

The Rapid Consolidation of Internet Content and Privacy Diffusion

IETF Technical Plenary

IETF 77

March 24, 2010

Session [sub]Agenda..

- **10 mins** - Introduction and goals of talk - Danny McPherson/IAB
- **50 mins** - Consolidation of Internet Content: Craig Labovitz – Arbor Networks
- **50 mins** - Privacy leakage on the Internet: Balachander Krishnamurthy – AT& T Labs / Research
- **20 mins** - Q&A

About IAB Technical Sessions..

- IAB spends a good bit of time on determining objectives and value of proposed plenary content
 - Aim is to balance usefulness, interest and timeliness with entertainment and inform IETF activities
 - Variance in session content from IETF-specific (e.g., protocol success), operational, broad technical (e.g., IDNs), technical policy (e.g., network neutrality) and research
 - IETF 77 plan is to enable presentation of two inter-related operational research topics

Topic 1: Internet Observatory Report

- Presented by Craig Labovitz, Arbor Networks; joint work with {Iekel-John, McPherson, Oberheide, Jahanian}
- This study examines Internet traffic and interconnection trends based on data collected over a 2 year period from more than 100 ISPs. Introduces the notion of emerging 'hyper-giants', and disintermediation as it related to transit and network interconnection evolution.
- It also provides some information on the rise and decline of particular protocols, and makes some estimates on the size and growth rates of the Internet
- ...

Topic 2: Privacy Diffusion on the Internet

- Presented by Balachander 'Bala' Krishnamurthy, AT&T Labs—Research; joint work with Craig E. Wills
- How information related to individual users is aggregated as they browse the Internet
- Report on a longitudinal study consisting of multiple snapshots of examination of such diffusion over six years
- Illustrate increasing aggregation of such data by a steadily decreasing number of entities
- ...

During the Session...

- The presenters were asked to share a few of their thoughts on how this work relates to various IETF activities..
- Think about how it relates to or informs IETF-related work and activities with which you're familiar

EOF