Amazon uses cookies to provide its shopping cart service—Amazon can maintain a list of all of Susan's intended purchases, so that she can pay for them collectively at the end of the session.

If Susan returns to Amazon's site, say, one week later, her browser will continue to put the header line `Cookie: 1678` in the request messages. Amazon also recommends products to Susan based on Web pages she has visited at Amazon in the past. If Susan also registers herself with Amazon—providing full name, e-mail address, postal address, and credit card information—Amazon can then include this information in its database, thereby associating Susan's name with her identification number (and all of the pages she has visited at the site in the past!). This is how Amazon and other e-commerce sites provide "one-click shopping"—when Susan chooses to purchase an item during a subsequent visit, she doesn't need to re-enter her name, credit card number, or address.

From this discussion we see that cookies can be used to identify a user. The first time a user visits a site, the user can provide a user identification (possibly his or her name). During the subsequent sessions, the browser passes a cookie header to the server, thereby identifying the user to the server. Cookies can thus be used to create a user session layer on top of stateless HTTP. For example, when a user logs in to a Web-based e-mail application (such as Hotmail), the browser sends cookie information to the server, permitting the server to identify the user throughout the user's session with the application.

Although cookies often simplify the Internet shopping experience for the user, they are controversial because they can also be considered as an invasion of privacy. As we just saw, using a combination of cookies and user-supplied account information, a Web site can learn a lot about a user and potentially sell this information to a third party. Cookie Central [Cookie Central 2016] includes extensive information on the cookie controversy.

2.2.5 Web Caching

A **Web cache**—also called a **proxy server**—is a network entity that satisfies HTTP requests on the behalf of an origin Web server. The Web cache has its own disk storage and keeps copies of recently requested objects in this storage. As shown in Figure 2.11, a user's browser can be configured so that all of the user's HTTP requests are first directed to the Web cache. Once a browser is configured, each browser request for an object is first directed to the Web cache. As an example, suppose a browser is requesting the object `http://www.someschool.edu/campus.gif`. Here is what happens:

1. The browser establishes a TCP connection to the Web cache and sends an HTTP request for the object to the Web cache.
2. The Web cache checks to see if it has a copy of the object stored locally. If it does, the Web cache returns the object within an HTTP response message to the client browser.

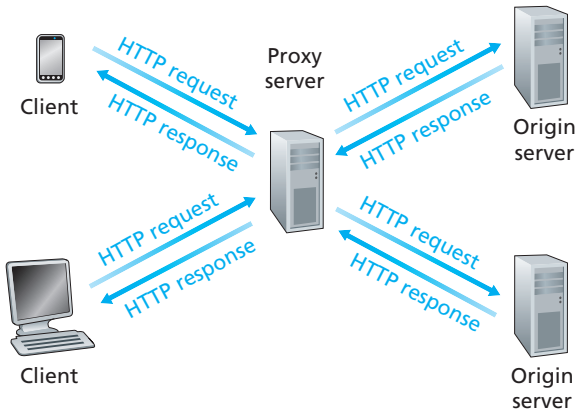

Figure 2.11 ♦ Clients requesting objects through a Web cache

3. If the Web cache does not have the object, the Web cache opens a TCP connection to the origin server, that is, to `www.someschool.edu`. The Web cache then sends an HTTP request for the object into the cache-to-server TCP connection. After receiving this request, the origin server sends the object within an HTTP response to the Web cache.
4. When the Web cache receives the object, it stores a copy in its local storage and sends a copy, within an HTTP response message, to the client browser (over the existing TCP connection between the client browser and the Web cache).

Note that a cache is both a server and a client at the same time. When it receives requests from and sends responses to a browser, it is a server. When it sends requests to and receives responses from an origin server, it is a client.

Typically a Web cache is purchased and installed by an ISP. For example, a university might install a cache on its campus network and configure all of the campus browsers to point to the cache. Or a major residential ISP (such as Comcast) might install one or more caches in its network and preconfigure its shipped browsers to point to the installed caches.

Web caching has seen deployment in the Internet for two reasons. First, a Web cache can substantially reduce the response time for a client request, particularly if the bottleneck bandwidth between the client and the origin server is much less than the bottleneck bandwidth between the client and the cache. If there is a high-speed connection between the client and the cache, as there often is, and if the cache has the requested object, then the cache will be able to deliver the object rapidly to the client. Second, as we will soon illustrate with an example, Web caches can substantially reduce traffic on an institution's access link to the Internet. By reducing traffic, the institution (for example, a company or a university) does not have to

upgrade bandwidth as quickly, thereby reducing costs. Furthermore, Web caches can substantially reduce Web traffic in the Internet as a whole, thereby improving performance for all applications.

To gain a deeper understanding of the benefits of caches, let's consider an example in the context of Figure 2.12. This figure shows two networks—the institutional network and the rest of the public Internet. The institutional network is a high-speed LAN. A router in the institutional network and a router in the Internet are connected by a 15 Mbps link. The origin servers are attached to the Internet but are located all over the globe. Suppose that the average object size is 1 Mbits and that the average request rate from the institution's browsers to the origin servers is 15 requests per second. Suppose that the HTTP request messages are negligibly small and thus create no traffic in the networks or in the access link (from institutional router to Internet router). Also suppose that the amount of time it takes from when the router on the Internet side of the access link in Figure 2.12 forwards an HTTP request (within an IP datagram) until it receives the response (typically within many IP datagrams) is two seconds on average. Informally, we refer to this last delay as the "Internet delay."

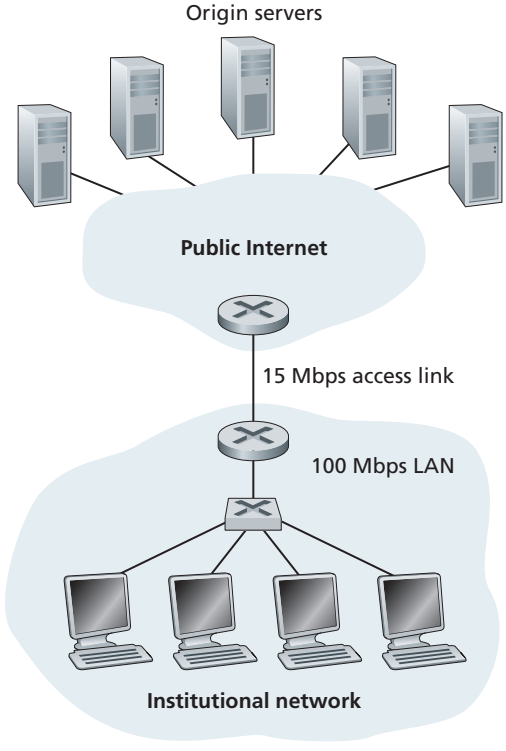

Figure 2.12 ♦ Bottleneck between an institutional network and the Internet

The total response time—that is, the time from the browser's request of an object until its receipt of the object—is the sum of the LAN delay, the access delay (that is, the delay between the two routers), and the Internet delay. Let's now do a very crude calculation to estimate this delay. The traffic intensity on the LAN (see Section 1.4.2) is

$$(15 \text{ requests/sec}) \cdot (1 \text{ Mbits/request})/(100 \text{ Mbps}) = 0.15$$

whereas the traffic intensity on the access link (from the Internet router to institution router) is

$$(15 \text{ requests/sec}) \cdot (1 \text{ Mbits/request})/(15 \text{ Mbps}) = 1$$

A traffic intensity of 0.15 on a LAN typically results in, at most, tens of milliseconds of delay; hence, we can neglect the LAN delay. However, as discussed in Section 1.4.2, as the traffic intensity approaches 1 (as is the case of the access link in Figure 2.12), the delay on a link becomes very large and grows without bound. Thus, the average response time to satisfy requests is going to be on the order of minutes, if not more, which is unacceptable for the institution's users. Clearly something must be done.

One possible solution is to increase the access rate from 15 Mbps to, say, 100 Mbps. This will lower the traffic intensity on the access link to 0.15, which translates to negligible delays between the two routers. In this case, the total response time will roughly be two seconds, that is, the Internet delay. But this solution also means that the institution must upgrade its access link from 15 Mbps to 100 Mbps, a costly proposition.

Now consider the alternative solution of not upgrading the access link but instead installing a Web cache in the institutional network. This solution is illustrated in Figure 2.13. Hit rates—the fraction of requests that are satisfied by a cache—typically range from 0.2 to 0.7 in practice. For illustrative purposes, let's suppose that the cache provides a hit rate of 0.4 for this institution. Because the clients and the cache are connected to the same high-speed LAN, 40 percent of the requests will be satisfied almost immediately, say, within 10 milliseconds, by the cache. Nevertheless, the remaining 60 percent of the requests still need to be satisfied by the origin servers. But with only 60 percent of the requested objects passing through the access link, the traffic intensity on the access link is reduced from 1.0 to 0.6. Typically, a traffic intensity less than 0.8 corresponds to a small delay, say, tens of milliseconds, on a 15 Mbps link. This delay is negligible compared with the two-second Internet delay. Given these considerations, average delay therefore is

$$0.4 \cdot (0.01 \text{ seconds}) + 0.6 \cdot (2.01 \text{ seconds})$$

which is just slightly greater than 1.2 seconds. Thus, this second solution provides an even lower response time than the first solution, and it doesn't require the institution

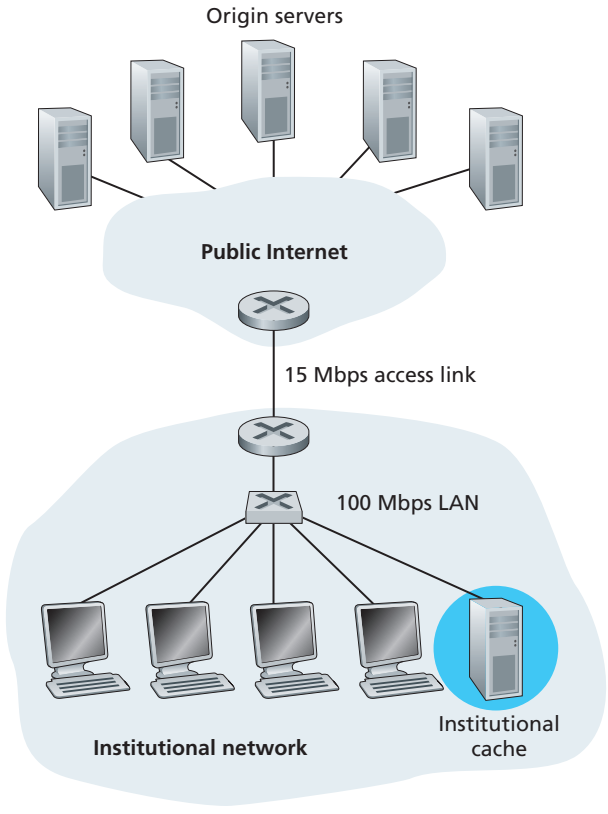

Figure 2.13 ♦ Adding a cache to the institutional network

to upgrade its link to the Internet. The institution does, of course, have to purchase and install a Web cache. But this cost is low—many caches use public-domain software that runs on inexpensive PCs.

Through the use of **Content Distribution Networks (CDNs)**, Web caches are increasingly playing an important role in the Internet. A CDN company installs many geographically distributed caches throughout the Internet, thereby localizing much of the traffic. There are shared CDNs (such as Akamai and Limelight) and dedicated CDNs (such as Google and Netflix). We will discuss CDNs in more detail in Section 2.6.

The Conditional GET

Although caching can reduce user-perceived response times, it introduces a new problem—the copy of an object residing in the cache may be stale. In other words, the object housed in the Web server may have been modified since the copy was cached at the client. Fortunately, HTTP has a mechanism that allows a cache to

verify that its objects are up to date. This mechanism is called the **conditional GET**. An HTTP request message is a so-called conditional GET message if (1) the request message uses the `GET` method and (2) the request message includes an `If-Modified-Since:` header line.

To illustrate how the conditional GET operates, let's walk through an example. First, on the behalf of a requesting browser, a proxy cache sends a request message to a Web server:

```
GET /fruit/kiwi.gif HTTP/1.1
Host: www.exotiquecuisine.com
```

Second, the Web server sends a response message with the requested object to the cache:

```
HTTP/1.1 200 OK
Date: Sat, 3 Oct 2015 15:39:29
Server: Apache/1.3.0 (Unix)
Last-Modified: Wed, 9 Sep 2015 09:23:24
Content-Type: image/gif

(data data data data data ...)
```

The cache forwards the object to the requesting browser but also caches the object locally. Importantly, the cache also stores the last-modified date along with the object. Third, one week later, another browser requests the same object via the cache, and the object is still in the cache. Since this object may have been modified at the Web server in the past week, the cache performs an up-to-date check by issuing a conditional GET. Specifically, the cache sends:

```
GET /fruit/kiwi.gif HTTP/1.1
Host: www.exotiquecuisine.com
If-modified-since: Wed, 9 Sep 2015 09:23:24
```

Note that the value of the `If-modified-since:` header line is exactly equal to the value of the `Last-Modified:` header line that was sent by the server one week ago. This conditional GET is telling the server to send the object only if the object has been modified since the specified date. Suppose the object has not been modified since 9 Sep 2015 09:23:24. Then, fourth, the Web server sends a response message to the cache:

```
HTTP/1.1 304 Not Modified
Date: Sat, 10 Oct 2015 15:39:29
Server: Apache/1.3.0 (Unix)

(empty entity body)
```

We see that in response to the conditional GET, the Web server still sends a response message but does not include the requested object in the response message. Including the requested object would only waste bandwidth and increase user-perceived response time, particularly if the object is large. Note that this last response message has `304 Not Modified` in the status line, which tells the cache that it can go ahead and forward its (the proxy cache's) cached copy of the object to the requesting browser.

This ends our discussion of HTTP, the first Internet protocol (an application-layer protocol) that we've studied in detail. We've seen the format of HTTP messages and the actions taken by the Web client and server as these messages are sent and received. We've also studied a bit of the Web's application infrastructure, including caches, cookies, and back-end databases, all of which are tied in some way to the HTTP protocol.

2.3 Electronic Mail in the Internet

Electronic mail has been around since the beginning of the Internet. It was the most popular application when the Internet was in its infancy [Segaller 1998], and has become more elaborate and powerful over the years. It remains one of the Internet's most important and utilized applications.

As with ordinary postal mail, e-mail is an asynchronous communication medium—people send and read messages when it is convenient for them, without having to coordinate with other people's schedules. In contrast with postal mail, electronic mail is fast, easy to distribute, and inexpensive. Modern e-mail has many powerful features, including messages with attachments, hyperlinks, HTML-formatted text, and embedded photos.

In this section, we examine the application-layer protocols that are at the heart of Internet e-mail. But before we jump into an in-depth discussion of these protocols, let's take a high-level view of the Internet mail system and its key components.

Figure 2.14 presents a high-level view of the Internet mail system. We see from this diagram that it has three major components: **user agents**, **mail servers**, and the **Simple Mail Transfer Protocol (SMTP)**. We now describe each of these components in the context of a sender, Alice, sending an e-mail message to a recipient, Bob. User agents allow users to read, reply to, forward, save, and compose messages. Microsoft Outlook and Apple Mail are examples of user agents for e-mail. When Alice is finished composing her message, her user agent sends the message to her mail server, where the message is placed in the mail server's outgoing message queue. When Bob wants to read a message, his user agent retrieves the message from his mailbox in his mail server.

Mail servers form the core of the e-mail infrastructure. Each recipient, such as Bob, has a **mailbox** located in one of the mail servers. Bob's mailbox manages and