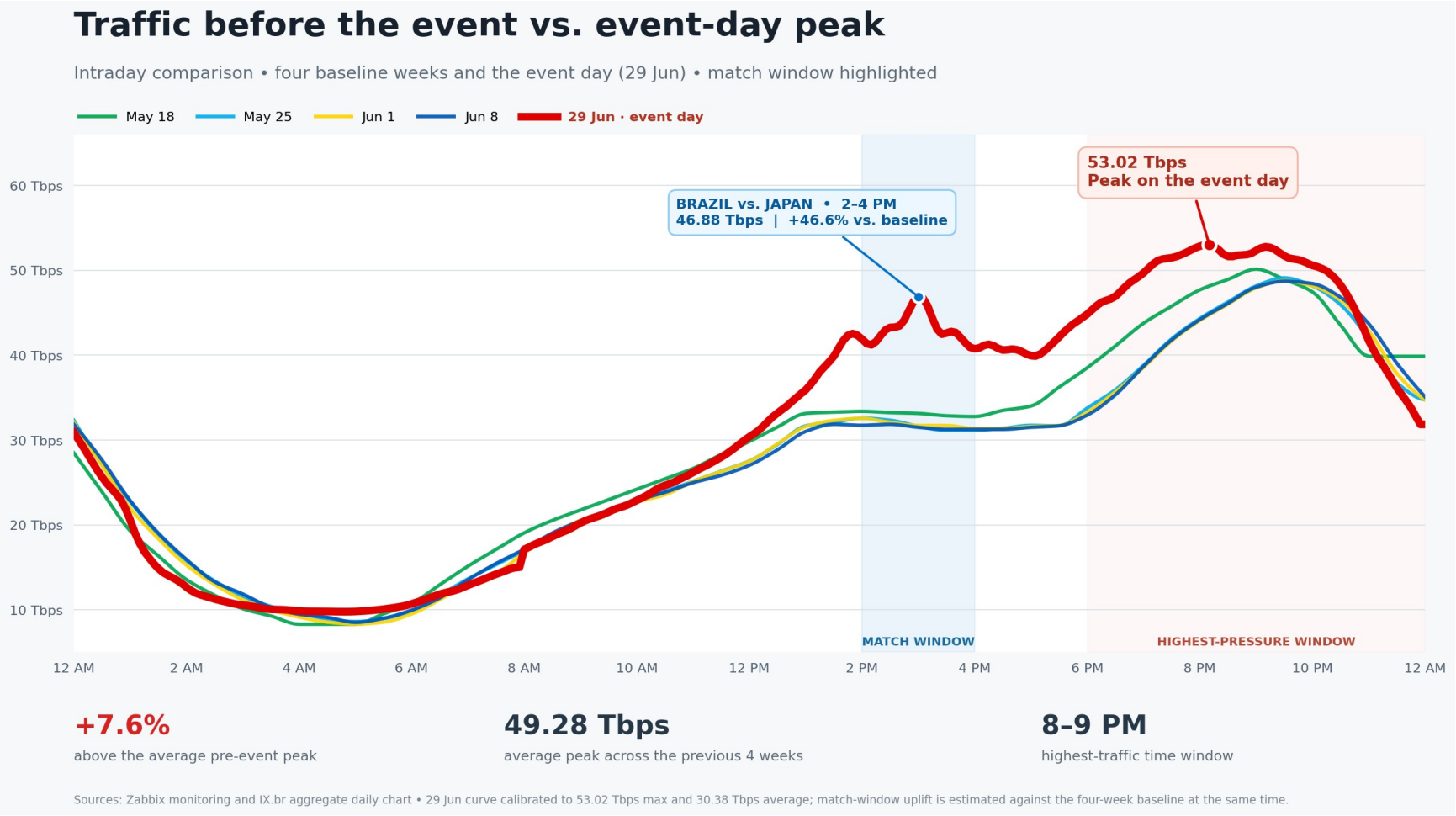
SEE HOW IT HAPPENED

Dallas 06/25 • Thursday • 8:00 PM

JPN 1 × 1 SWE

SEE HOW IT HAPPENED

IX.br – World Cup 2026 – Highest traffic peak during a Brazil match



Round of 16 – Match 9

Houston **29/06 • Monday • 14:00**

Brazil 2 × 1 Japan

SEE HOW IT HAPPENED

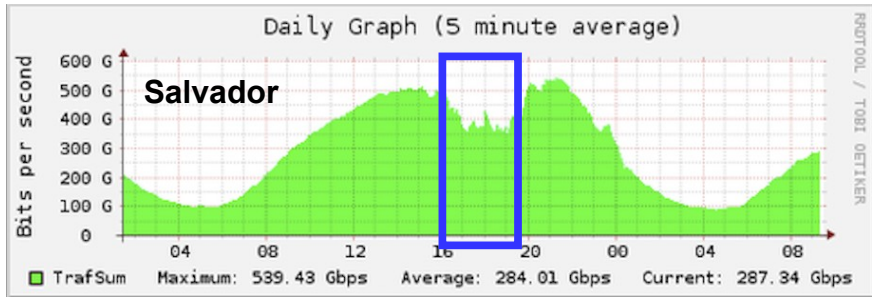
Round of 16 – Match 1

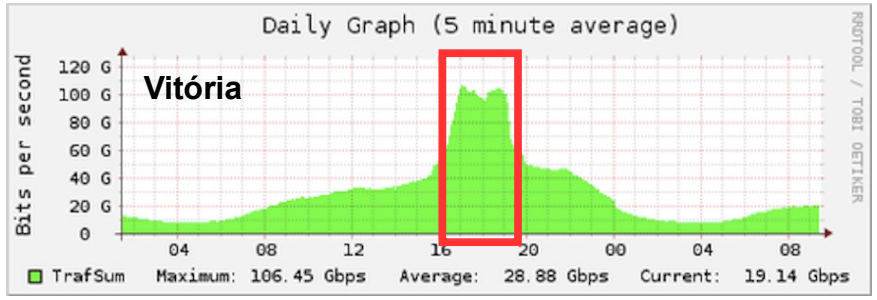
Boston **29/06 • Monday • 17:30**

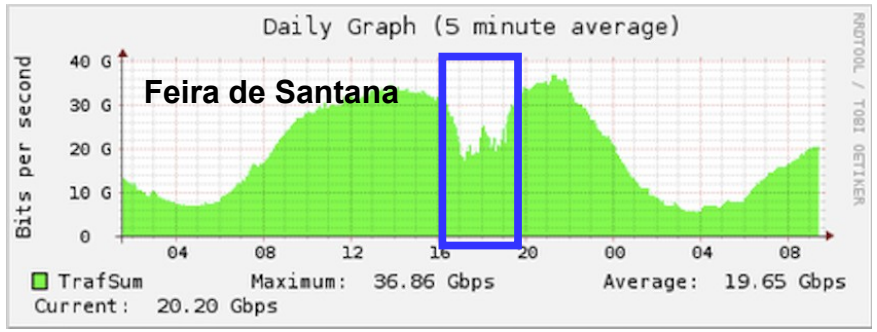
Germany 1 (3 × 4) 1 Paraguay

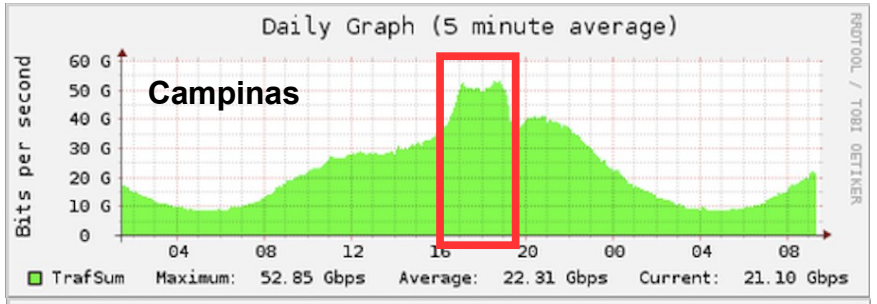
SEE HOW IT HAPPENED

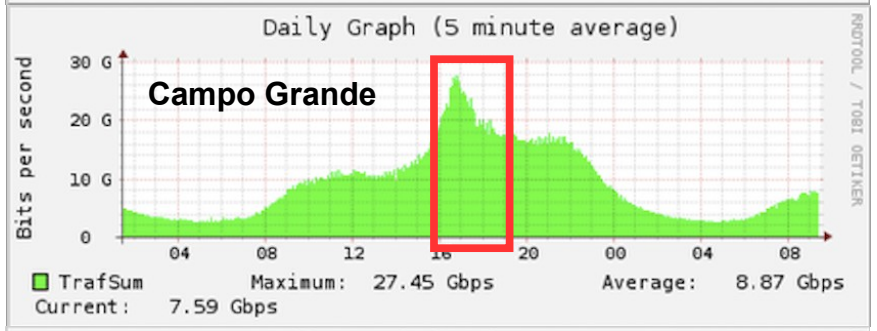
IX.br locations – Different traffic patterns during Brazil x Norway – Jul/05/2026

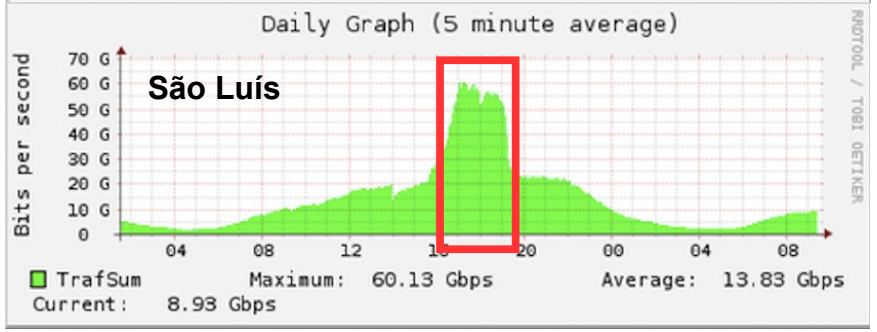






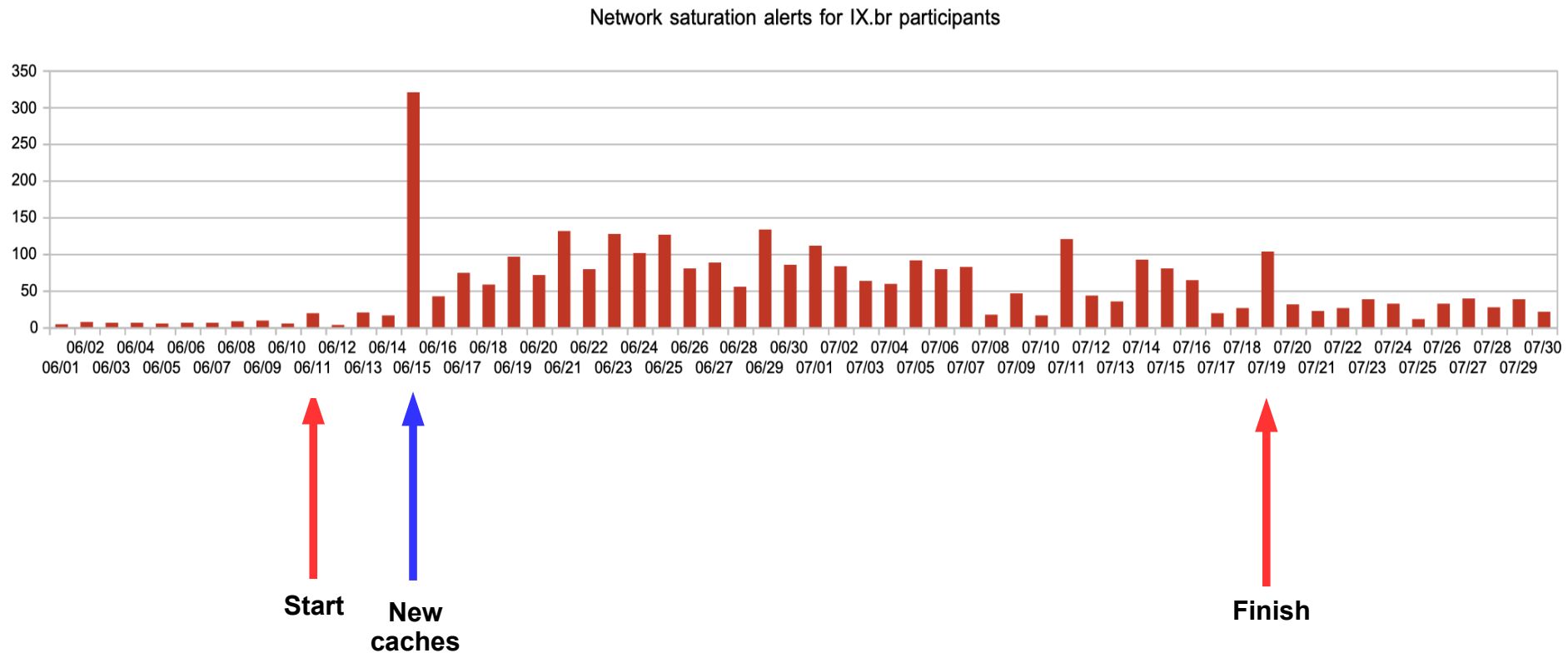






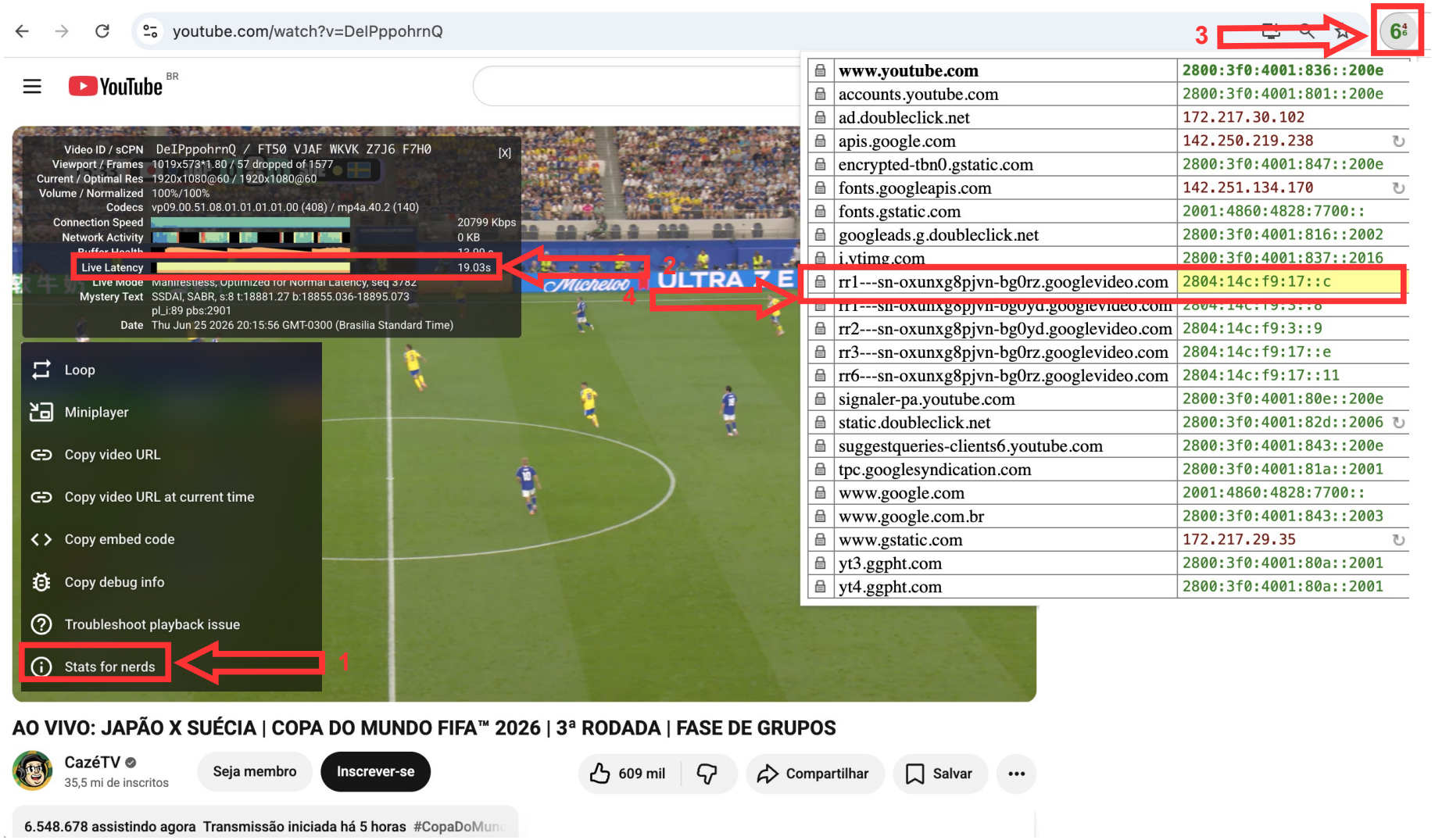
In some locations, the reduction in traffic from non-World Cup CDNs exceeded the increase generated by World Cup traffic.

IX.br participants during the 2026 FIFA World Cup



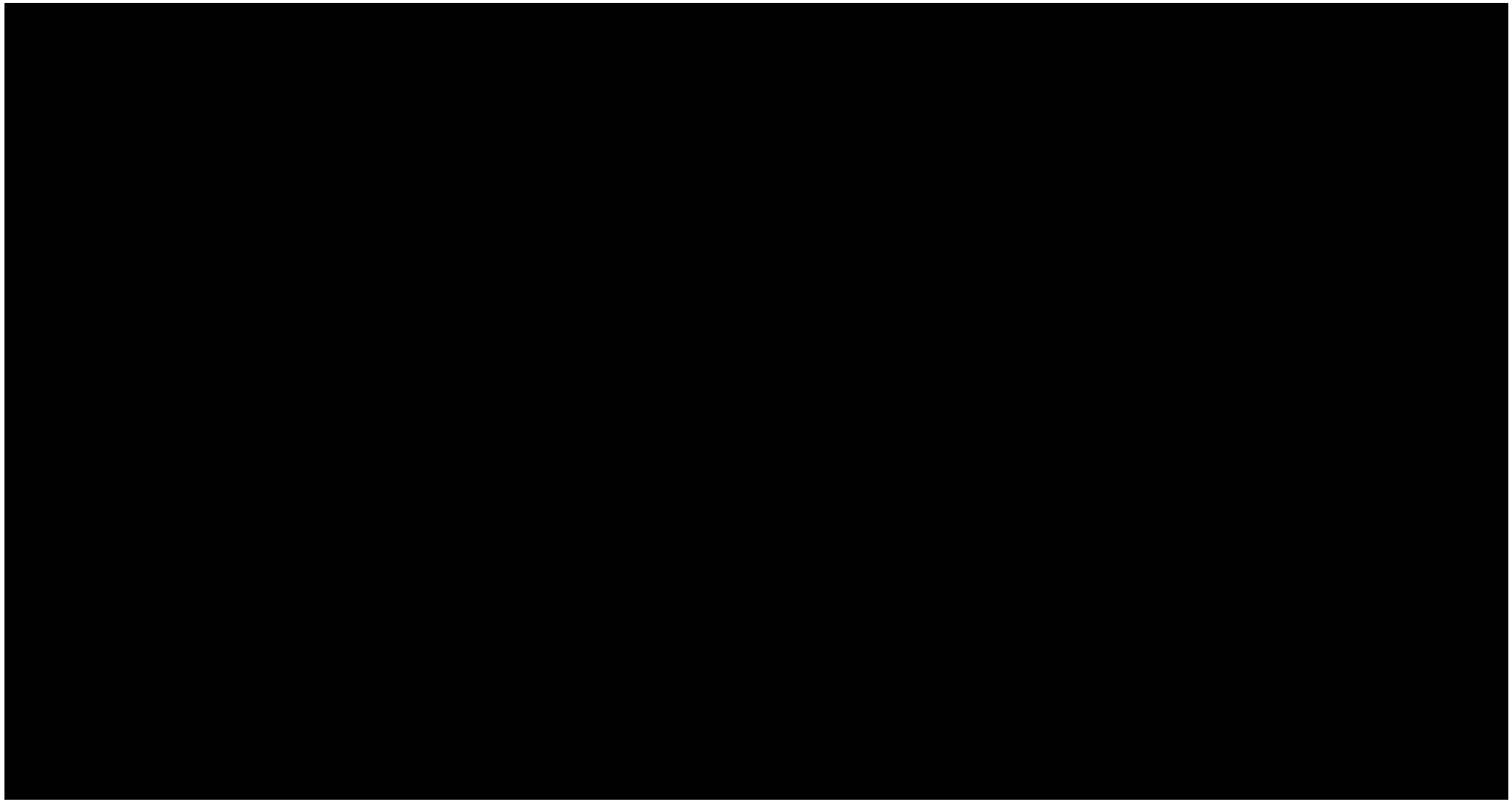
Some IX.br participants interfaces hit the 98% utilization alert threshold

World Cup 2026 – Live streaming latency and video delivery analysis



Using YouTube's Stats for nerds and the IPvFoo Firefox extension

World Cup 2026 – Latency analysis during live match streaming



Conclusions

- A wide variety of streaming platforms exists today, and by 2030 we may have even more options.
- During Brazil's matches, users shifted their internet consumption toward soccer content, causing traffic drops on CDNs serving non-soccer content.
- World Cup traffic was often added on top of the normal evening traffic, rather than replacing existing internet usage.
- Social media activity increases during halftime and after matches.
- Traffic exceeding 50 Tbps during the World Cup remained high even after the tournament ended.
- Streaming latency is mainly determined by video preparation and player buffering. Reducing streaming delay will be one of the biggest challenges in the coming years as streaming platforms prepare for 2030.
- Most streaming platforms successfully delivered live streams over IPv6, although some still relied on IPv4 to initiate the service.


We witnessed the greatest
FIFA World Cup ever and
the most connected one, too.

Thanks !

ix.br

eng@ix.br

November, 2026

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