CLAIMS

1. A content delivery method comprising:

receiving a content request for content at a content server bound to a domain, the domain associated with a characteristic of the content, the content request being associated with a host name associated with the characteristic of the content and assigned at an origin of the content; and

serving the content.

2. The method of claim 1 wherein the characteristic relates to popularity of the content.

3. The method of claim 1 or 2 wherein the characteristic is at least one of popular and unpopular, the domain being at least one of a popular domain associated with content having the popular characteristic and an unpopular domain associated with content having the unpopular characteristic.

4. The method of any preceding claim wherein the host name is an enhanced host name with a field associated with the characteristic of the content.

5. The method of claim 4 wherein the enhanced host name is provided as an embedded resource.

6. The method of claim 4 or 5 wherein the host name has a form of characteristic.host.topleveldomain.

7. A content delivery network comprising:

at least one first content server bound to a first domain associated with a first characteristic associated with content servable from the content delivery network;

at least one second content server bound to a second domain associated with a second characteristic associated with content servable from the content delivery network; and

at least one processing device including computer executable instructions for receiving a request to provide an embedded resource including either a first host name associated with the first domain or a second host name associated with the second domain.

8. The content delivery network of claim 7 wherein the first characteristic relates to a first popularity level of content and wherein the second characteristic relates a second popularity level of content, the first popularity level different from the second popularity level.

9. The content delivery network of claim 7 or 8, the computer executable instructions further for:

receiving an indication of whether a content associated with the embedded resource is of the first popularity level or the second popularity level, and

providing the first host name if the content is associated with the first popularity level or providing the second host name if the content is associated with the second popularity level.

10. The content delivery network of any one of claims 7 to 9 whereby the embedded resource is included in an HTML document and whereby selection of the embedded resource causes a request to either the at least one first content server or the at least one second content server depending on whether the first host name or the second host name was provided, respectively.

11. The content delivery network of claim 10 wherein the request to either the at least one first content server or the at least one second content server is by way of a first CNAME to the first domain or a second CNAME to the second domain.

12. The content delivery network of any one of claims 7 to 11 further comprising at least one additional content server bound to at least one additional domain associated with at least one additional characteristic.

13. The apparatus of any one of claims 7 to 12 wherein the content delivery network includes at least one additional domain associated with the first characteristic and at least one additional domain associated with the second characteristic.

14. An apparatus comprising:

at least one processor device in communication with a tangible computer readable medium including computer executable instructions for:

receiving an association of a resource to at least one of a first characteristic or a second characteristic of the resource;

assigning the resource to a first domain associated with the first characteristic when the resource is indicated as having the first characteristic, the first domain bound with at least one first content server of a content delivery network and from which a connection may be made to obtain the resource; and

assigning the resource to a second domain associated with the second characteristic when the resource is indicated as having the second characteristic, the second domain bound with at least one second content server of a content delivery network and from which a connection may be made to obtain the resource.

15. The apparatus of claim 14 wherein the first characteristic relates to a first popularity level of the resource and wherein the second characteristic relates a second popularity level of the resource, the first popularity level different from the second popularity level.

16. The apparatus of claim 14 or 15, the computer executable instructions further for defining an embedded resource to include in an HTML document, the embedded resource referencing the first domain and whereby selection of the embedded resource causes a request to the at least one first content server or the

embedded resource referencing the second domain and whereby selection of the embedded resource cases a request to the at least one second content server.

17. The apparatus of any one of claims 14 to 16 wherein the computer executable instructions generate a first CNAME referencing the first domain and a second CAME referencing the second domain.

18. The apparatus of any one of claims 14 to 17 wherein the content delivery network includes at least one additional domain associated with at least one additional characteristic.

19. The apparatus of any one of claims 14 to 18 wherein the content delivery network includes at least one additional domain associated with the first characteristic and at least one additional domain associated with the second characteristic.