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 {Ieke-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
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