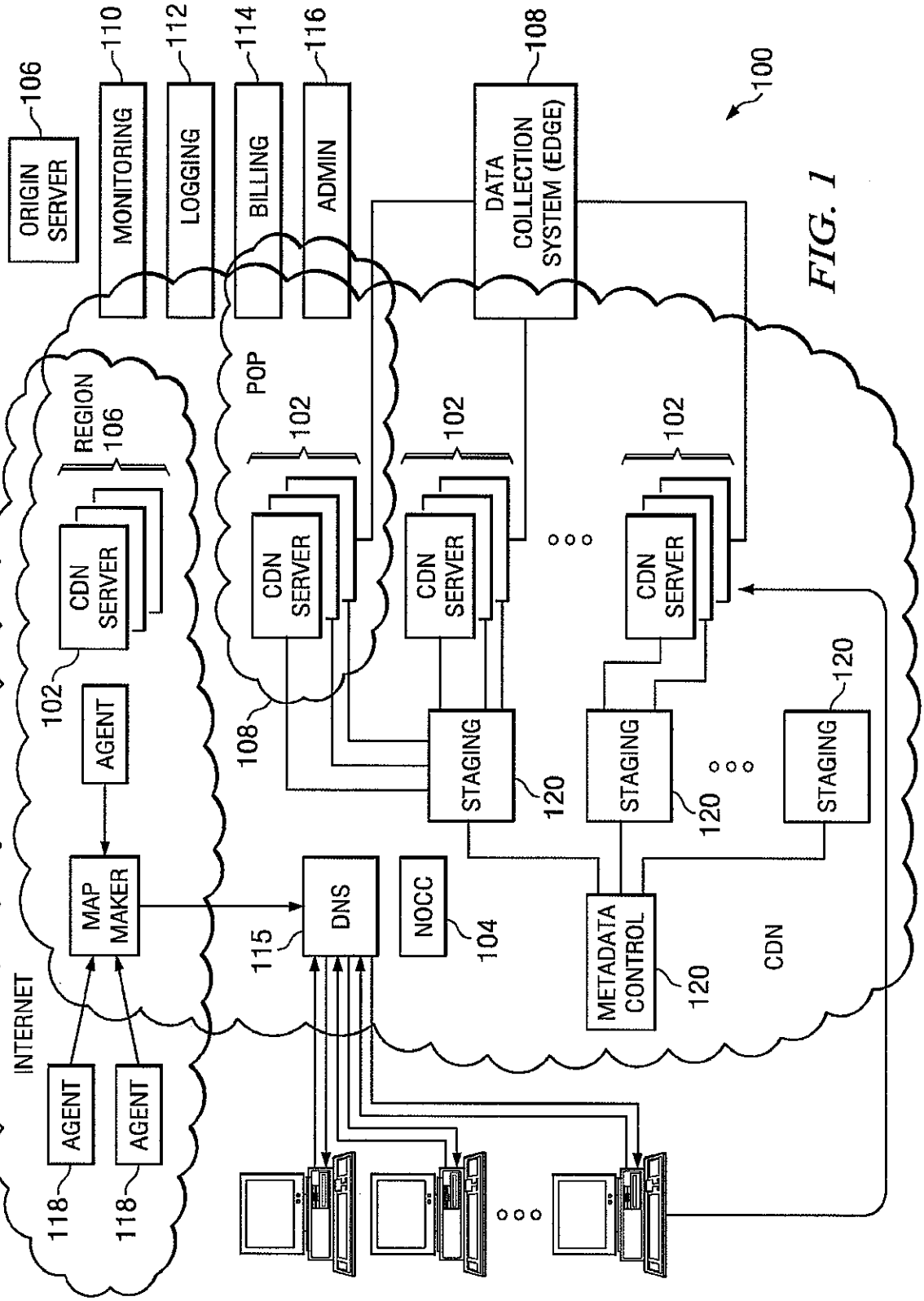

ORIGIN SERVER
106
MONITORING
110
LOGGING
112
BILLING
114
ADMIN
116
DATA COLLECTION SYSTEM (EDGE)
108
100
REGION 106
POP
102
CDN SERVER
AGENT
MAP MAKER
DNS
115
NOCC
104
STAGING
120
METADATA CONTROL
120
CDN
INTERNET
AGENT
118

FIG. 1

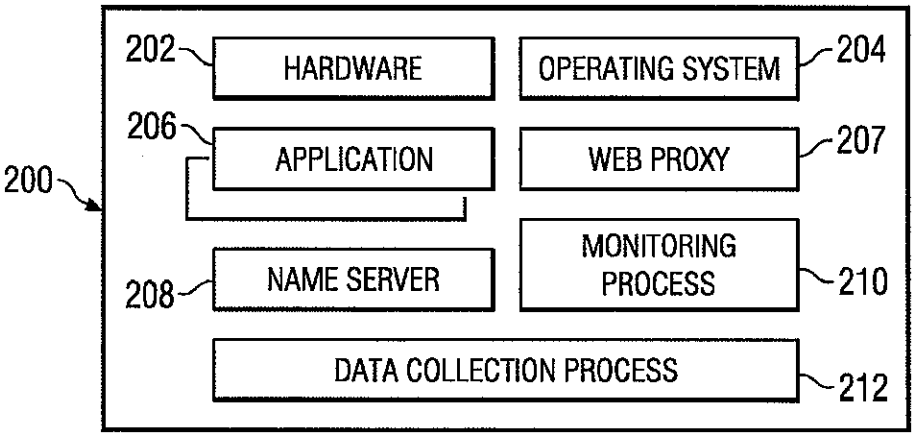

202
HARDWARE
OPERATING SYSTEM
204
206
APPLICATION
WEB PROXY
207
200
MONITORING PROCESS
208
NAME SERVER
210
DATA COLLECTION PROCESS
212

FIG. 2

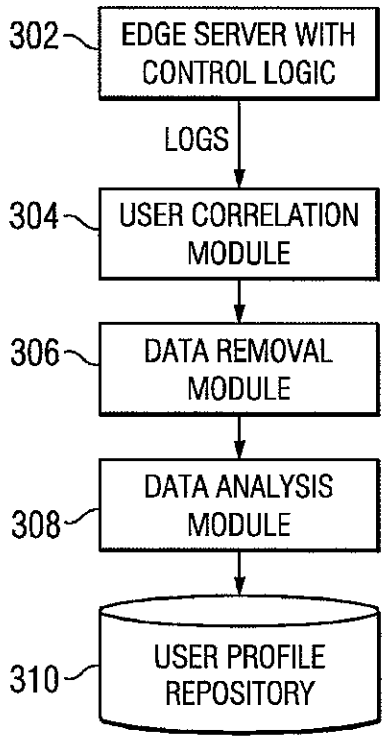

302
EDGE SERVER WITH CONTROL LOGIC
LOGS
304
USER CORRELATION MODULE
306
DATA REMOVAL MODULE
308
DATA ANALYSIS MODULE
310
USER PROFILE REPOSITORY

FIG. 3

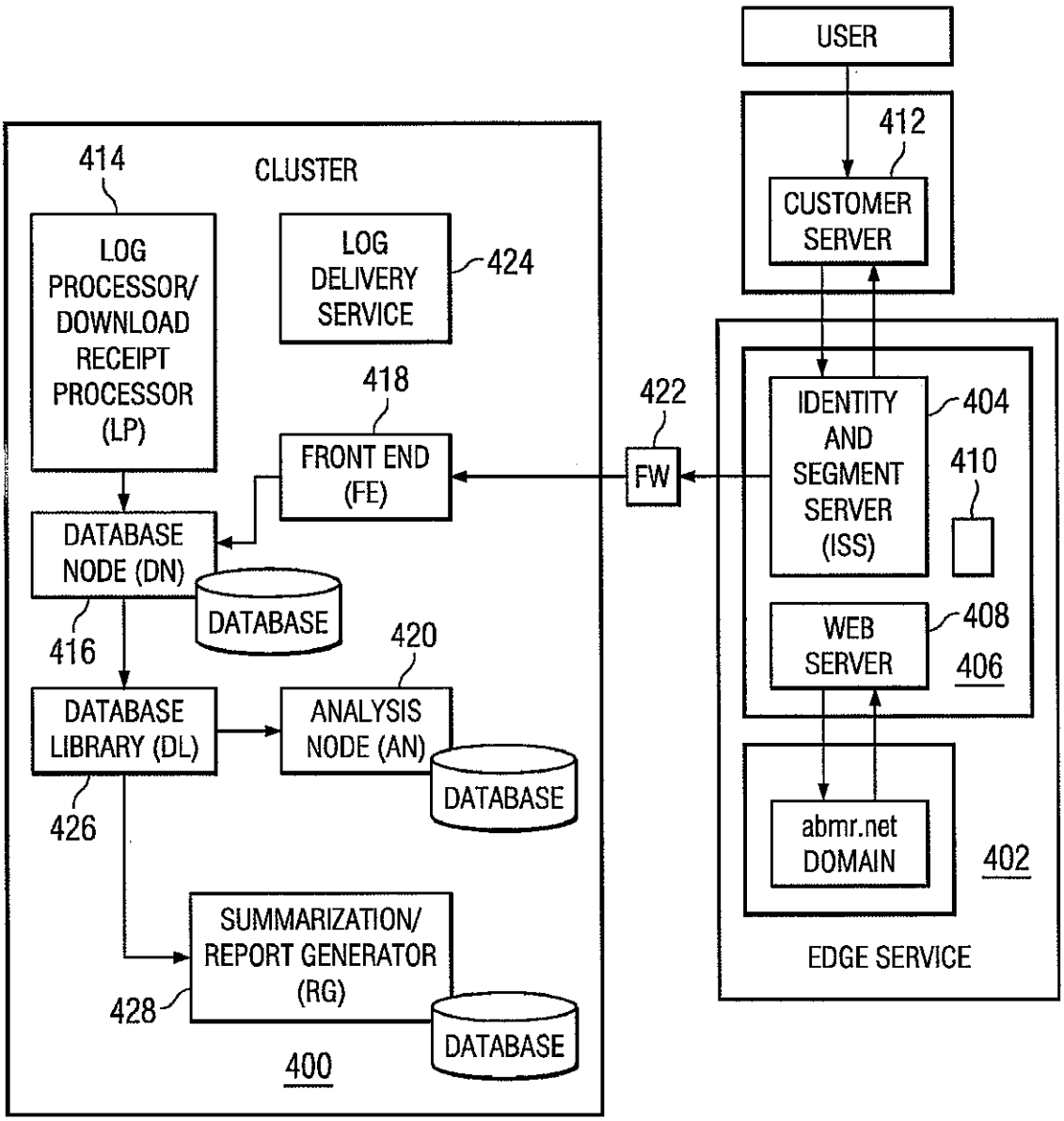

USER
412
CUSTOMER SERVER
414
CLUSTER
LOG PROCESSOR/ DOWNLOAD RECEIPT PROCESSOR (LP)
LOG DELIVERY SERVICE
424
418
FRONT END (FE)
422
FW
IDENTITY AND SEGMENT SERVER (ISS)
404
410
DATABASE NODE (DN)
DATABASE
416
420
DATABASE LIBRARY (DL)
ANALYSIS NODE (AN)
DATABASE
426
WEB SERVER
408
406
abmr.net DOMAIN
402
EDGE SERVICE
SUMMARIZATION/ REPORT GENERATOR (RG)
428
DATABASE
400

FIG. 4

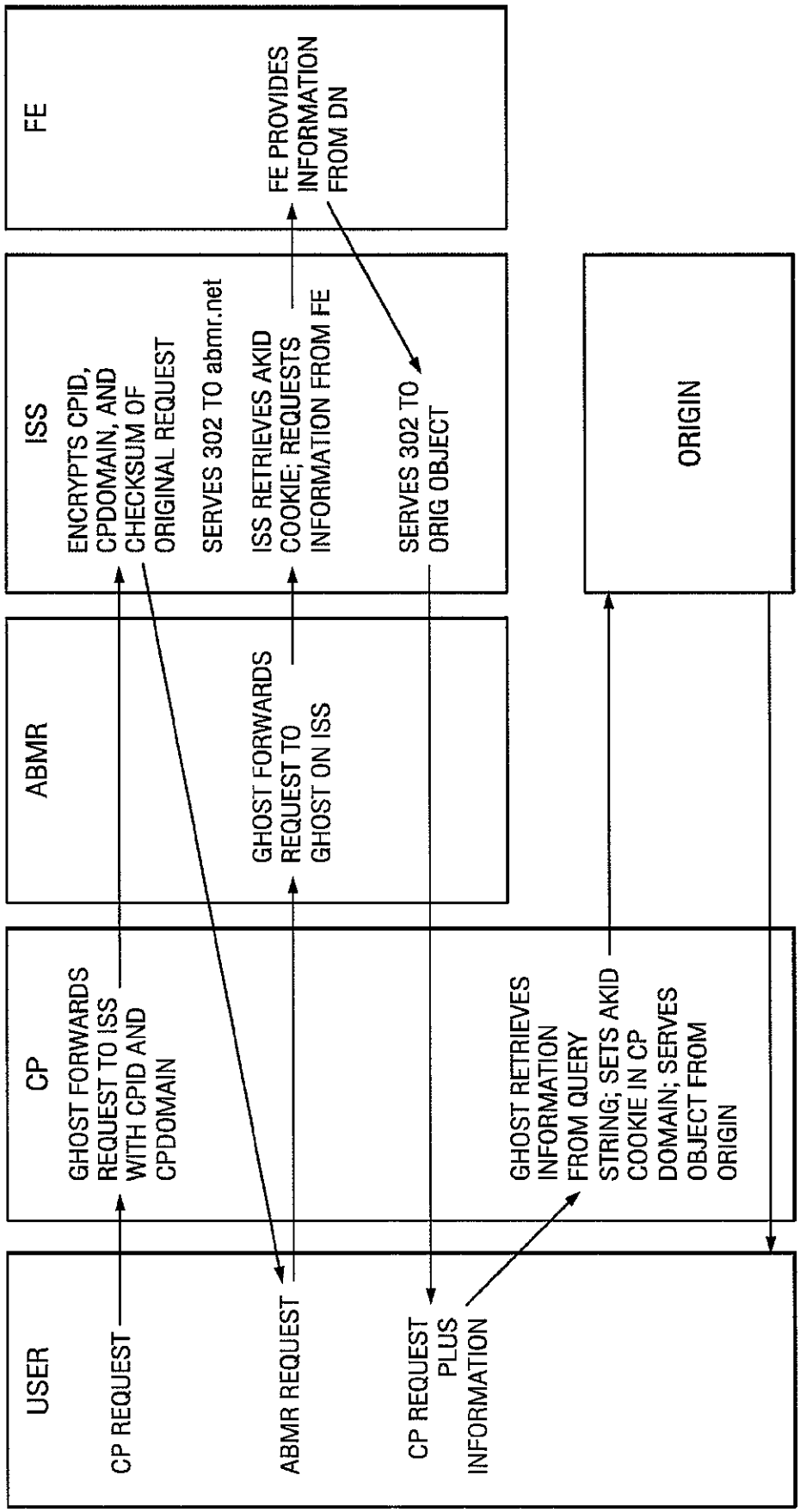

USER
CP REQUEST
CP
GHOST FORWARDS REQUEST TO ISS WITH CPID AND CPDOMAIN
ABMR
GHOST FORWARDS REQUEST TO GHOST ON ISS
ISS
ENCRYPTS CPID, CPDOMAIN, AND CHECKSUM OF ORIGINAL REQUEST
SERVES 302 TO abmr.net
ISS RETRIEVES AKID COOKIE; REQUESTS INFORMATION FROM FE
FE
FE PROVIDES INFORMATION FROM DN
ABMR REQUEST
SERVES 302 TO ORIG OBJECT
CP REQUEST PLUS INFORMATION
GHOST RETRIEVES INFORMATION FROM QUERY STRING; SETS AKID COOKIE IN CP DOMAIN; SERVES OBJECT FROM ORIGIN
ORIGIN

FIG. 5

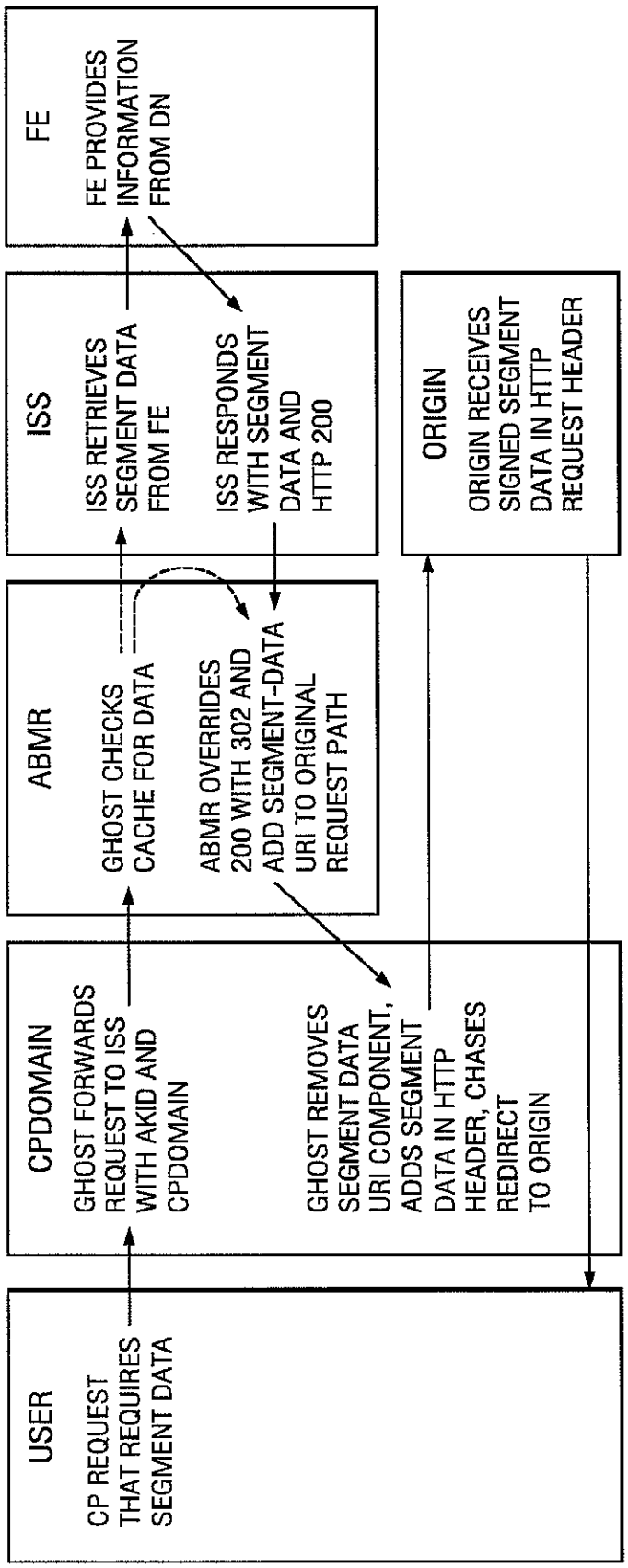

FE
FE PROVIDES INFORMATION FROM DN
ISS
ISS RETRIEVES SEGMENT DATA FROM FE
ISS RESPONDS WITH SEGMENT DATA AND HTTP 200
ORIGIN
ORIGIN RECEIVES SIGNED SEGMENT DATA IN HTTP REQUEST HEADER
ABMR
GHOST CHECKS CACHE FOR DATA
ABMR OVERRIDES 200 WITH 302 AND ADD SEGMENT-DATA URI TO ORIGINAL REQUEST PATH
CPDOMAIN
GHOST FORWARDS REQUEST TO ISS WITH AKID AND CPDOMAIN
GHOST REMOVES SEGMENT DATA URI COMPONENT, ADDS SEGMENT DATA IN HTTP HEADER, CHASES REDIRECT TO ORIGIN
USER
CP REQUEST THAT REQUIRES SEGMENT DATA

FIG. 6

As such a sample profile might be as follows:

USER ID = 326
Sports = 0.8
    General Pro (vs College) = 0.8
    Pro Baseball=0.8
    College Baseball=0.3
    Pro Football=0.7
    College Football=0.5
    Hockey=0.1
    Soccer=0.4
    Teams= Patriots, Celtics, Bruins, BC, Harvard
News=0.7
    International=0.8
    National=0.7
    Nation=US
    Regional=0.6
    Region=Massachusetts
Entertainment=0.3
    Movies=0.6
    Music=0.5
    People=Bono
Finance=0.7

Auto=0.6
Home Appliance=0.3
Travel=0.8
Travel Location=Korea

Age-Below-10: 0.01
Age-11-17: 0.01
Age-18-25: 0.1
Age-25-40: 0.3
Age-40-60: 0.4
Age-60+: 0.18
Male=0.8
Income-Below-30K=0.2
Income-30K-80K=0.6
Income-80K+=0.2
Home=02848
Work=02142

Internet-Time-per-Day=4 hours
Internet-Shopping-Level=0.8

FIG. 7