Internet Exchange Points (IXPs) have recently gained increased interest in the internet ecosystem and have played an important role in the development of the Internet, and especially in driving down connectivity costs, increasing resilience of the network and in improving the end-user experience. Europe today is the region of the world with the most IXPs. IXP - driven innovation in Europe is shaping and redefining the Internet marketplace, not only in Europe but increasingly so around the world. In this paper we report an in-depth analysis of one European IXP: the Vienna Internet Exchange (VIX). We derive the peering matrix at VIX using data collected from various data sources including the Internet Routing Registries (IRR), peeringDB, and VIX website. We also study how ASes with different peering policies and different business types peer with each other at VIX.