Why is P2P the Most Effective Way to Deliver Internet Media Content

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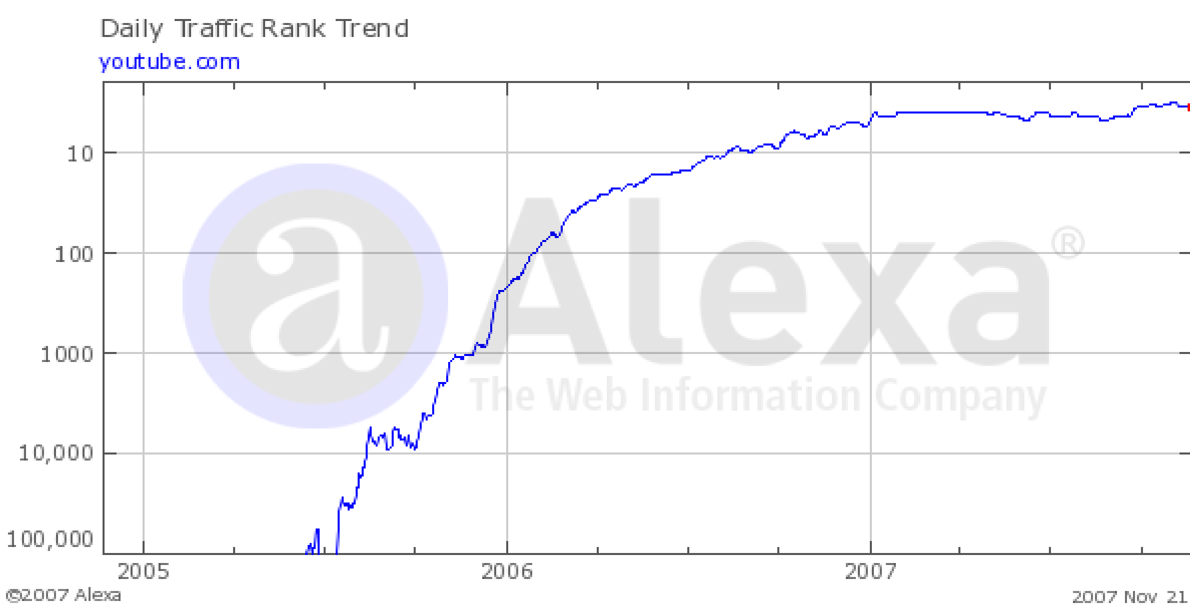
Media contents on the Internet

- Video applications are mainstream

- Video traffic is doubling every 3 to 4 months



No. 3

1. **Yahoo**
2. **Google**
3. **YouTube**

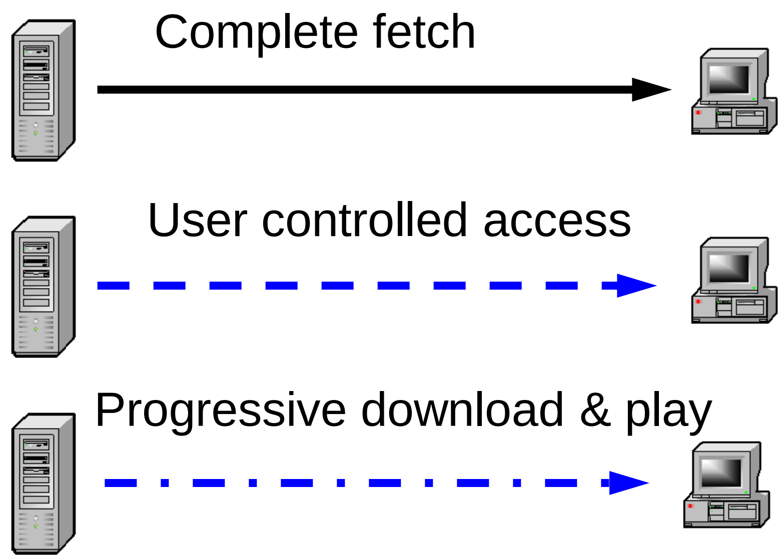
Different media delivery approaches

Content Delivery Network

Downloading

Streaming

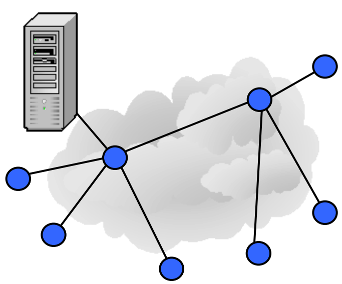
Pseudo Streaming



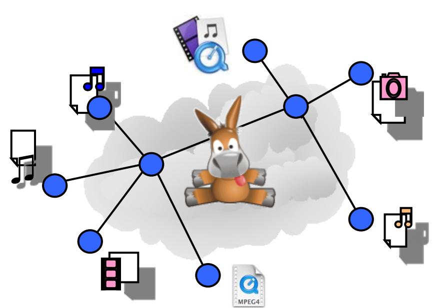
HTTP

RTSP

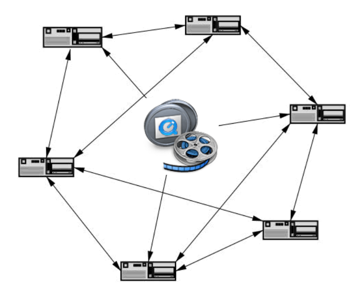
HTTP



Overlay multicast



P2P exchange



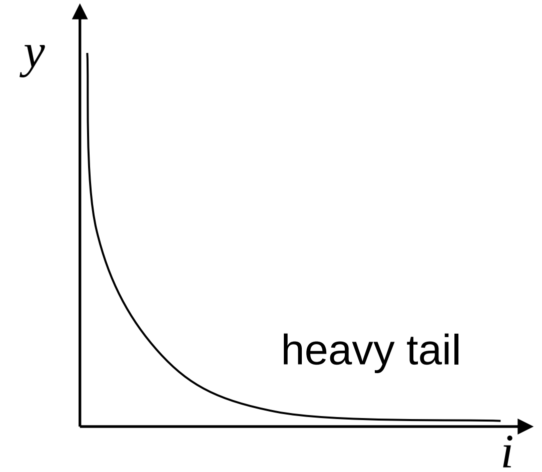
P2P swarming

The Power of measurements and modeling

- **Media delivery on the Internet**
  - Internet is an open, complex system
  - Media traffic is user-behavior driven
- **Challenges**
  - Lack of QoS support
  - Lack of Internet management and control for media flow
  - Thousands of concurrent streams from diverse clients
- **Measurements and modeling are critical for**
  - Evaluating system performance under the Internet environment
  - Understanding user access patterns in media systems
  - Providing guidance to media system design and management

Zipf distribution is believed the general model of Internet traffic patterns

- **Zipf distribution (power law)**
  - Characterizes the property of scale invariance
  - Heavy tailed, scale free
- **80-20 rule**
  - Income distribution: 80% of social wealth owned by 20% people (Pareto law)
  - Web traffic: 80% Web requests access 20% pages (Breslau, INFOCOM'99)
- **System implications**
  - Objectively caching the working set in proxy
  - Significantly reduce network traffic



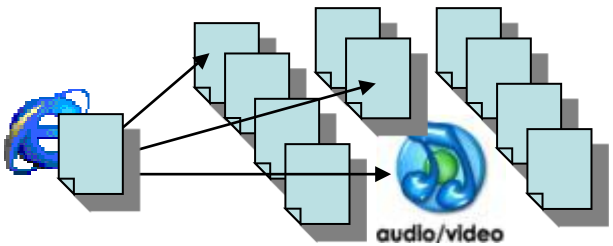
$$y_i \propto i^{-\alpha} \qquad \alpha: 0.6\text{~}0.8$$

i : rank of objects

y_i : number of references

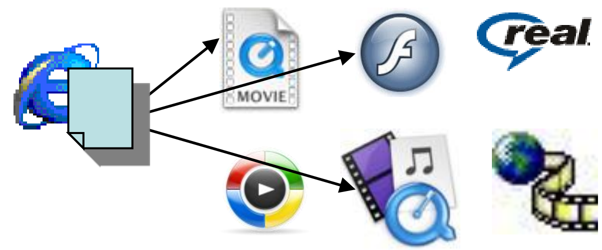
Does Internet media traffic follow Zipf's law?

Web media systems



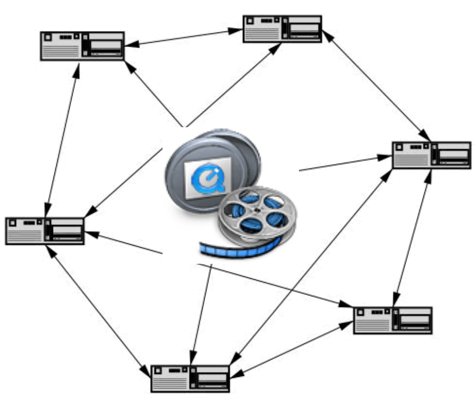
Chesire, USITS'01: Zipf-like
Cherkasova, NOSSDAV'02: non-Zipf

VoD media systems



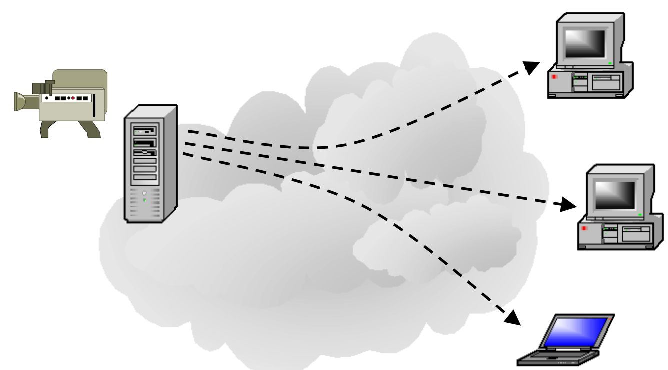
Acharya, MMCN'00: non-Zipf
Yu, EUROSYS'06: Zipf-like

P2P media systems



Gummadi, SOSP'03: non-Zipf
Iamnitchi, INFOCOM'04: Zipf-like

Live streaming and IPTV systems



Veloso, IMW'02: Zipf-like
Sripanidkulchai, IMC'04: non-Zipf

Inconsistent media access pattern models

- **Still based on the Zipf model**
  - Zipf with exponential cutoff
  - Zipf-Mandelbrot distribution
  - Generalized Zipf-like distribution
  - Two-mode Zipf distribution
  - Fetch-at-most-once effect
  - Parabolic fractal distribution
  - …

heuristic assumptions

- **All case studies**
  - Based on one or two workloads
  - Different from or even conflict with each other
- **An insightful understanding is essential to**
  - Content delivery system design
  - Internet resource provisioning
  - Performance optimization

Challenges of addressing the issues

- **Existing studies cannot identify a general media access pattern**
  - Limited number of workloads
  - Constrained scope of media traffic
  - Biased measurements and noises in the data set
- **Model should be accurate, simple, and meaningful**
  - Characterize the unique properties
  - Have clear physical meanings
  - Observable and verifiable predictions
  - Impacts on system designs
- **Model validation methodology**
  - Goodness-of-fit test
  - Reexamination of previous observations
  - Reappraisal of other models

Research Objectives

- **Discover a general distribution model of media access patterns**
  - Comprehensive measurements and experiments
  - Rigorous mathematical analysis and modeling
  - Insights into media system designs

Outline

- Motivation and objectives
- **Stretched exponential model of Internet media traffic**
- Dynamics of access patterns in media systems
- Caching implications and storage requirements
- Summary
- Other newly reported SE distributions in real world

Workload summary

- **16 workloads in different media systems**
  - Web, VoD, P2P, and live streaming
  - Both client side and server side

nearly all workloads available on the Internet

- **Different delivery techniques**
  - Downloading, streaming, pseudo streaming
  - Overlay multicast, P2P exchange, P2P swarming

all major delivery techniques

- **Data set characteristics**
  - Workload duration: 5 days - two years
  - Number of users: 10^3 - 10^5
  - Number of requests: 10^4 - 10^8
  - Number of objects: 10^2 - 10^6

data sets of different scales

Stretched exponential distribution

- Media reference rank follows stretched exponential distribution (passed Chi-square test)

Probability distribution: Weibull

$$P(X \le x) = 1 - \exp[-(\frac{x}{x_0})^c]$$

c: stretch factor

Rank distribution:

- fat head and thin tail in log-log scale
- straight line in log$x$-y^c scale

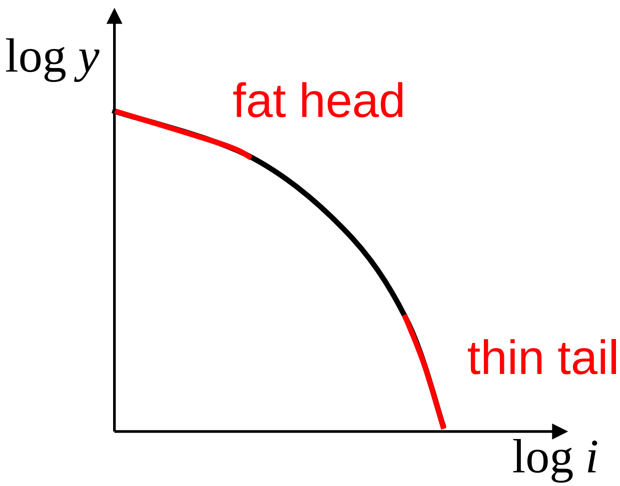
i : rank of media objects (N objects)

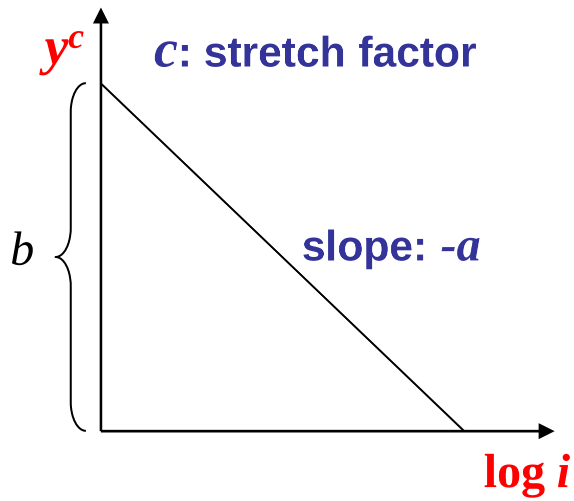
y : number of references

$$P(y > y_i) = \frac{i}{N}$$

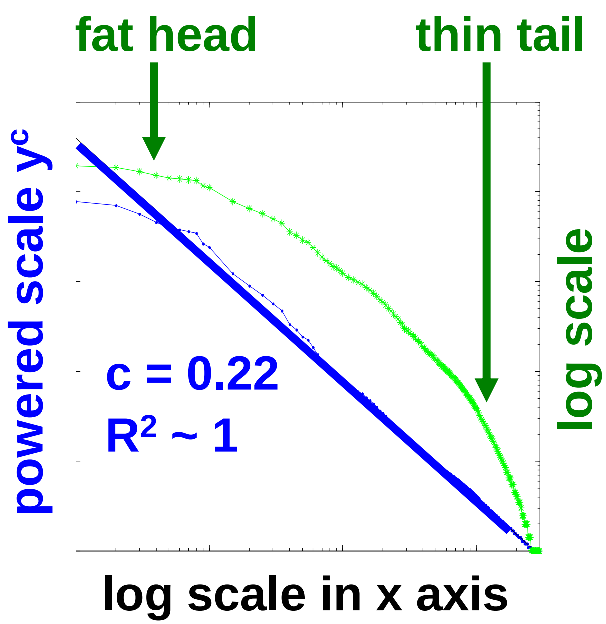
$$y_i^c = -a \log i + b \ (1 \le i \le N, a = x_0^c)$$

$$b = 1 + a \log N \ \text{(assuming } y_N = 1)$$

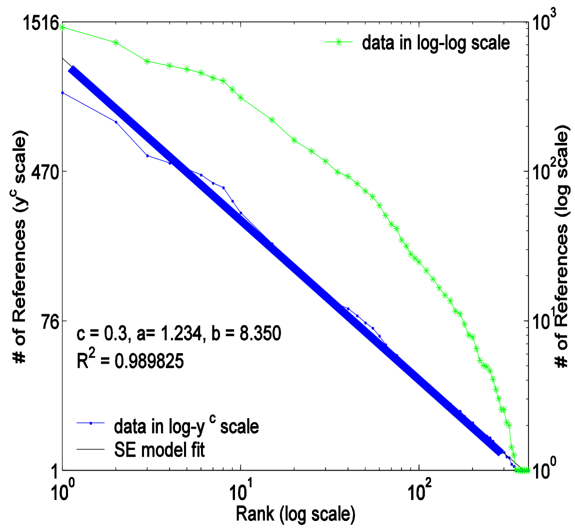




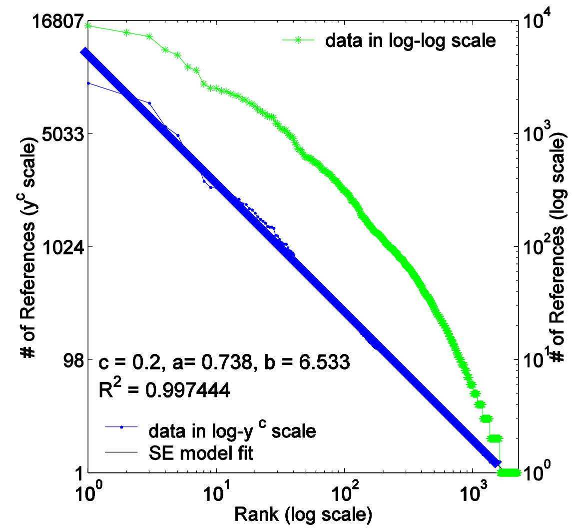
Evidences: Web media systems (server logs)



*HPLabs-99 (120 MB)



ST-SVR-01 (15 MB)



x: rank of media object, y: number of references to the object. Title: workload name (median file size)

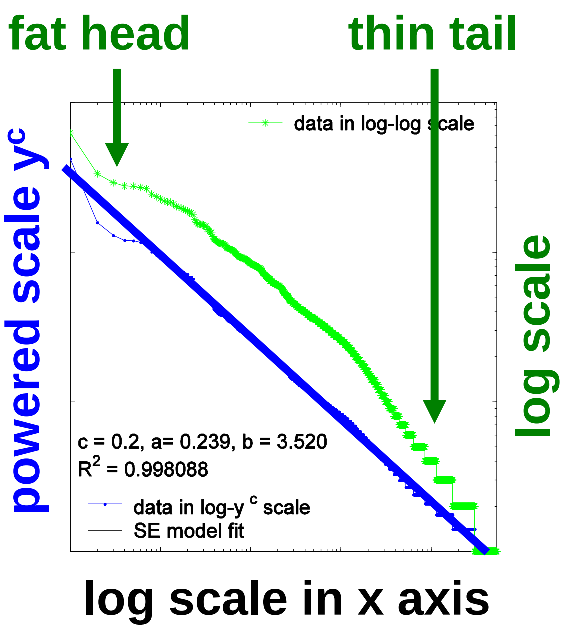
data in stretched exponential scale

data in log-log scale

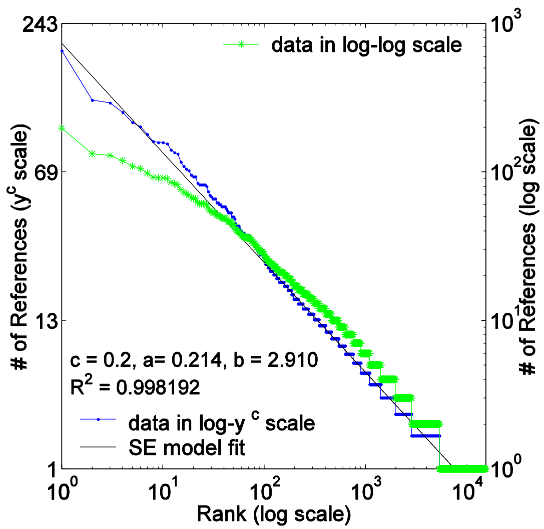
R^2: coefficient of determination (1 means a perfect fit)

HPC-98: enterprise streaming media server logs of HP corporation (29 months)
HPLabs: logs of video streaming server for employees in HP Labs (21 months)
ST-SVR-01: an enterprise streaming media server log workload like HPC-98 (4 months)

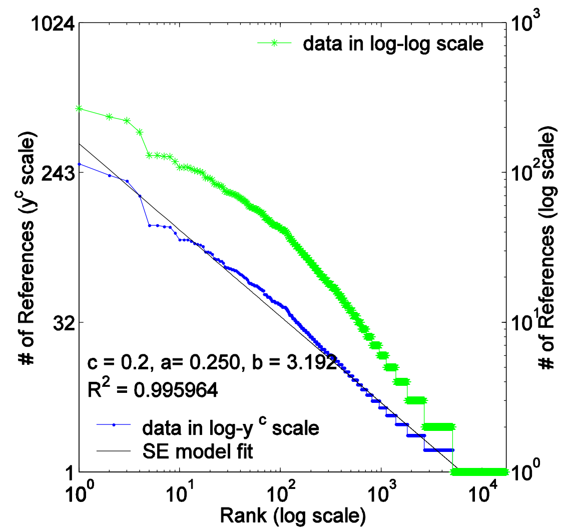
Evidences: Web media systems (req packets)



ST-CLT-04 (2 MB)



ST-CLT-05 (4.5 MB)

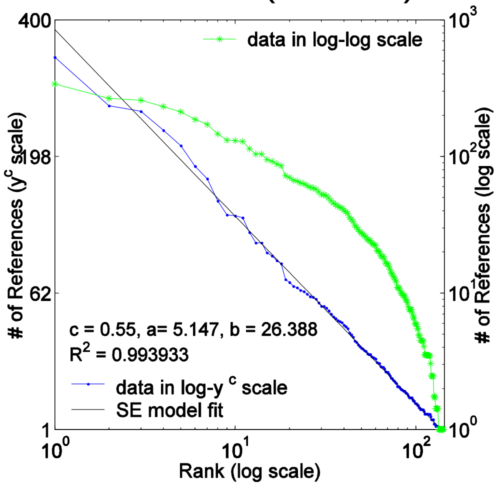


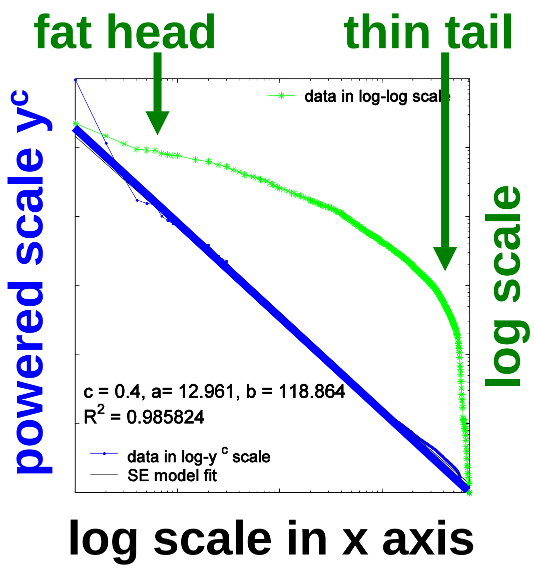
All collected from a large cable network hosted by a well-known ISP

PS-CLT-04: first IP packets of HTTP requests for media objects (downloading and pseudo streaming), 9 days
ST-CLT-04: RTSP/MMS streaming requests (on-demand media), 9 days
ST-CLT-05: RTSP/MMS streaming requests (on-demand media), 11 days

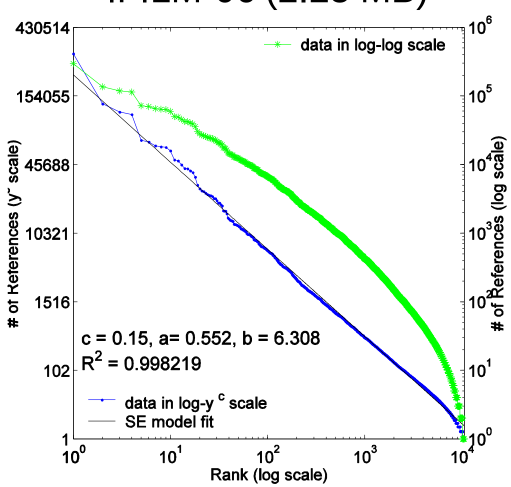
Evidences: VoD media systems

*mMoD-98 (125 MB)

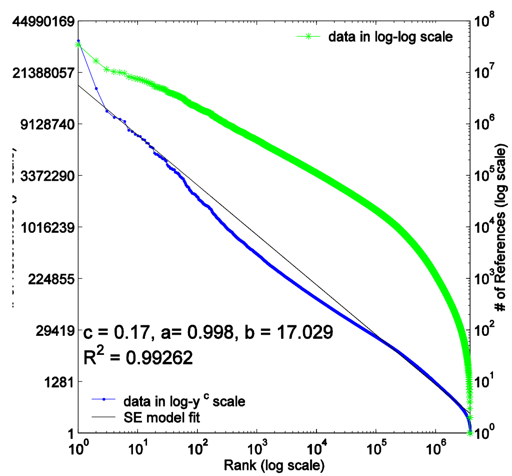




IFILM-06 (2.25 MB)



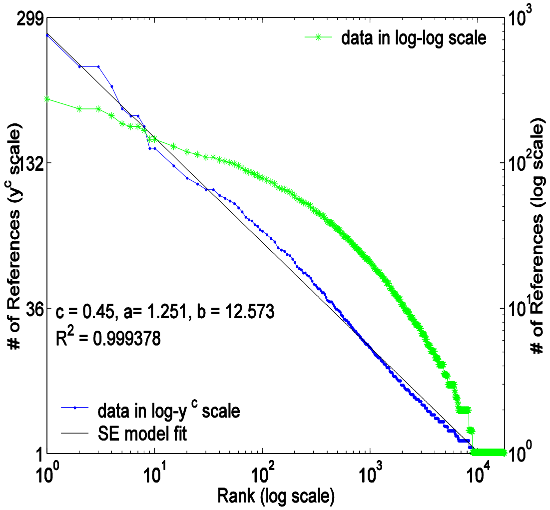
YouTube-06 (3.4 MB)



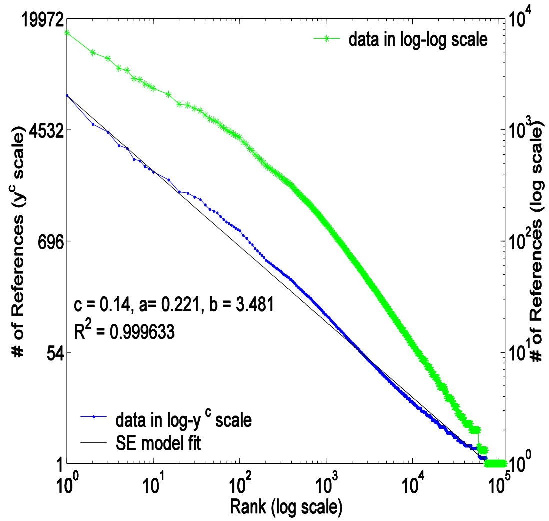
- mMoD-98: logs of a multicast Media-on-Demand video server, 194 days
- CTVoD-04: streaming serer logs of a large VoD system by China telecom, 219 days, reported as Zipf in EUROSYS'06
- IFILM-06: number of web page clicks to video clips in IFILM site, 16 weeks (one week for the figure)
- YouTube-06: cumulative number of requests to YouTube video clips, by crawling on web pages publishing the data

Evidences: P2P media systems

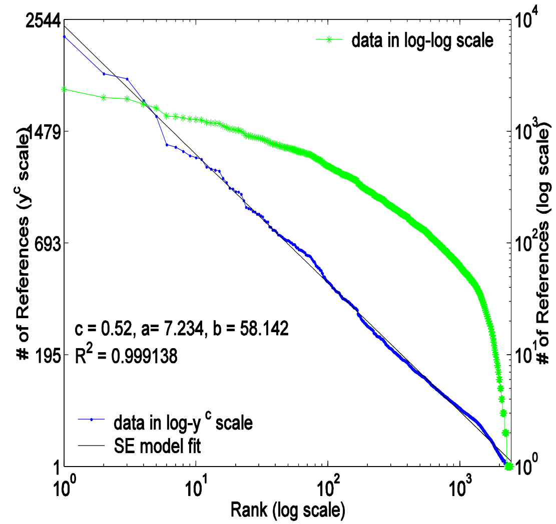
*KaZaa-02 (300 MB)



*KaZaa-03 (5 MB)



BT-03 (636 MB)



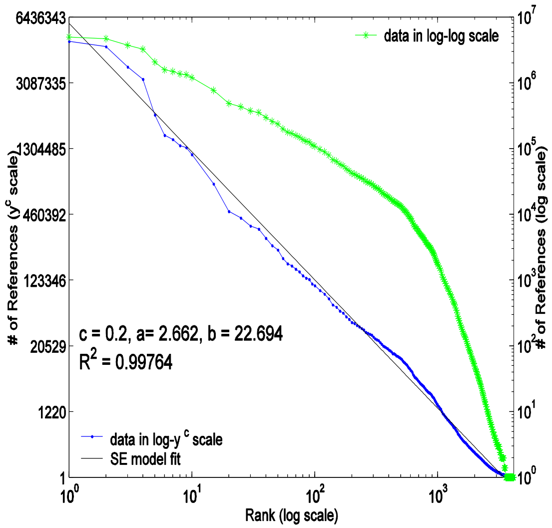
KaZaa-02: large video file (> 100 MB. Files smaller than 100 MB are intensively removed) transferring in KaZaa network, collected in a campus network, 203 days.

KaZaa-03: music files, movie clips, and movie files downloading in KaZaa network, 5 days, reported as Zipf in INFOCOM'04.

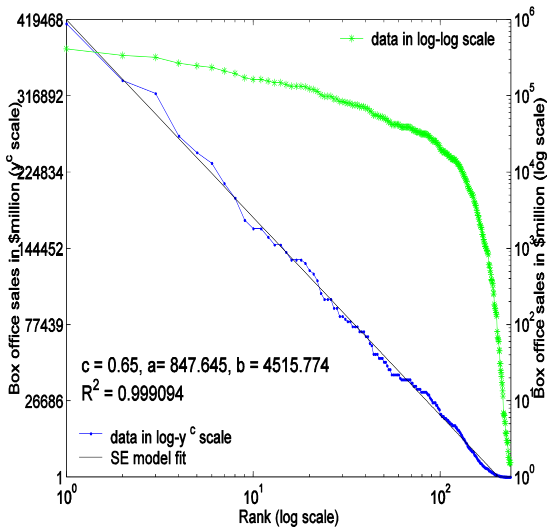
BT-03: 48 days BitTorrent file downloading (large video and DVD images) recorded by two tracker sites

Evidences: Live streaming and other systems

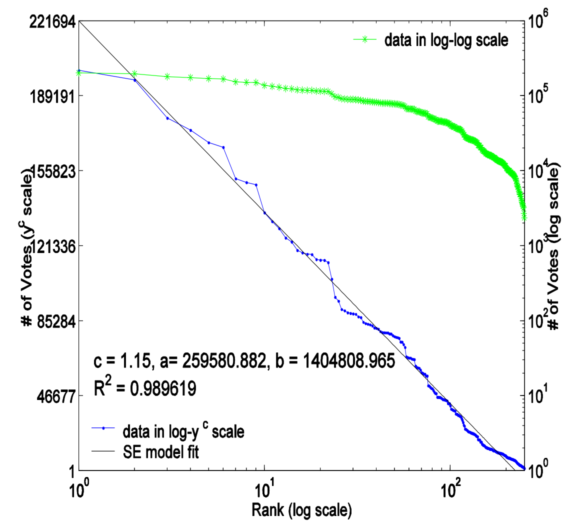
Akamai-03



Movie-02



IMDB-06

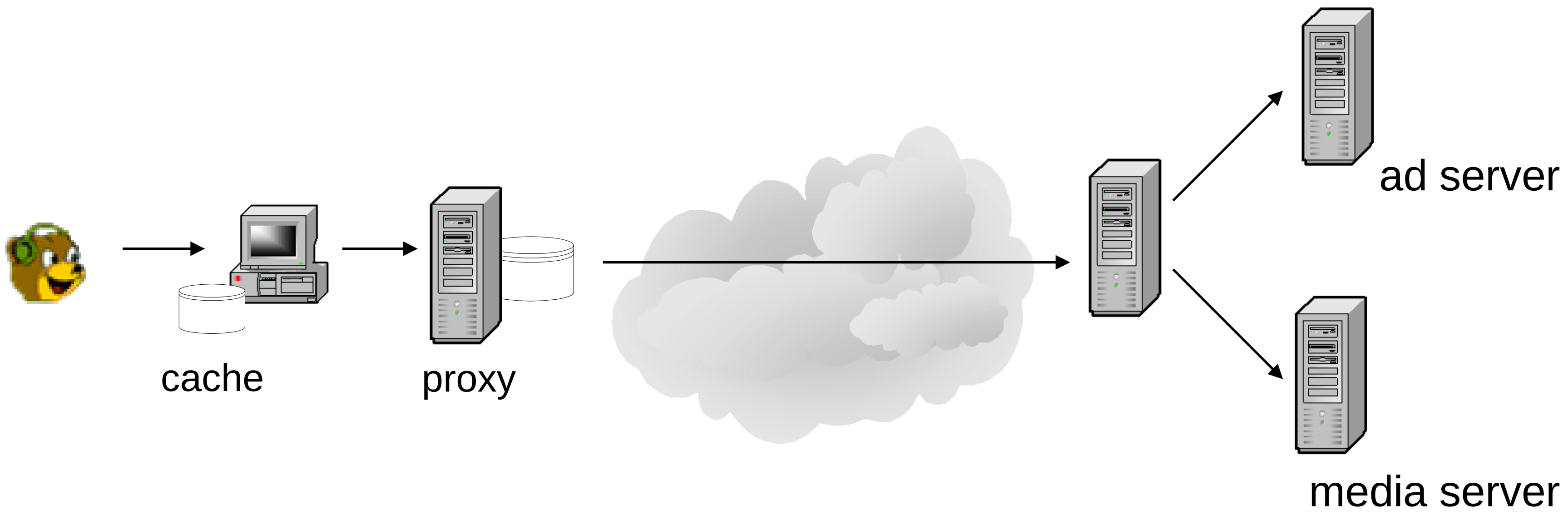


Akamai-03: server logs of live streaming media collected from akamai CDN, 3 months, reported as two-mode Zipf in IMC'04

Movie-02: US movie box office ticket sales of year 2002.

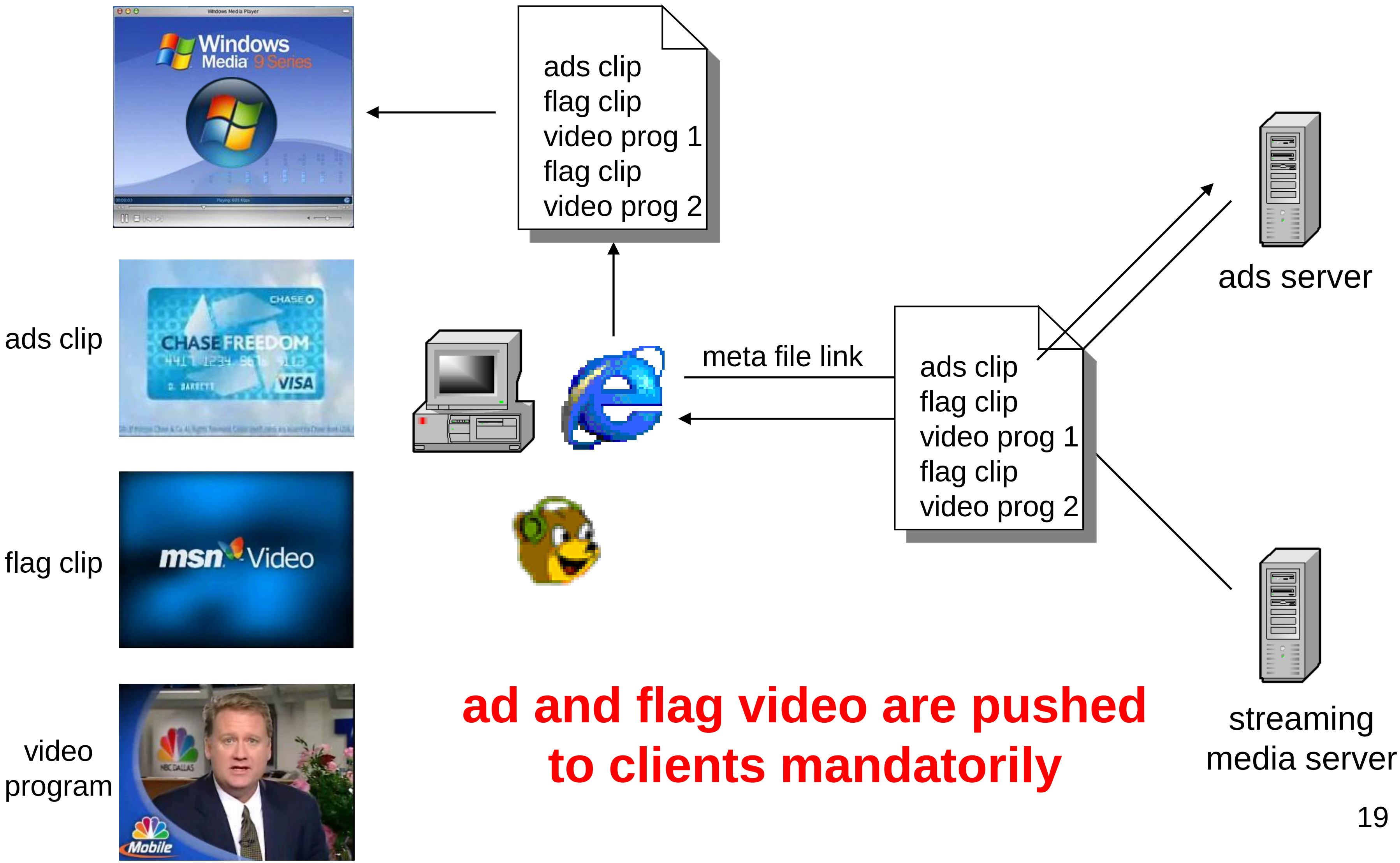
IMDB-06: cumulative number of votes for top 250 movies in Internet Movie Database web site

Why Zipf was observed in the past?



- **Media traffic is driven by user requests**
- **Intermediate systems may affect traffic pattern**
  – Effect of extraneous traffic
  – Filtering effect due to caching
- **Biased measurements may cause Zipf observation**

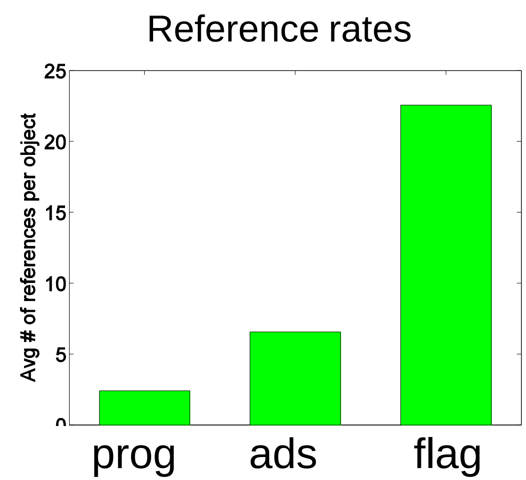
Extraneous media traffic



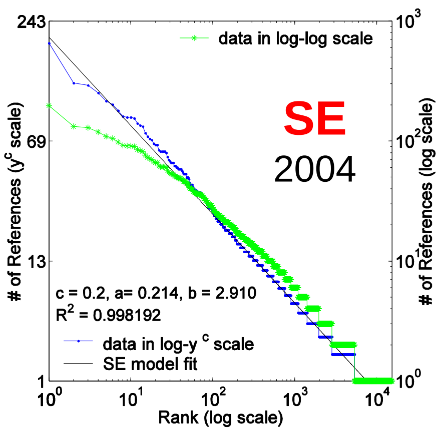
ad and flag video are pushed to clients mandatorily

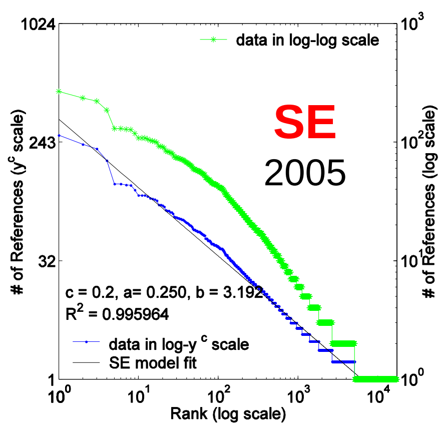
Effects of extraneous traffic on reference rank distributions

- Do not represent user access patterns
  - High request rate (high popularity)
  - High total number of requests
- Not necessary Zipf with extraneous traffic
  - Extraneous traffic changes
  - Always SE without extraneous traffic
- Small object sizes, small traffic volume



without extraneous traffic

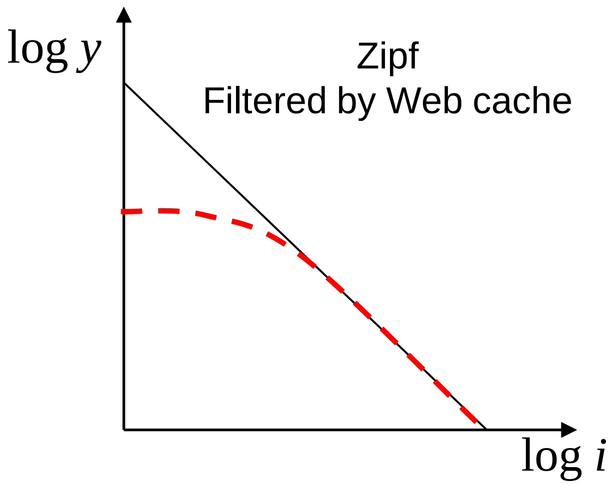


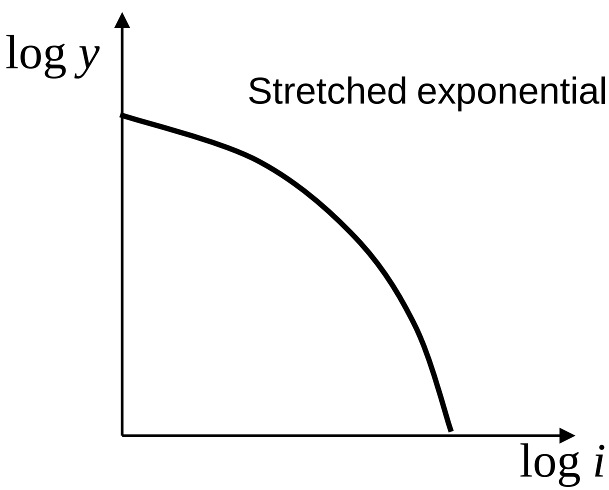


2004: 2 objects

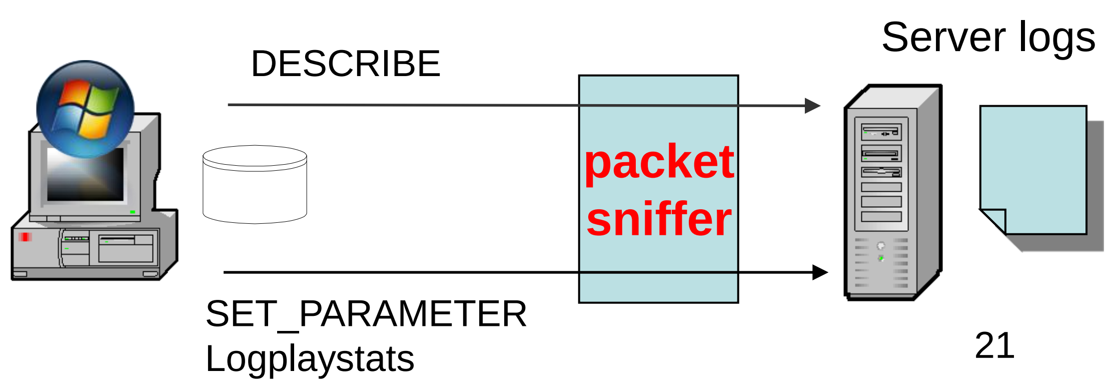
2005: merged into 1 object

Caching effect



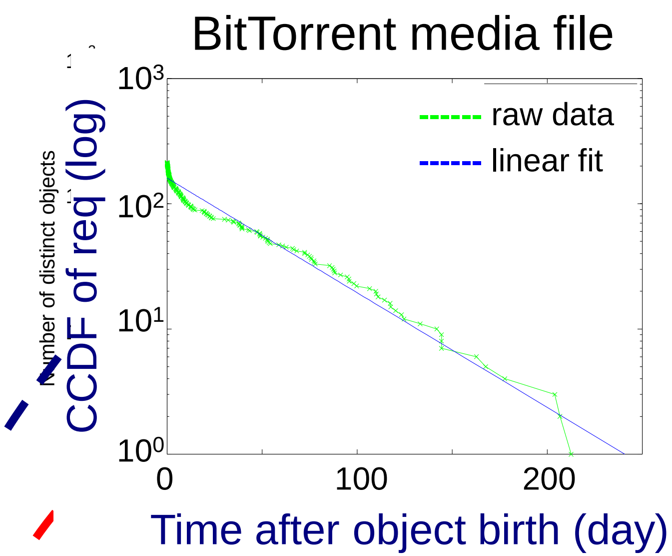


- **Web workload: caching can cause a “flattened head” in log-log scale**
- **Stretched exponential is not caused by caching effect**
- **Local replay events can be traced by WM/RM streaming media protocols**
  - Before replay: cache validation
  - After replay: send feed back
  - Recorded in server logs
  - Captured in our network measurement



Fundamental Differences between Zipf and SE

- **"Rich-get-richer" phenomenon**
  - Pareto, power law, …
  - The structure of WWW
- **Web accesses are Zipf**
  - Popular pages can attract more users
  - Pages update to keep popular
  - Yahoo ranks No.1 more than six years
  - Zipf-like for long duration
- **Media accesses are different**
  - Popularity decreases with time exponentially
  - Media objects are immutable
  - **Rich-get-richer not present**
  - Non-Zipf in long duration



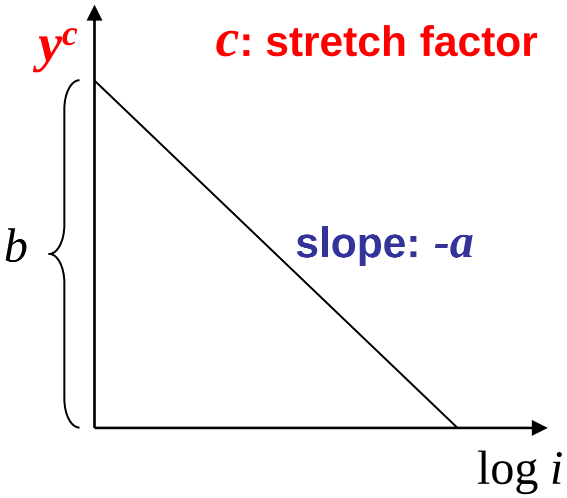
Number of distinct weekly top N popular objects in 16 weeks

Top 1 Web object never changes

Top 1 video object changes every week

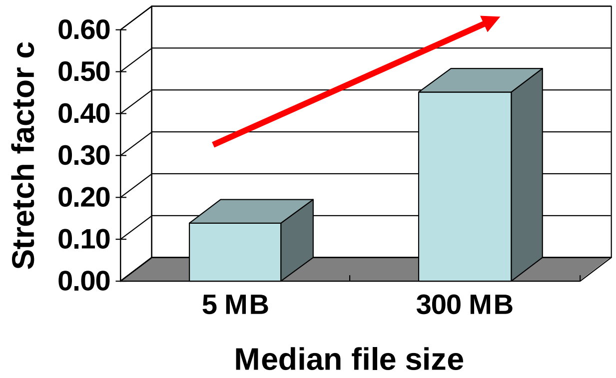
Dynamics of Access Patterns in Media Systems

- **Media reference rank distribution in log-log scale**
  - Different systems have different access patterns
  - The distribution changes over time in a system (NOSSDAV'02)
- **All follow stretched exponential distribution**
  - Stretch factor c
  - Minus of slope a
- **Physical meanings**
  - Media file sizes
  - Aging effects of media objects
  - Deviation from the Zipf model

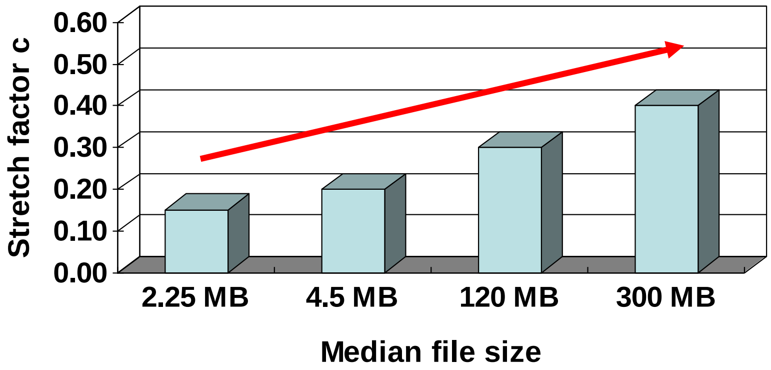


Stretched factors of different systems

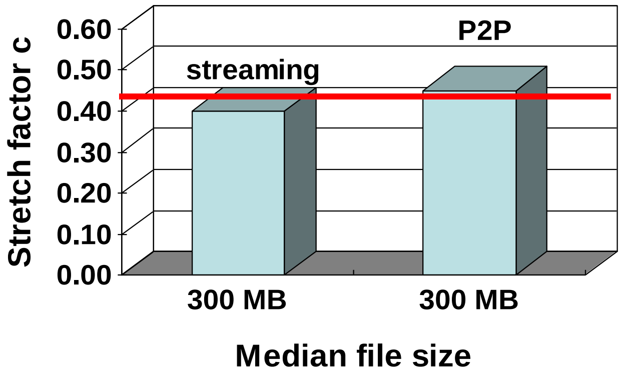
KaZaa systems, different file sizes



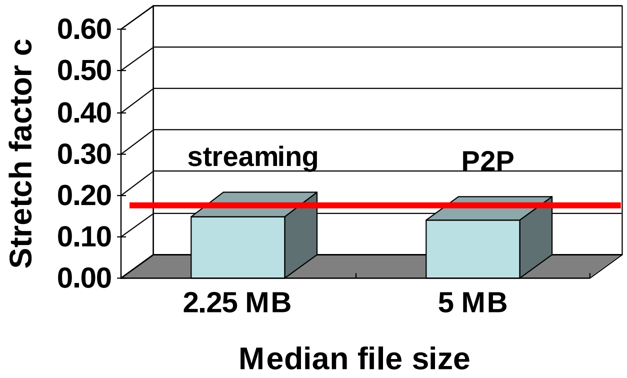
Streaming systems, different file sizes



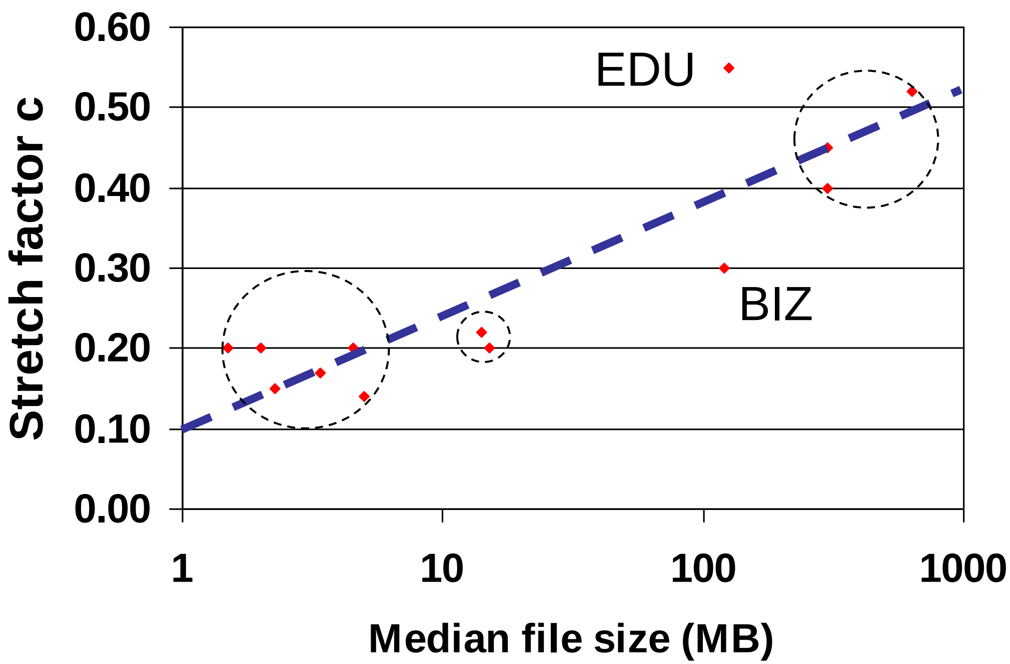
Different systems, similar file sizes



Different systems, similar file sizes



Stretched factor and media file sizes



file size vs. stretch factor c

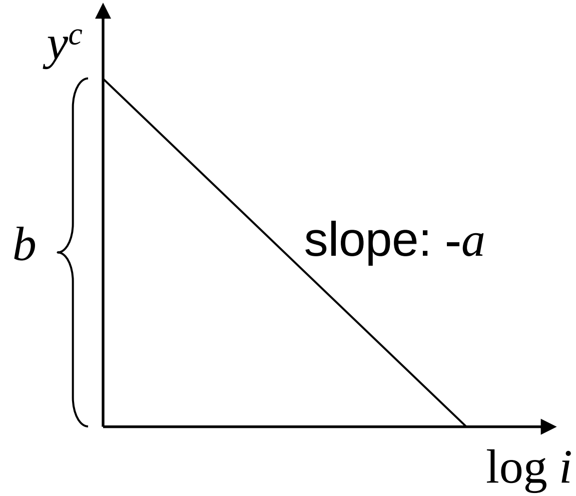
- 0 – 5 MB: c <= 0.2
- 5 – 100 MB: 0.2 ~ 0.3
- > 100 MB: c >= 0.3

***C* increases with file size**

- **Other factors besides file size**
  - Different encoding rates and compression ratios
  - Video and audio are different
  - Different content type: entertainment, educational, business

Stretched exponential parameters

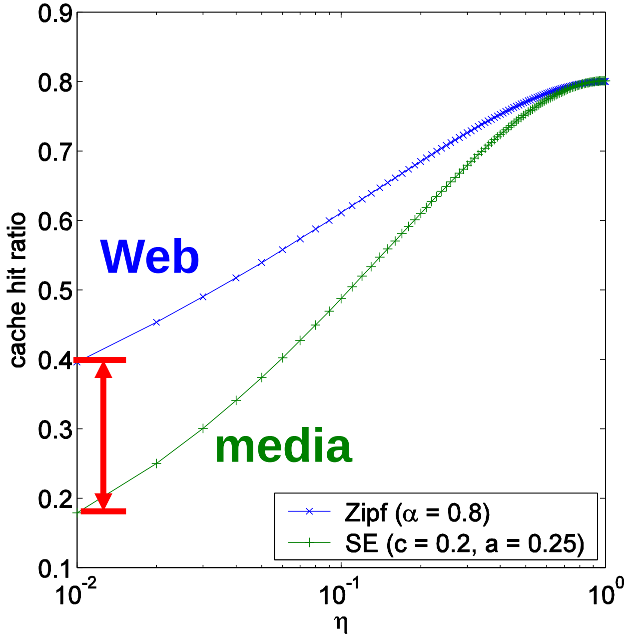
- **In a media system**
  - Constant request rate
  - Constant object birth rate
  - Constant median file size
- **Stretch factor *c* is a time invariant constant**
- **Parameter *a* increases with time**



$$a = \left[\frac{\lambda_{req}}{\lambda_{obj}} \frac{1}{1 + \frac{N'(t)}{\lambda_{obj} t}} \frac{1}{\Gamma(1 + \frac{1}{c})} \right]^c$$

$$a \rightarrow \left[\frac{\lambda_{req}}{\lambda_{obj}} \frac{1}{\Gamma(1 + \frac{1}{c})} \right]^c$$

Modeling caching performance



Parameter selection

Zipf: typical Web workload (α=0.8)

SE: typical streaming workload

(c = 0.2, a = 0.25, same as ST-CLT-05)

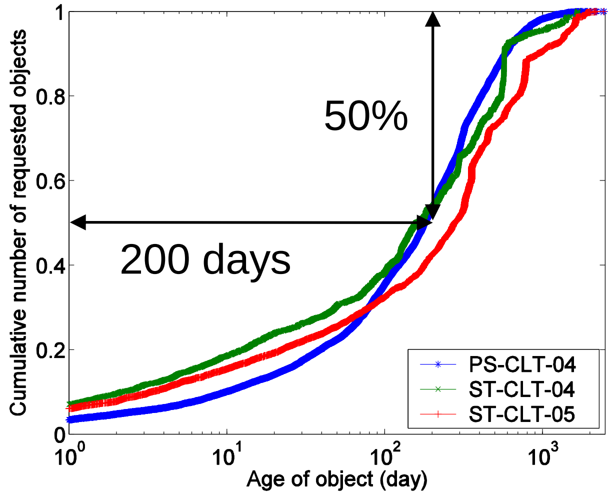
Asymptotic analysis for small cache size k (k << N)

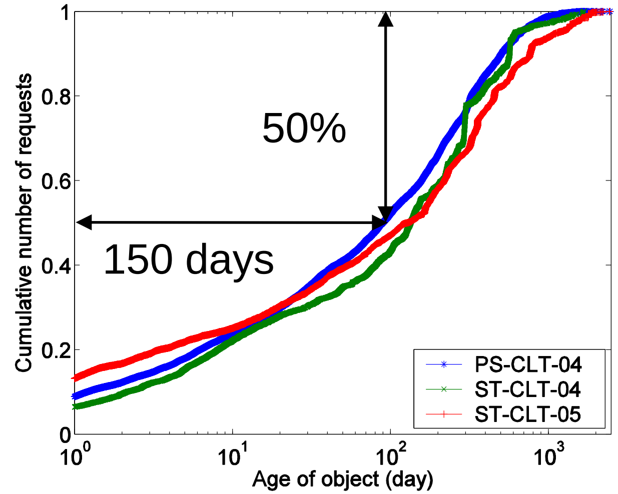
- Zipf $H_{zf}(\frac{k}{N}) = \sum_{i=1}^{k} \frac{1-\alpha}{i^{\alpha}} \times \frac{1}{N^{1-\alpha}}$
- SE $H_{se}(\frac{k}{N}) = \frac{k}{\langle y \rangle} \times \frac{(\log N)^{\frac{1}{c}}}{N}$

$$\lim_{N\to\infty} \frac{H_{se}(\frac{k}{N})}{H_{zf}(\frac{k}{N})} = \lim_{N\to\infty} c_1 \frac{(\log N)^{\frac{1}{c}}}{N^{\alpha}} = 0$$

Media caching is far less efficient than Web caching

Long time to reach optimal





- Media objects have long lifespan
  - Most requested objects are created long time ago
  - Most requests are for objects created long time ago
- To achieve maximal concentration
  - Very long time (months to years)
  - Huge amount of storage
  - Only peer-to-peer systems provide such a huge space with a long time

Summary

- Media access patterns do not fit Zipf model
- We give reasons why previous results were confusing
- **Media access patterns are stretched exponential**
- **Our findings imply that**
  - Client-server based proxy systems are not effective to deliver media contents
  - P2P systems are most suitable for this purpose
- We provide an analytical basis for the effectiveness of a P2P media content delivery infrastructure

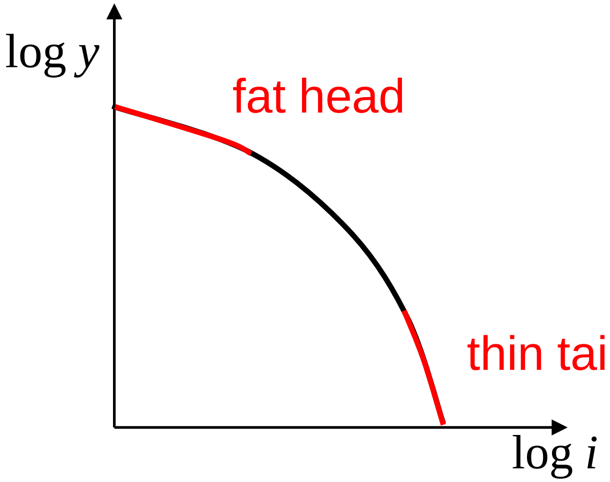
Different Distribution Models (Localities) for Different Storage Requirements

- Media reference rank follows stretched exponential distribution

The SE curve implies a wide access distribution in long period of time.

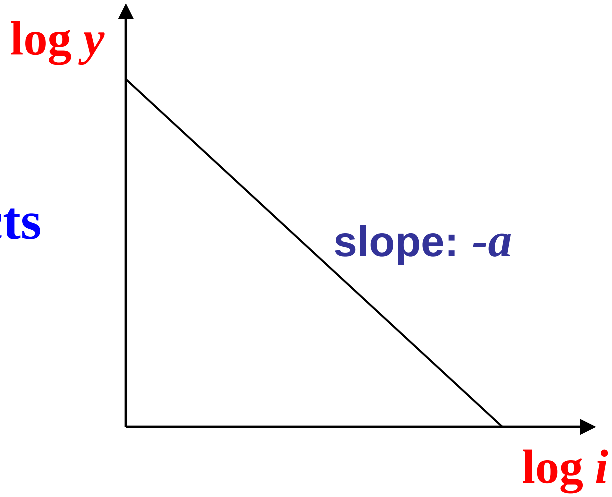
Rank distribution:

- fat head and thin tail in log-log scale
- weak locality needs a huge storage



The sharp zipf slope implies a concentrated access distribution on a small number of objects

- **strong locality only needs a proxy cache**



SE: Decentralized Content Delivery in Internet

- Focused Internet accesses in a long period of time follows zipf
- Decentralized Internet accesses in a long period time follow SE
- **Other Internet media accesses fitting SE after PODC'08**
  - **IPTV**, user channel selection distribution (SIGMETRICS'09)
  - **PPLive,** P2P streaming request distribution (ICDCS'09)
  - **FS2You** (online storage system in China), file request distribution (INFOCOM'09)
  - **Wikipedia, Yahoo answers**, social network posting distribution (KDD'09)
  - Access distribution in **PPStream** is converting from zipf (2007) to stretched exponential (2009) (a report from Nanjing Statistical Institute)
  - **USTC-VOD, Shanghai Jiading TVOD:** program request distributions (China National College Statistical Modeling Competition Outstanding award project, 09)
  - **Web access patterns** in American University of Nigeria in Africa (AMCIS'09)

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- Social network contributors' distribution, KDD'09
- PSM-throttling, streaming in WLAN with low power, ICNP'07
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