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## Google Outage: Internet Traffic Plunges 40%



352

Posted by samzenpus on Monday August 19, 2013 @05:05AM from the have-some-  -

cold fjord writes

"Is 40% anything to worry about? Sky News reports, ['Worldwide internet traffic plunged by around 40% as Google services suffered a complete black-out'](#), according to web analytics experts. The tech company said all of its services from Google Search to Gmail to YouTube to Google Drive went down for between one and five minutes last night. The reason for the outage is not yet known, and Google refused to provide any further information when contacted by Sky News Online. According to web analytics firm GoSquared, global internet traffic fell by around 40% during the black-out, reflecting Google's massive grip on the web. "That's huge," said GoSquared developer Simon Tabor. "As internet users, our reliance on Google.com being up is huge."

google internet toobigtofail 



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Google Outage: Internet Traffic Plunges 40%

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### Details on Google Apps Status Dashboard (Score:5, Informative)

by Novus ( 182265 ) on Monday August 19, 2013 @05:09AM (#44605547)

See [Google Apps Status Dashboard](#) [google.com] for more details (hover over red outage dots for times).

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### Re:Details on Google Apps Status Dashboard (Score:5, Funny)

by arglebargle\_xiv ( 2212710 ) on Monday August 19, 2013 @05:24AM (#44605613)

Did their certificates expire?

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### NSA Wiretap installed (Score:4, Insightful)

by Anonymous Coward on Monday August 19, 2013 @06:14AM (#44605779)

NSA installed one of it's man.in.the.middle data centers perhaps.

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### Re:NSA Wiretap installed (Score:5, Funny)

by jafiwam ( 310805 ) on Monday August 19, 2013 @08:17AM (#44606239)  
Homepage Journal

NSA installed one of it's man.in.the.middle data centers perhaps.

Yup. Microsoft had their man-in-the-middle stuff from the NSA installed last week, causing their outage of cloud and email services.

Either that, or there's a glitch in the Matrix and we'll have to climb down the main wet-wall rather than the fire escape.

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[buffer overrun](#) It's probably just a buffer overrun on the Prism-Google

[Re:](#) While I agree with you in principle there's a good chance

[Re:](#) The interesting bit isn't that Google was down. The interesting

[Re:](#) There's a difference?

### Google.com? (Score:4, Funny)

by Anonymous Coward on Monday August 19, 2013 @05:10AM (#44605555)

I use google.fr, you insensitive clod!

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### Re:Google.com? (Score:5, Funny)

by Noughmad ( 1044096 ) <miha.cancula@gmail.com> on Monday August 19, 2013 @07:38AM (#44606041) Homepage

If you use google.fr, that's insensitive Claude for you!

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### As I keep having to say to my older family.. (Score:5, Informative)

by sjwt ( 161428 ) on Monday August 19, 2013 @05:11AM (#44605557)

Pro Tip: Rather than Googling 'Facebook' you could use a bookmark, or try [www.facebook.com](http://www.facebook.com)

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#### Facebook (Score:5, Interesting)

by [tuppe666 \( 904118 \)](#) on Monday August 19, 2013 @05:27AM (#44605619)

Pro Tip: Rather than Googling 'Facebook' you could use a bookmark, or try [www.facebook.com](http://www.facebook.com)

Facebook is definitely Googles main threat (when will they release their own search engine). Its why Google are throwing everything behind Google+. I have been astonished how Microsoft/Apple have been prepared to squander their respective advantages by not having a social network, preferring to support Facebook against Google.

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#### Re:Facebook (Score:4, Insightful)

by Anonymous Coward on Monday August 19, 2013 @05:34AM (#44605649)

I have been astonished how Microsoft/Apple have been prepared to squander their respective advantages by not having a social network, preferring to support Facebook against Google.

Probably because they're not fools.

You know who talks about G+? G+ users. That's about it. The value of a social network is based on the number of people involved, and Google failed hardcore at attracting users. Having blown their load, G+ is about as much of a threat to Facebook as MySpace is.

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#### Google+ is growing (Score:5, Interesting)

by [tuppe666 \( 904118 \)](#) on Monday August 19, 2013 @05:48AM (#44605705)

Probably because they're not fools.

Except Google+ is growing, and even though it is in no way eclipsing Facebook. Yahoo was dominant in search; Apple was dominant in smartphones; Hotmail was dominant in internet mail. How is the fact that there is strong player in the market relevant, both Apple and Microsoft could benefit from having their own social network, and Facebook is a threat to both.

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└ **Re:** A murrain on both their houses. Maybe I'm an antisocial old

#### Re:Google+ is growing (Score:5, Insightful)

by [mcvos \( 645701 \)](#) on Monday August 19, 2013 @07:26AM (#44605999)

As a Google+ user, I definitely don't want Google and Facebook to capture the same market. People are definitely part of the reason why I prefer G+ over Facebook.

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└ **Re:** You may wish to "explain" this, for my old, cranky,

#### Re:Google+ is growing (Score:5, Interesting)

by [mcvos \( 645701 \)](#) on Monday August 19, 2013 @08:15AM (#44606225)

Facebook seems to revolve a lot around resharing

vague funny images. G+ is more about real discussion. Resharing images does happen on occasion, but not to the point where it becomes tedious. In the early days of G+, there was such an image listing the most talked about person on Facebook, Twitter and Google+. They were some pop star, some other pop star, and Albert Einstein, respectively.

Call it elitist if you like, but I vastly prefer the topics of discussion on G+ over those on Facebook.

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Re: This is not the result of the social network you

Re: Have to agree mcvos. What most people don't

Re: Dear god, can you imagine a Microsoft social network...

#### Re:Google+ is growing (Score:5, Interesting)

by khallow ( 566160 ) on Monday August 19, 2013 @07:55AM (#44606137)

Apple's would just be some kind of hybrid prison/sandpit.

But do you get an official Hutt sendoff?

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Re: How do you measure growing? Sure, I have an account.

Re: I am really ok with Google + very slowly and keeping most of

Re: At least 40% of people I know type their url in google... send a non

Re: The young ones, too. My 12 year old step son uses the browser search

Re: This is why Google is #1 and Facebook respectively is #2

Re: I like how this is modded +5 Informative. Thanks for the handy tip! I

#### Actually, Tragically Funny == Informative (Score:4, Informative)

by Overzeetop ( 214511 ) on Monday August 19, 2013 @07:21AM (#44605979) Journal

Just a note for those who don't mod frequently and might wonder about the actual utility of this post for /.ers.

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#### Re:As I keep having to say to my older family.. (Score:5, Funny)

by yotto ( 590067 ) on Monday August 19, 2013 @07:29AM (#44606009) Homepage

I'll just search for "site:slashdot.org how do I get to facebook without using google"

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#### Re:As I keep having to say to my older family.. (Score:5, Insightful)

by Anonymous Coward on Monday August 19, 2013 @05:46AM (#44605695)

If you type in the url wrong, you go somewhere wrong. You also have to get the . and the com right. To top that off, they already need to use a search engine for other things, so by using it for everything they have one less thing to think about. It makes perfect sense. You are like a carpenter wondering why everyone else doesn't have \$100k worth of woodworking tools lying around. What if they need a triangle-shaped saw, you ask, what are those fools going to do then? Why won't they invest the time and money into learning the right tool for the job? Because they don't need those specialized tools that you and I use.

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Re: I type a full URL one time. Then from that point forward i

#### How many people don't know a 2nd search engine? (Score:5,

## Insightful)

by [captainpanic \( 1173915 \)](#) on Monday August 19, 2013 @05:12AM (#44605565)

I wonder for how many people the internet becomes completely inaccessible without Google? (I also still occasionally meet people who do not know what a 'browser' is, and who think that IE is their only option).

Google is a good search engine, but there are alternatives. If Google stopped working, I wouldn't suffer very much, I think. (When Gmail crashes, I think that for gmail users this is another issue... but I use alternative email).

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└ **Re:** Google being down is not a problem for /. people, however I know a

### Re:How many people don't know a 2nd search engine? (Score:4, Insightful)

by [PSVMOrrnot \( 885854 \)](#) on Monday August 19, 2013 @05:38AM (#44605665)

The trouble is that Google that what you see as Google's services is only the tip of the iceberg. To most people Google is search, Gmail, Youtube, etc. What they don't see is the GoogleAPI javascript stuff they host which is used by hundreds of sites all over the net. Try surfing with noscript for a while and see what effect it would have on you.

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└ **Re:** Using third parties for small scripts, that may be unavailable,

### Re:How many people don't know a 2nd search engine? (Score:5, Informative)

by [Richard\\_at\\_work \( 517087 \)](#) on Monday August 19, 2013 @06:22AM (#44605801)

GoogleAPI gives you the ability to choose an exact version of the script, and maintains that as a permalink, so when the next version becomes available your code isn't broken.

The advantage of using GoogleAPI far outweighs your perceived negatives - Google has a far better uptime and availability than any other free host, they often place the most frequently used scripts into the Google search homepage using the same link as you would, so stuff like jQuery et al are already cached by a high percentage of your visitors, and it goes some way to cut down a small percentage of my traffic, especially if I maintain multiple sites or subdomains that use the same scripts.

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└ **Re:** Out of interest, do you have a way of automatically failing

└ **Re:** Yup, easily done :)

### Re:How many people don't know a 2nd search engine? (Score:5, Informative)

by [jklflying \( 2190798 \)](#) on Monday August 19, 2013 @06:51AM (#44605879)

I had an issue where my ISP's homepage used google scripts, so when I was capped (yes, that happens here, we pay ~\$2/GB) their page wouldn't load completely and I couldn't top up my account, even though they allowed requests to their page while capped.

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### Re:How many people don't know a 2nd search engine? (Score:4, Insightful)

by [jonbryce \( 703250 \)](#) on Monday August 19, 2013 @08:21AM (#44606253)  
[Homepage](#)

But if you put your scripts in the same place as the rest of your website, then while the uptime may not be as good, it at least exactly correlates with the uptime of the rest of the site.

Your site will be down if the hosting provider of that site is down,

or if the hosting provider of the scripts is down. Having a different hosting provider can only ever mean more potential downtime.

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**Outlook out for 3 Days** <http://www.theverge.com/2013/8/17/4631622/mi>

**Re:How many people don't know a 2nd search engine? (Score:5, Funny)**

by jez9999 ( 618189 ) on Monday August 19, 2013 @05:52AM (#44605719) [Homepage](#) [Journal](#)

Yeah, when Google crashes it's no problem for me; find some other search engines and bing! I'm surfing again in no time.

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**Re:How many people don't know a 2nd search engine? (Score:5, Funny)**

by JustOK ( 667959 ) on Monday August 19, 2013 @07:20AM (#44605971) [Journal](#)

but how can you find other search engines without googling them?

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**Re:How many people don't know a 2nd search engine? (Score:5, Insightful)**

by Nutria ( 679911 ) on Monday August 19, 2013 @07:52AM (#44606119)

Firefox's search engine drop-down selector.

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**Re:How many people don't know a 2nd search engine? (Score:4, Funny)**

by JustOK ( 667959 ) on Monday August 19, 2013 @08:06AM (#44606189) [Journal](#)

yah, I'll google how to use that.

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**Re:** what does it matter when the traffic analytics is done via google

**Re:** People at my work have Bing set as their default search so they

**Re:** When you are talking about 40% of internet traffic, it is mostly

**Re:How many people don't know a 2nd search engine? (Score:5, Informative)**

by mcvos ( 645701 ) on Monday August 19, 2013 @07:37AM (#44606035)

The fact that a minute downtime is big news is definitely saying something. Both about the reliability of Google's servers, and the impact of their products.

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**Cause (Score:5, Informative)**

by DarkOx ( 621550 ) on Monday August 19, 2013 @05:13AM (#44605567) [Journal](#)

How much of the plunge was due to lack of search / app availability vs third party pages not loading properly do to analytics and other google dependencies?

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**Re:Cause (Score:4, Informative)**

by tommeke100 ( 755660 ) on Monday August 19, 2013 @06:05AM (#44605761)

I'd say 99% AdSense not responding, analytics not responding, social

media buttons not responding....there goes your website ;-)

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- Re: I was wondering the same thing. A large percentage of sites point at at
- Re: I have NoScript set to not allow Google Analytics and other client-side
- Re: This is slashdot, so naturally I did not RTFA but I was wondering if the

#### 40%? No. (Score:5, Informative)

by Anonymous Coward on Monday August 19, 2013 @05:15AM (#44605573)

This is how the "40%" looked in real life:

<http://www.crackajack.de/2013/08/18/google-goes-down-for-2-minutes-fucks-up-100-of-all-journalists/>

(Mind the circle in the yellow graphics: It shows the real decline in internet traffic at the German Internet Exchange (DE-CIX), the largest internet exchange point worldwide.)

Further reading: What is DE-CIX? <http://en.wikipedia.org/wiki/DE-CIX>

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- Re: Mod parent up. The 40% figure is bullshit claimed by a single stats

#### Re:40%? No. (Score:5, Interesting)

by petermgreen ( 876956 ) <plugwash@@@p10link...net> on Monday August 19, 2013 @07:08AM (#44605933) [Homepage](#)

What is an internet exchange?

It's a place where providers peer when they are not exchanging enough traffic to justify private peering. Exchange point connections are cheap compared to transit but expensive compared to private peering links. Traffic from major access providers to the likes of google is unlikely to go through an internet exchange because with that volume of traffic private peering is more economical.

Which is not to say the 40% figure is true, it's just to say that traffic on an internet exchange is not a representative sample of internet traffic

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- Re: I can't help but think that being at 1 AM might have affected the size
- Re: The vast majority of Google traffic bypasses internet exchanges and is

#### Not surprising (Score:5, Interesting)

by tuo42 ( 3004801 ) on Monday August 19, 2013 @05:15AM (#44605575)

I lost count of how many people and customers I know who no longer use the address bar to enter a URL, but Google. Open Browser, Google as start page, enter for example "slashdot.org", click the first hit.

Many of them even access their own company website like this. Or their social networks etc. While I never understood why they do it (or use a browser which actually works this way like Chrome or Safari, where the URL bar also is the search field), this of course means a single point of failure. If they are not able to access google, they don't how to access the website they "search".

And while I am of course not talking about technical adept people, most of them are no morons who are simply not able to comprehend the difference...it's just the way they access the internet...through google (so they think).

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#### Re:Not surprising (Score:5, Insightful)

by Tukz ( 664339 ) on Monday August 19, 2013 @05:21AM (#44605599) [Journal](#)

It's a bit like the early 90's.

I had almost everyone's telephone number memorized, then cellphones got popular and slowly I forgot everyone's telephone number as they were now coded into my cellphone.

I suspect something similar is at play here.  
People\* don't really remember full urls any more, they just search for the closest and Google sorts the rest.

\* When I say people, I mean the general public.

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- └ **Re:** Your analogy compares better with bookmarks though.
- └ **Re:** It was the norm from the start in countries that use non-Latin
- └ **Re:** URLs of the things that are important to me are mostly really long

#### Re:Not surprising (Score:5, Funny)

by Meneth ( 872868 ) on Monday August 19, 2013 @07:26AM (#44605991)

Remember when some blogger replaced Facebook as the first search result for "facebook"? He got tons of comments asking why they couldn't log in anymore.

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└ **Re:** Aside from the inherent stupidity - have these people heard of

#### Re:Not surprising (Score:5, Interesting)

by tuo42 ( 3004801 ) on Monday August 19, 2013 @06:56AM (#44605895)

Don't think so.

Some of them have not only very high scientific degrees, but are also on the board of larger (>600 employees), successful companies.

They might not have the computer knowledge you have, but I wouldn't be so ignorant to call anyone a moron because he is not savvy in one partical field or is simply not interested in becoming more savvy, as the way he operates the internet until know worked for him and he does not have the need or interest to expand his knowledge there.

How many bright people drive cars without even knowing the simplest things about combustion engines and drivetrains? Are they all morons? There, that's our car analogy for this topic.

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- └ **Re:** (I'm not the one who called them morons, and I don't think
- └ **Re:** why should they? what good does any of that knowledge

#### Re:Not surprising (Score:4, Insightful)

by asylumx ( 881307 ) on Monday August 19, 2013 @08:58AM (#44606479)

Everyone who drives should have basic knowledge of how cars work, how to check and add fluids and that there are things called drain plugs for various oils and fluids

Why?

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- └ **Re:** You can safely ignore anyone who throws around terms like

└ **Re:** Why don't you store the address in the bookmark toolbar?

**NSA? (Score:2, Funny)** Reason for the outage:NSA has been tinkering with

- └ **Re:** Actually that is far more likely to be true than funny. This seems very

#### NSA rerouting traffic (Score:4, Interesting)

by nbritton ( 823086 ) on Monday August 19, 2013 @05:19AM (#44605591)

It was just the NSA patching in their new data center...

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#### Google isn't part of the internet anymore (Score:5, Funny)

by Arancaytar ( 966377 ) <arancaytar.ilyaran@gmail.com> on Monday August 19, 2013 @05:22AM (#44605601) [Homepage](#)



The internet is now part of Google.

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└ [Needs a decentralised alternative](#) We (as in, we users of the Internet)

### So. It has come to this. (Score:3, Interesting)

by martin-boundary ( 547041 ) on Monday August 19, 2013 @05:39AM (#44605673)

Chinese hackers just have to hack Google, and 40% of the internet can be down on demand. The original visionaries at DARPA must be rolling in their grave...

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└ [Re: So. It has come to this.](#) Not likely, the network is functioning

### Re:So. It has come to this. (Score:5, Insightful)

by AmiMojo ( 196126 ) \* on Monday August 19, 2013 @07:44AM (#44606071) [Homepage](#) [Journal](#)

It wasn't 40% of "the internet", it was 40% of internet traffic and the bulk of it would have been YouTube streaming videos. Netflix is also quite a large proportion. No need to panic though, they are just bandwidth heavy protocols, not 40% of every service and website on the internet.

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└ [Re:](#) For a few minutes this probably put Netflix at 90% of Internet

[Youtube \(Score:2\)](#) I think the drop was significantly because of Youtube. It

└ [Re:](#) If it was night everywhere at the same time then that could be a

└ [Re:](#) Score:0?!!

### Could've been worse (Score:5, Funny)

by Sockatume ( 732728 ) on Monday August 19, 2013 @05:44AM (#44605683)

Imagine if the NSA servers went down, *nothing* would be getting through.

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└ [Re:](#) They also monitor only a small percentage of 'net traffic, but I

└ [Re:](#) The man in the middle

### Not that big of a deal. (Score:5, Interesting)

by Jah-Wren Ryel ( 80510 ) on Monday August 19, 2013 @06:01AM (#44605741)

The short duration exaggerates the issue. If Google were to go away for a day or a week, most everyone would switch to some other service like Bing, etc. But when it goes down for just a few minutes people don't even have time to figure out that google is the problem itself rather than a hiccup in their internet connection. Most people will just hit reload a couple of times, curse, check their phone for text messages and by then everything has recovered and they quickly forget that there even was a problem.

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└ [Re:](#) ^^THIS^^The first few minutes of a RARE outage for me, even a

### Fake numbers (Score:5, Insightful)

by longk ( 2637033 ) on Monday August 19, 2013 @06:02AM (#44605753)

40% did NOT drop. 40% measured by this one stats agency dropped. They don't measure Bittorrent, Usenet, Netflix or other bandwidth eaters. The real number is likely to be much much lower.

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└ [Re:](#) Yup... see here [google.com].

└ [Re:](#) Especially since web traffic is a comparatively small part of overall

[How does google account for 40% of traffic?! \(Score:2\)](#) Something I

[That reminds me \(Score:4, Funny\)](#)

by Mister Liberty ( 769145 ) on Monday August 19, 2013 @07:40AM (#44606051)

The past participle of google is googled.  
What is the p.p. of bing? bung?

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└ **Re:** With sing it's sang, so maybe it's bang. "I couldn't google anything on

**I've posted this before... (Score:2)** ... I will post it again. This relates to  
**this is important only for google. (Score:2)** viable alternatives for nearly  
**I can explain it... (Score:2, Interesting)** Windows Server 2012 upgrades  
└ **Re:** these asshats didn't look at the backbone statistics.. just page

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