



淘宝联盟前端引擎 技术发展

金喜/柯杰

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关于我

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阿里妈妈、联盟技术

- 淘宝联盟投放、图文自动投放
- 基础库、基础服务框架
- 如意投 & 淘点金 & 推荐引擎

花名出自电影《武侠》

搜狐视频
tv.sohu.com

金喜可是个大好人

ADC·阿里技术嘉年华

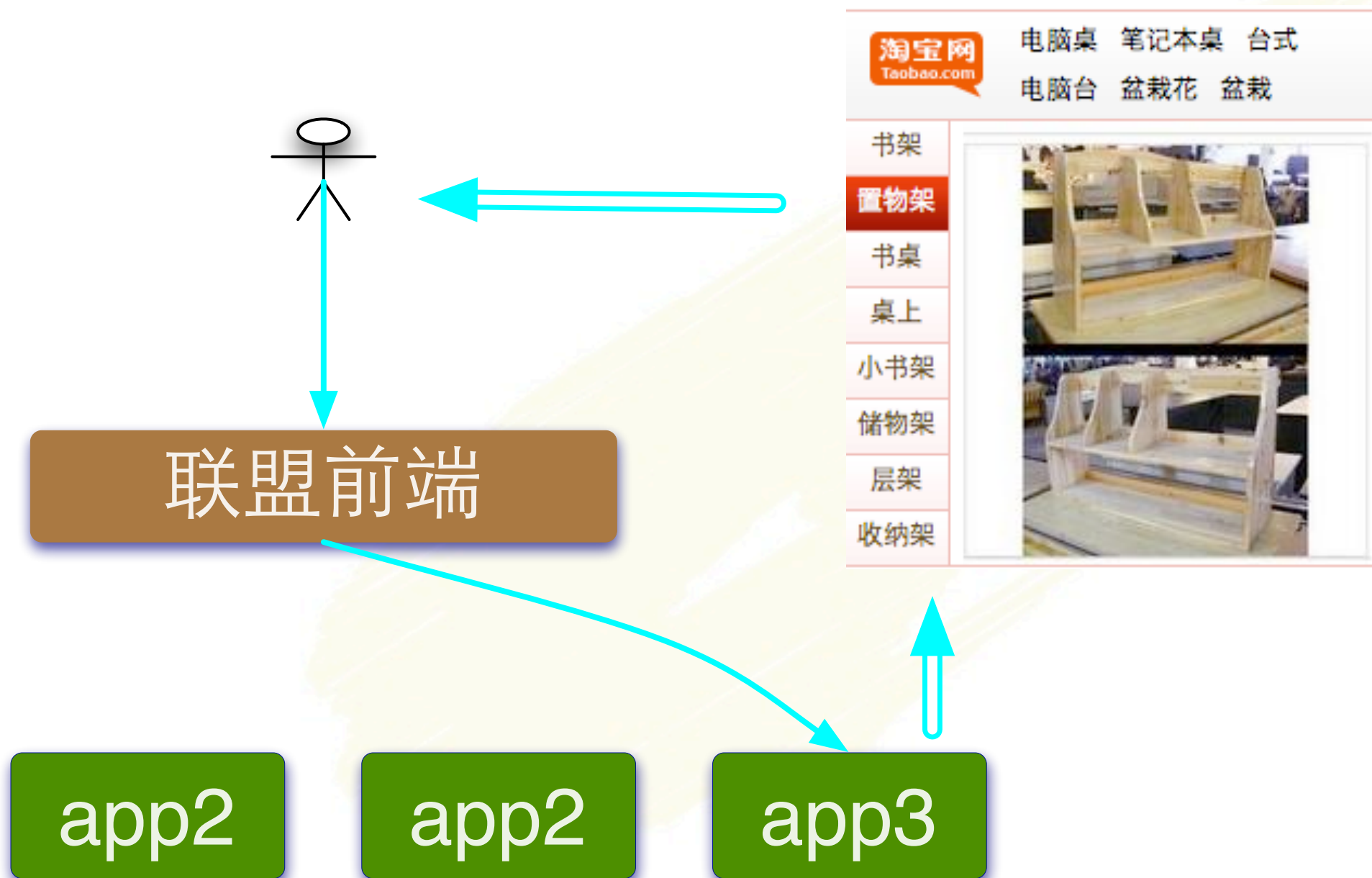
关于阿里妈妈

- 每天超过**50亿**广告流量
- 为超过**600万**广告主提供营销服务
- 每天**3亿**件商品的广告展现
- 50万家优质合作媒体
- 30亿的广告分成金额



投放引擎技术发展

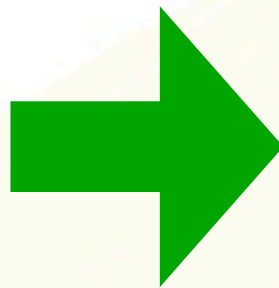
广告前端引擎关键流程



Apache

Engine

php: app



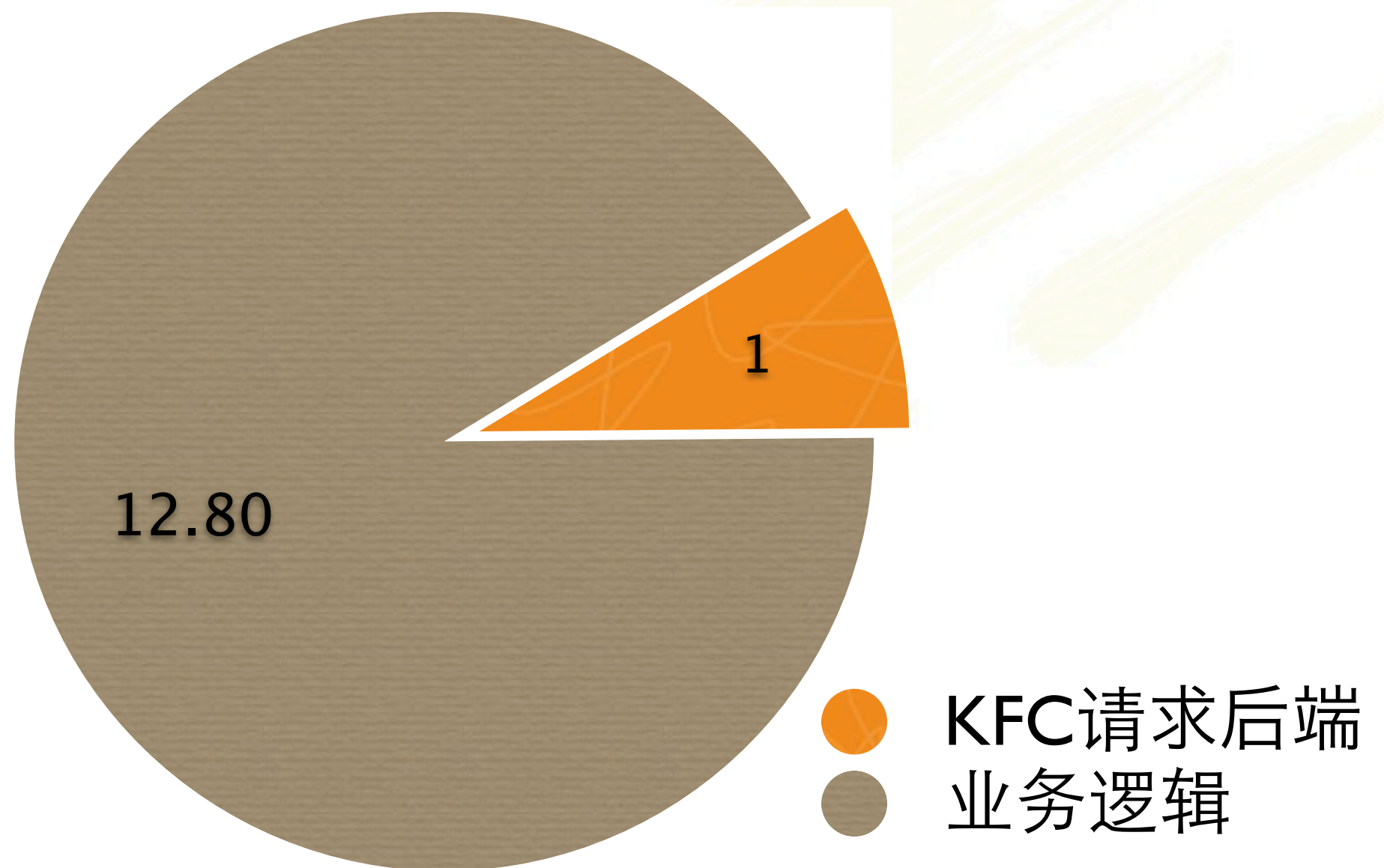
c++: app

多进程

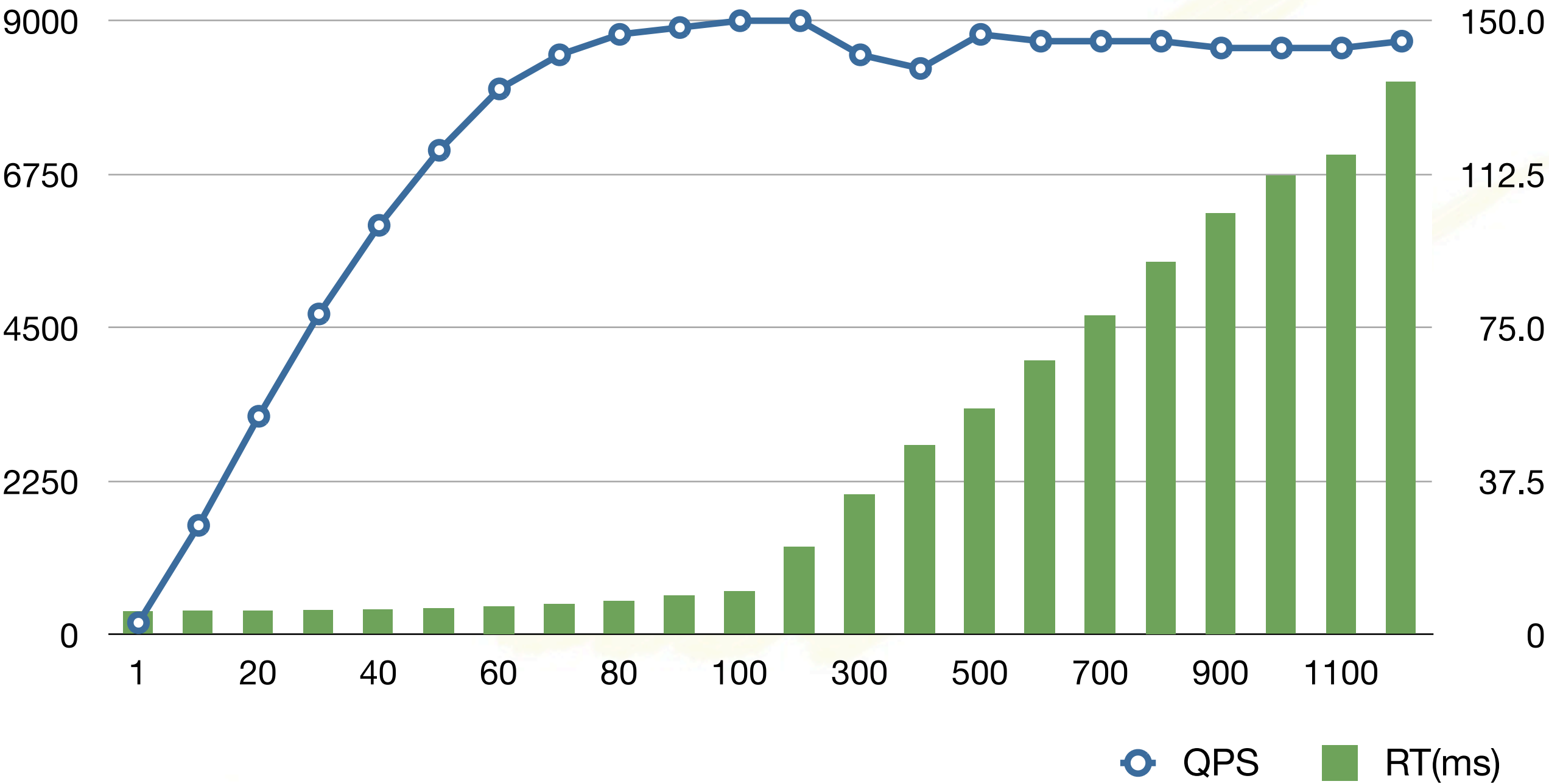
多线程

PHP开销过大

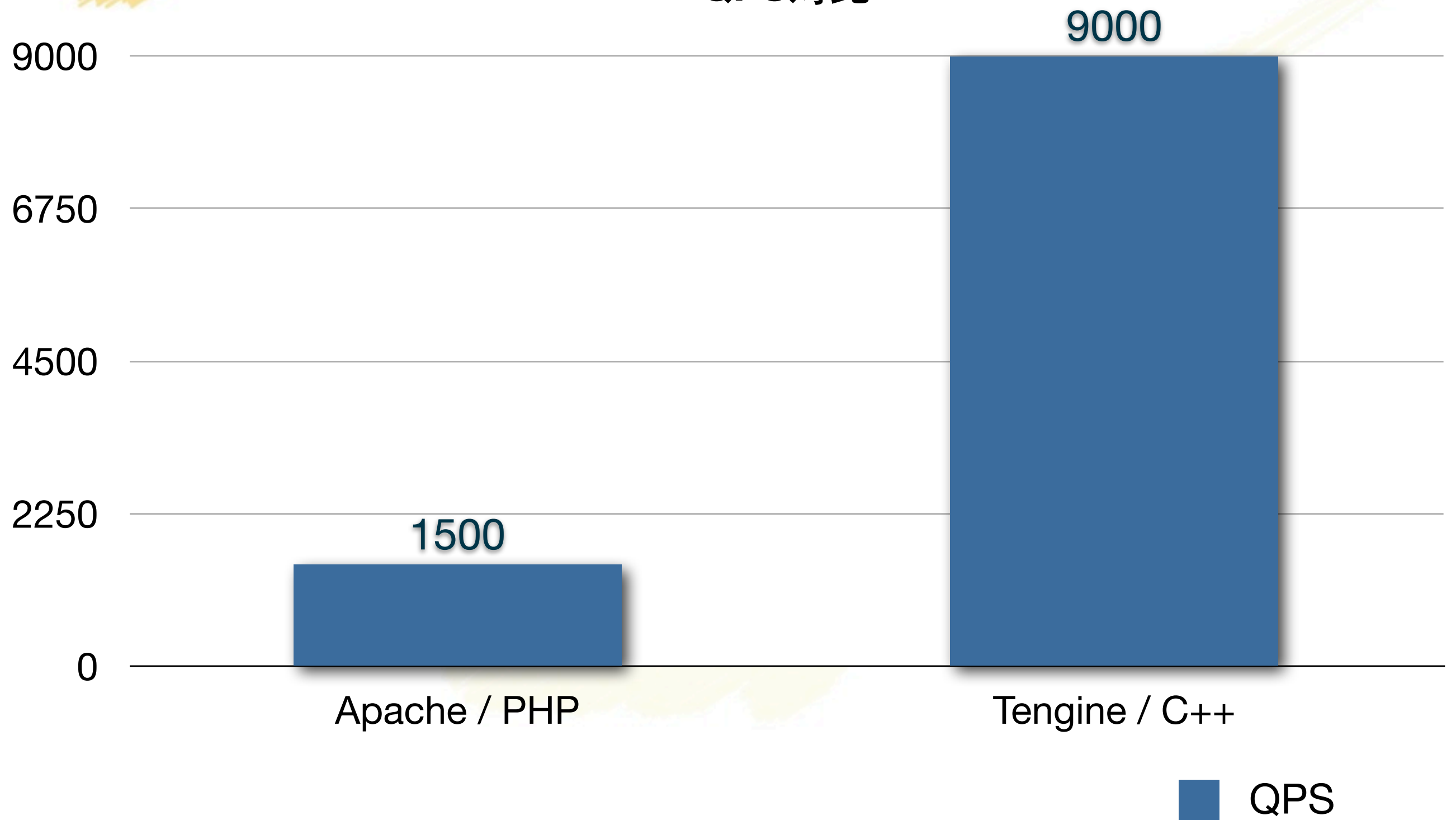
Time(ms)



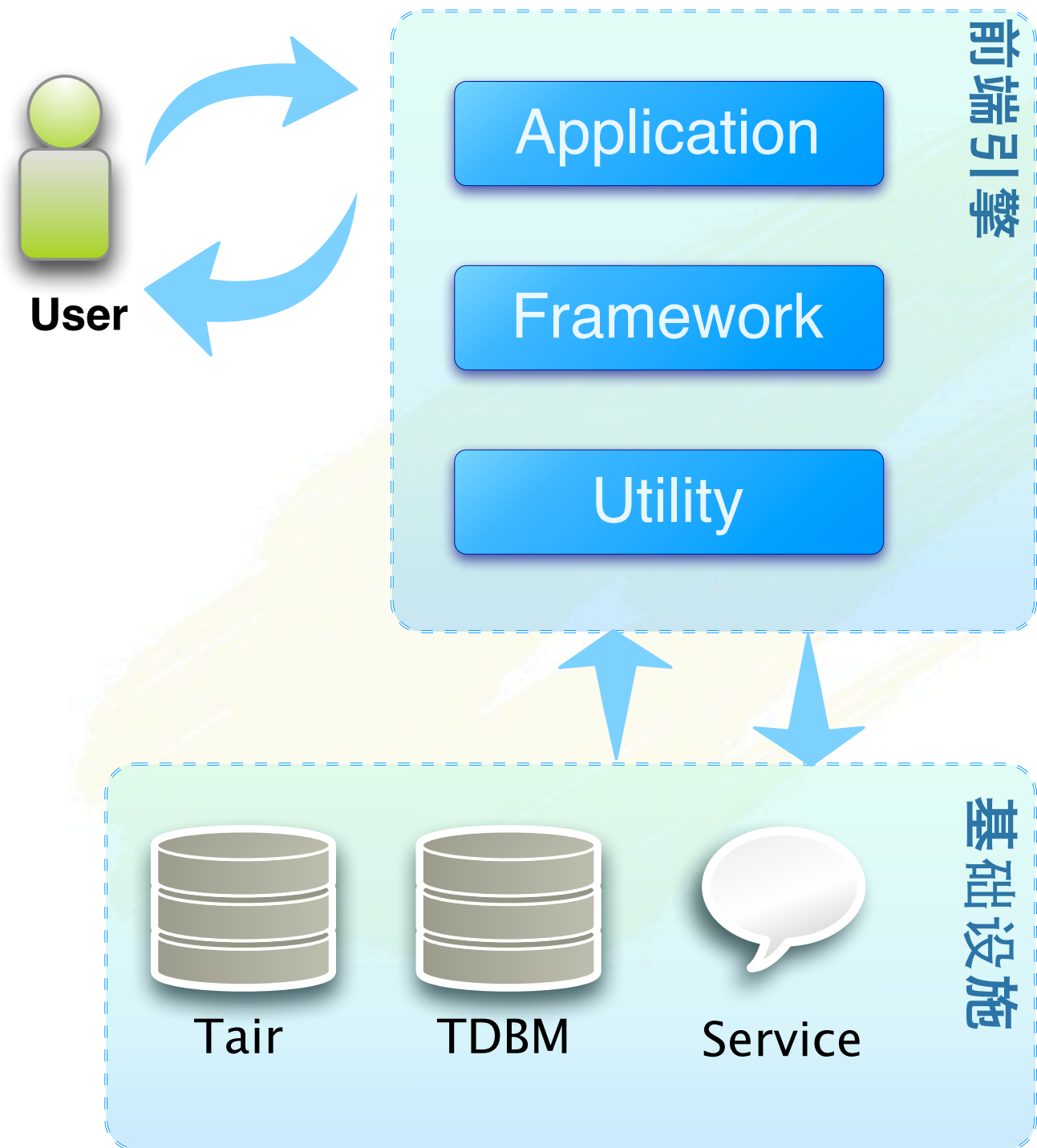
QPS&RT vs 并发数



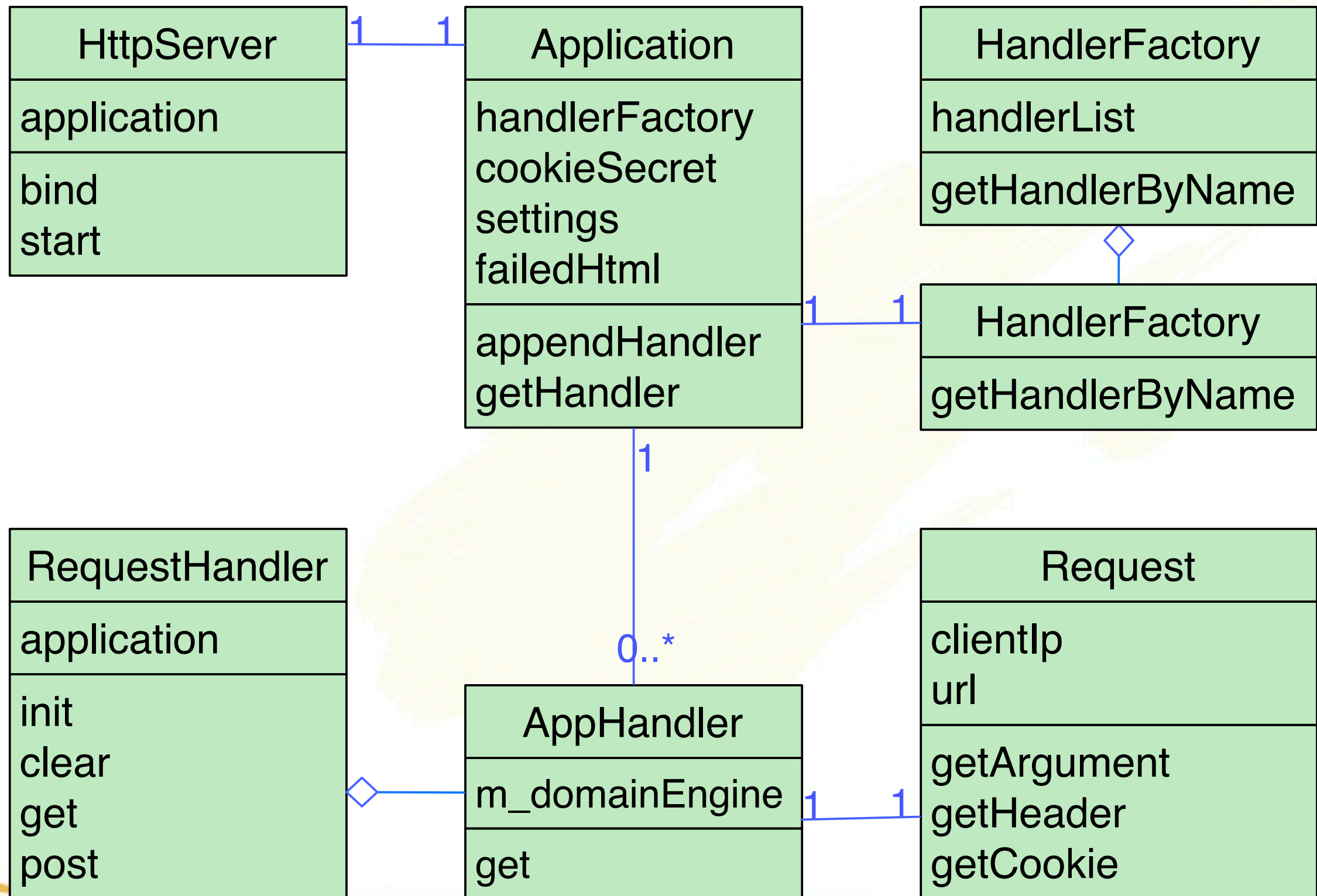
QPS对比



HTTP Framework



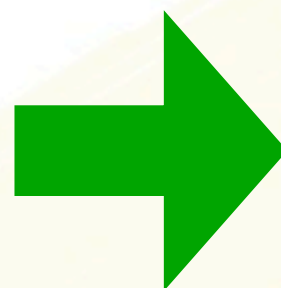
HTTP Framework



http

http + hsf

libevent



libeasy

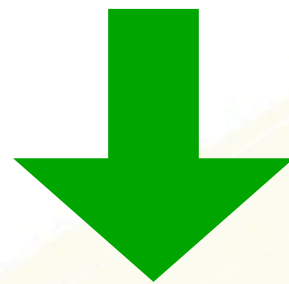
同步: KFC

异步: HSF

创意渲染技术发展

<**iframe** src=z.alimama.com...

<**img** src=tbcdn...>



<**iframe** src=z.alimama.com...

<**iframe** src=ahthena...

<**img** src=tbcdn...



<**iframe** src=...

<**iframe** src=....

<**img** src=tbcdn...>



<**script** src="tbcdn/template.l23.js">

<**script**>

DATA=[{ ... }, ...]

</script>


```
graph TD; HTML[HTML] --> template[template.js]; Style[Style] --> template; Effects[Effects.js] --> template; mustache[mustache];
```

template.js

HTML

Style

Effects.js

mustache

总结

- 引擎发展

- PHP => C++
- 多进程 => 多线程
- 同步 => 异步

- 交互发展

- iframe => iframe in iframe
- => jsonp(template+data)

关于未来

- HTML5技术在广告中应用
 - HTML Template
 - Shadow DOM

长发飘飘，搭配白色雪纺长裙，还有诗诗迷离的眼神，秒杀众生





谢谢！

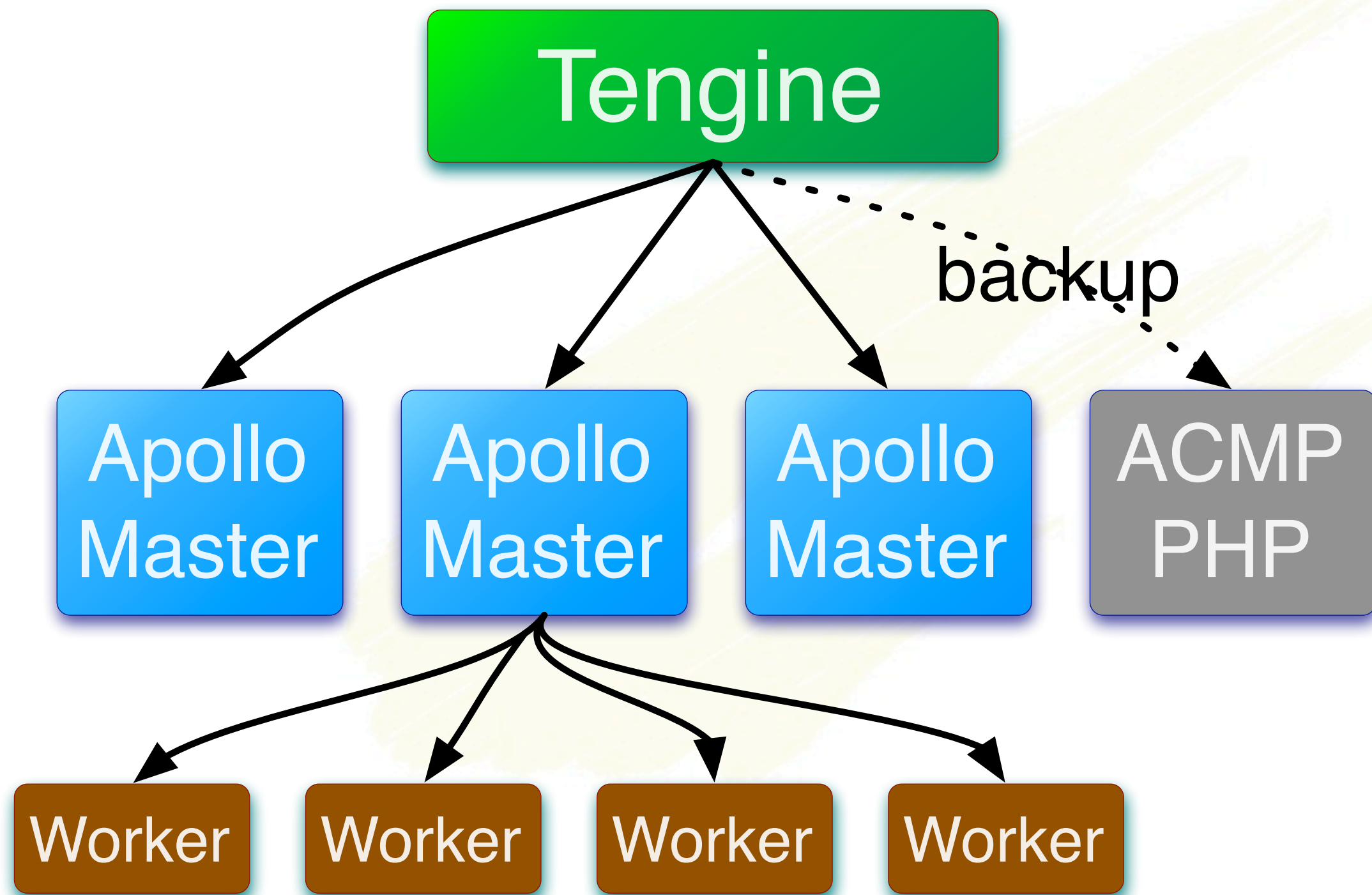




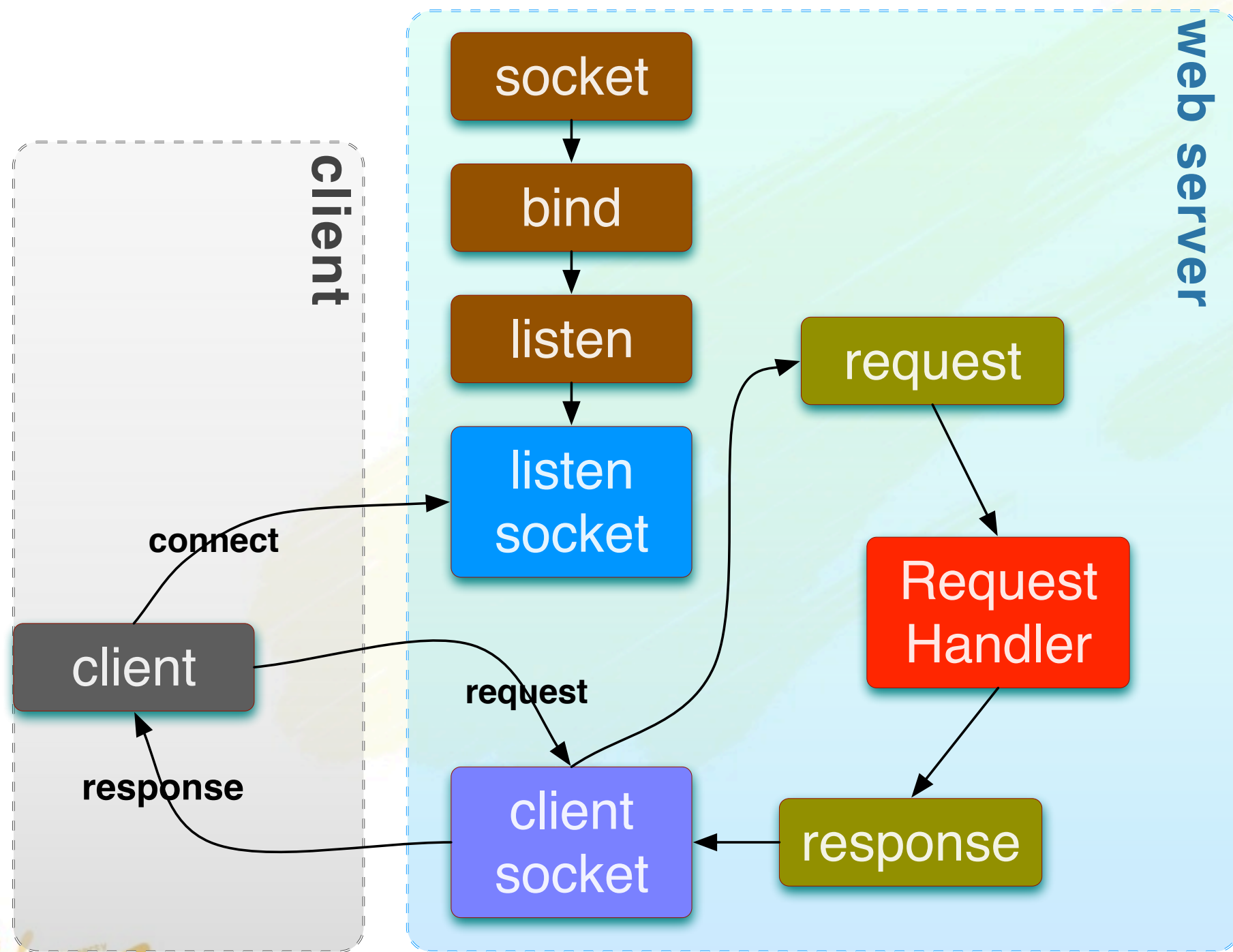


backup

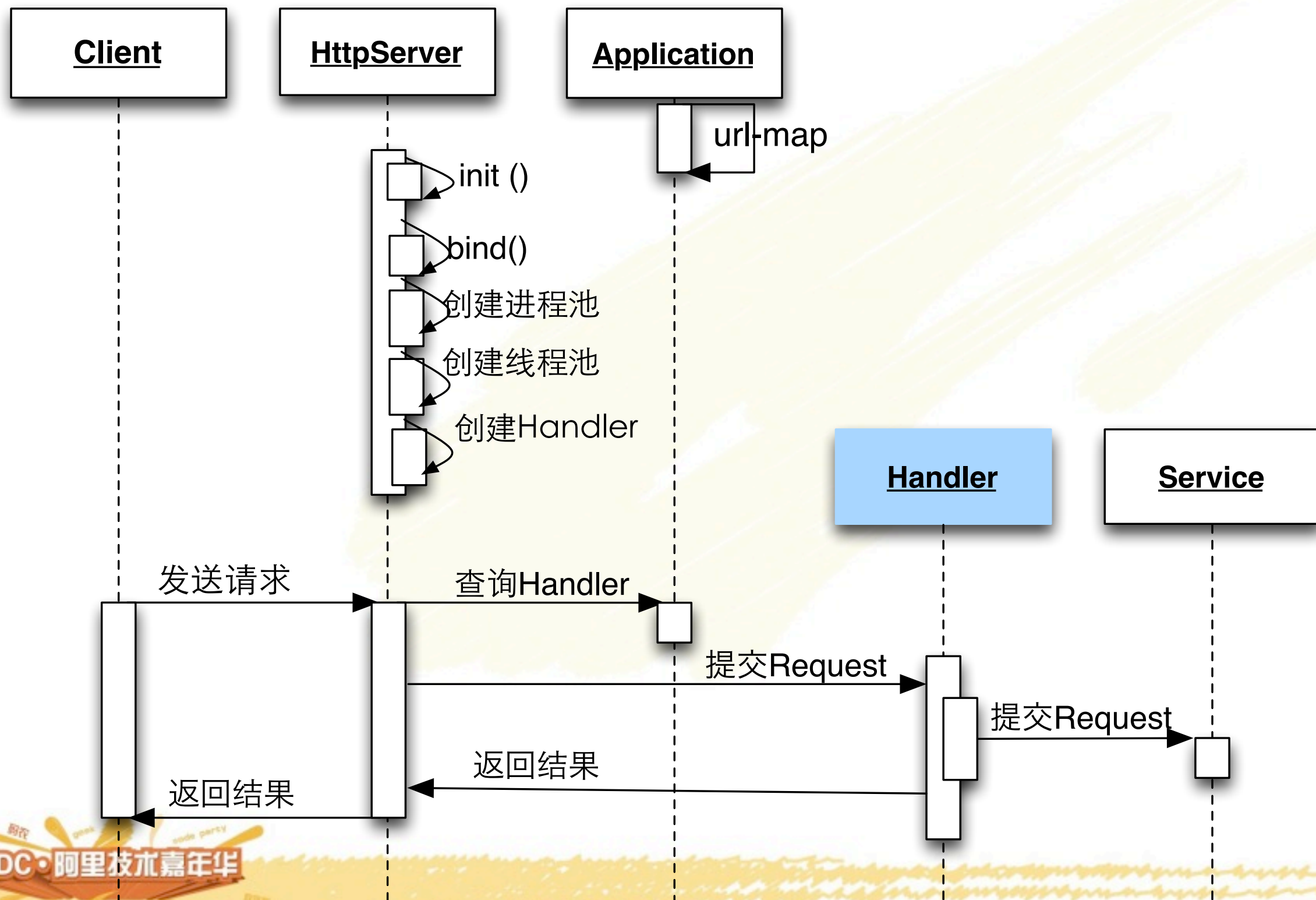
单机部署结构



Http Framework



HTTP框架时序图



调用示例

```
app = new Application();

handlerFactory = new HandlerFactoryImplement();
app.setHandlerFactory(handlerFactory)

app.setHandler("/hello", URL_PREFIX, NULL, "HelloHandler", NULL);
app.setHandler("/ups", URL_PREFIX, "t=2", "UpsHandler", config);
app.setHandler(NULL, UNDEFINED, NULL, "DefaultHandler", NULL);

app.settings = settings;
app.cookieSecrets = "!@#$%^&*()QWETYUIVBNM<DFGHJK#VBN@#^&*";
app.failedHtmlResponse = "<html><body>oops!</body>/html>";

server = new HttpServer(app);
server.bind(8001);
server.bind(8002);
server.start();
```

2-Step View

Layout

headDocType

headScript

headCss

.....

tailScript

FlashView

IframeView

ImageView

.....