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Power-law revisited: A large scale measurement study of P2P content popularity

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27 April 2010, IPTPS
San Jose, CA

P2P Content Popularity

- Instantaneous popularity
 - Concurrent number of peers
 - Effectiveness of locality awareness
 - Little data available
 - Power-law ?
- Download popularity
 - Number of peers that downloaded content
 - Effectiveness of caching
 - Several measurements
 - Power-law but flattened head (Mandelbrot-Zipf)
- Measurements limited in time and coverage
 - How accurate are they?
 - How accurate can they be?



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L. Guo, S. Chen, Z. Xiao, E. Tan, X. Ding, and X. Zhang, Measurement, Analysis, and Modeling of BitTorrent-like Systems, in Proc. ACM IMC, Oct. 2005.

M. Hefeeda and O. Saleh, Traffic modeling and proportional partial caching for peer-to-peer systems, IEEE/ACM Trans. on Networking, vol. 16, no. 6, pp. 14471460, 2008.

Measuring P2P Content Popularity

- Overlay structure → Measurement methodology
 - Tracker based (BitTorrent)
 - Peer harvesting
 - Tracker query - scrape
 - Deep packet inspection
 - Unstructured (Gnutella, Ares, FastTrack)
 - Monitoring queries and replies
 - Deep packet inspection
- Measurement = Sample of population wide popularity
 - Probability sampling - difficult
 - Opportunity sampling
 - Inference can be misleading



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Measurement Methodology

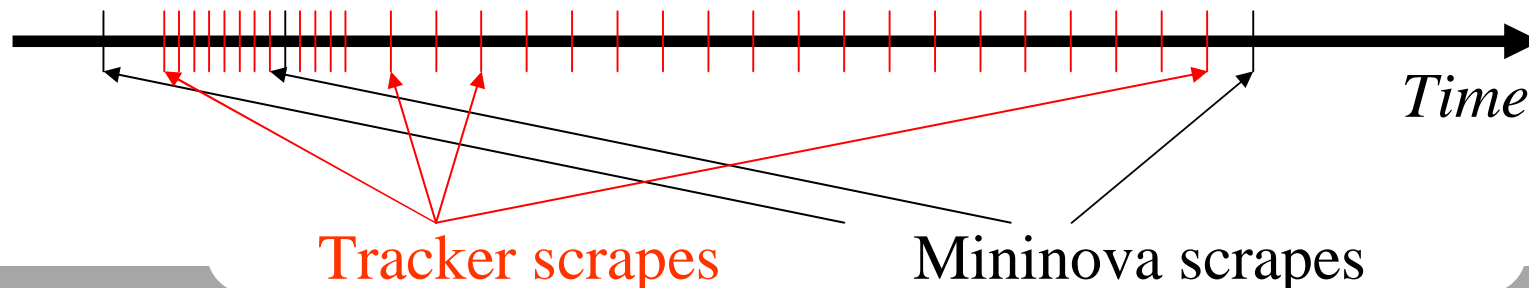
- Screen scrape of *Mininova.org*
 - Largest torrent search engine
 - 31 Aug. 2008, 15 Oct. 2008, 31 Aug. 2009
 - Scrape URL of 1690 BitTorrent trackers
- Scrape of 721 BitTorrent trackers (S,L,D)
 - 15 Sept. 2008 to 17 Aug. 2009
 - weekly, daily at 8pm GMT
 - Almost instantaneous (<30mins)



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Zipf's Law and Beyond

- Zipf's Law

$$f_{\text{Zipf}(f_1, \theta)}(r) = \frac{f_1}{r^\theta}$$

- Heavy tail

$$\lim_{r \rightarrow \infty} e^{ar} f_{\text{Zipf}(f_1, \theta)}(r) = \infty \quad \forall a > 0, \lambda \geq 0$$

- Mandelbrot-Zipf Law

$$f_{\text{MZipf}(f_1, \lambda, \theta)}(r) = \frac{f_1}{(\lambda + r)^\theta}$$

- Flattened head

- Generalized Zipf Law

$$f_{\text{GZipf}(f_1, \lambda, \mu, \theta)}(r) = \frac{f_1}{(1 - \lambda / \mu + (\lambda / \mu)e^{(1/\theta)\mu r})^\theta}$$

- Light tail

$$\lim_{r \rightarrow \infty} e^{ar} f_{\text{GZipf}(f_1, \lambda, \mu, \theta)}(r) < \infty \quad \exists a > 0, \lambda \geq 0$$

- Flattened head

- Power-law trunk

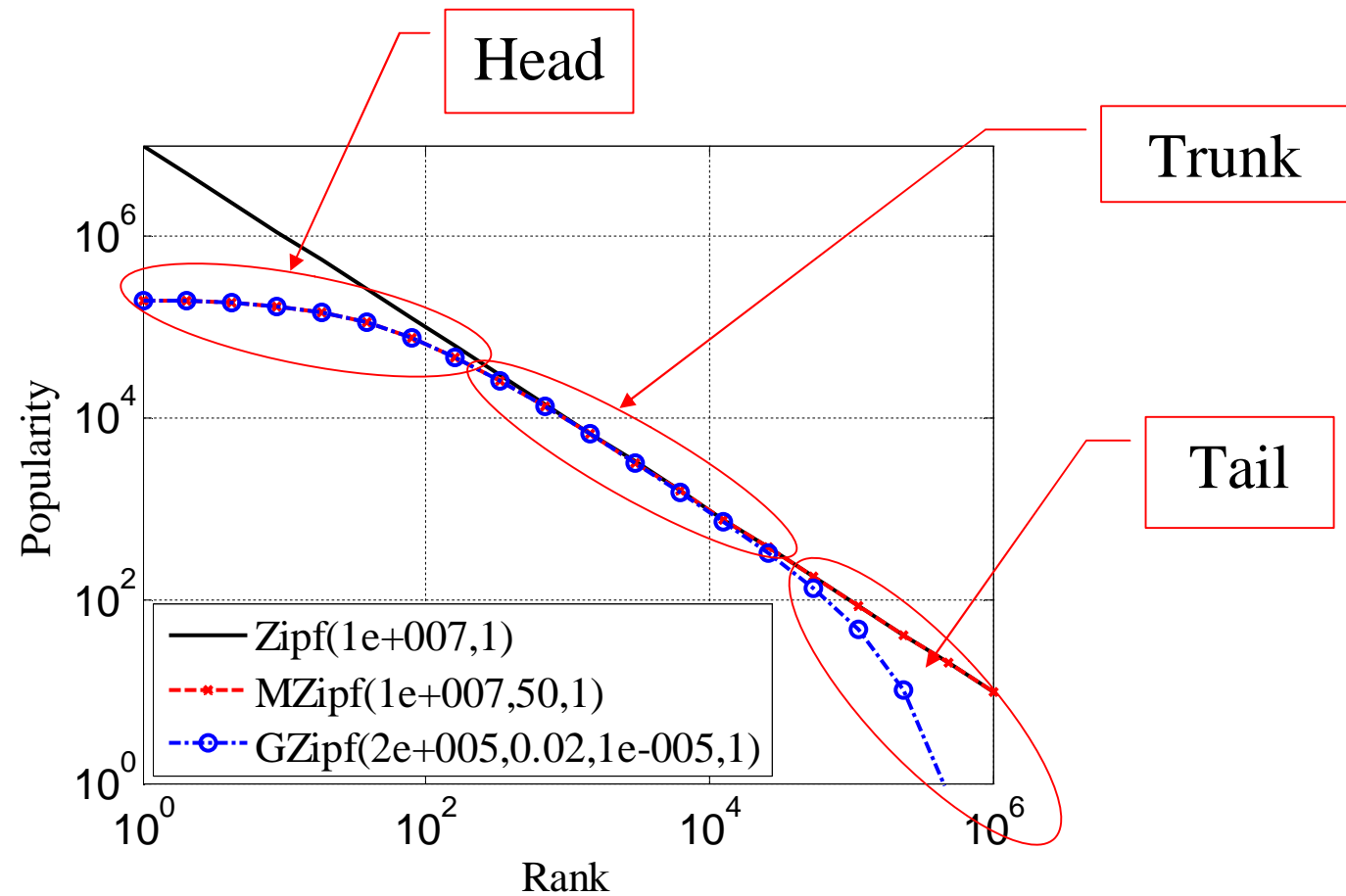


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Zipf's Law and Beyond - Example



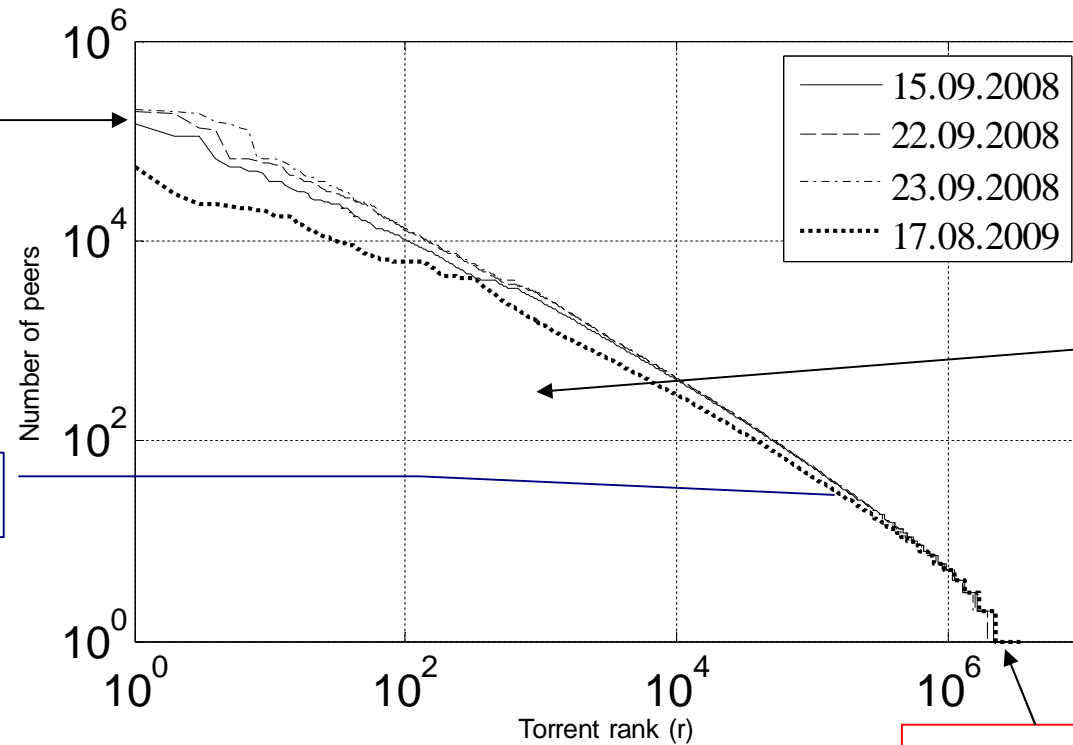
What we measured (I)

- Instantaneous popularity



Max peers

Power-law?

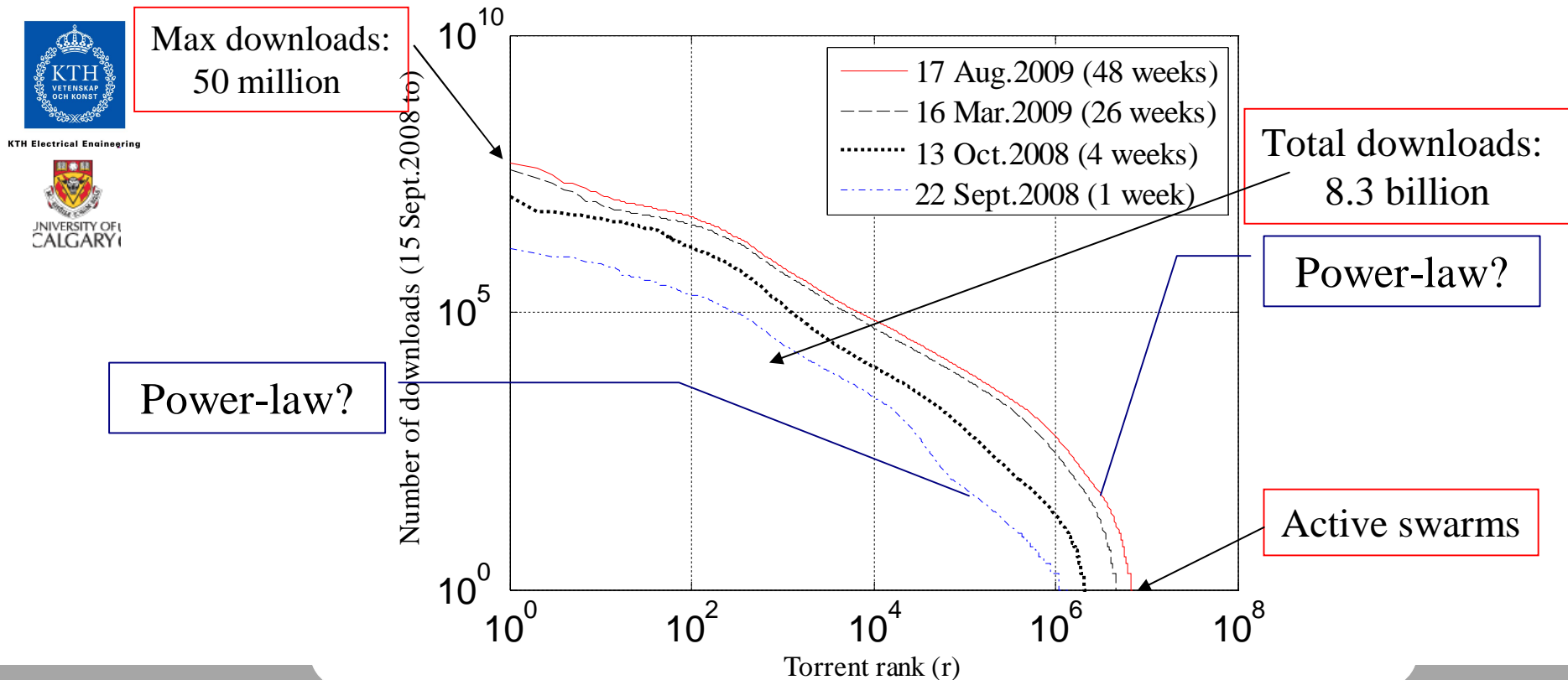


Total peers:
42 million

Active swarms

What we measured (II)

- Download popularity



Instantaneous Popularity

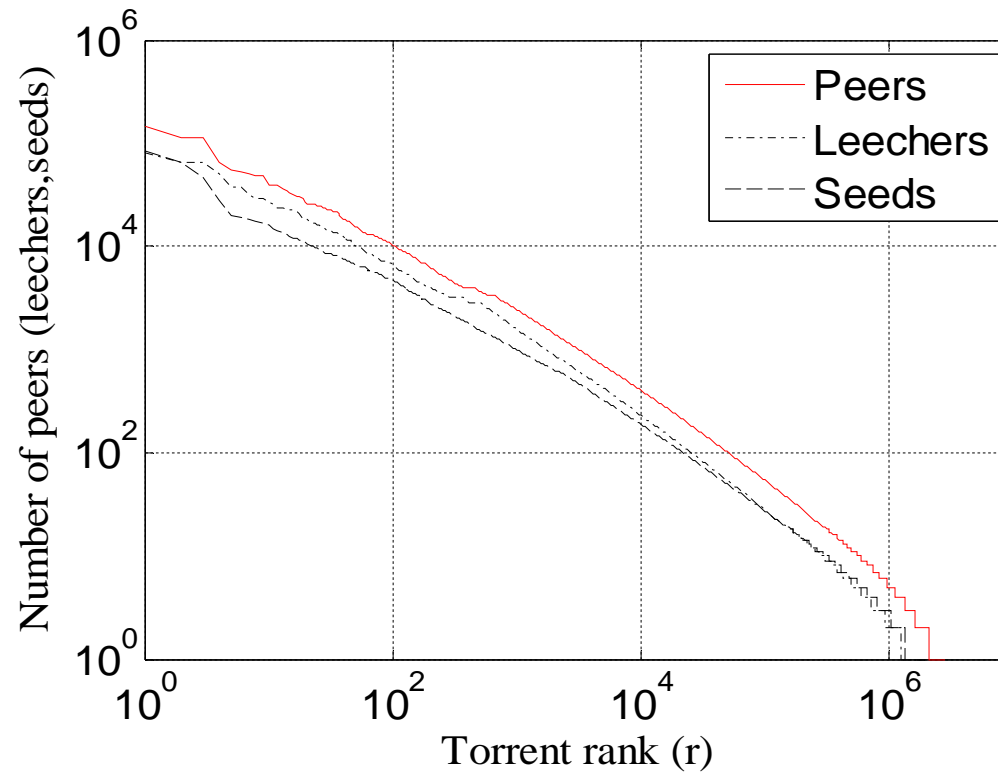
- Instantaneous popularity 15 Sept 2008, 8pm GMT
 - Max: 1.6×10^5 , Total: 4.23×10^7 , Active: 2.93×10^6



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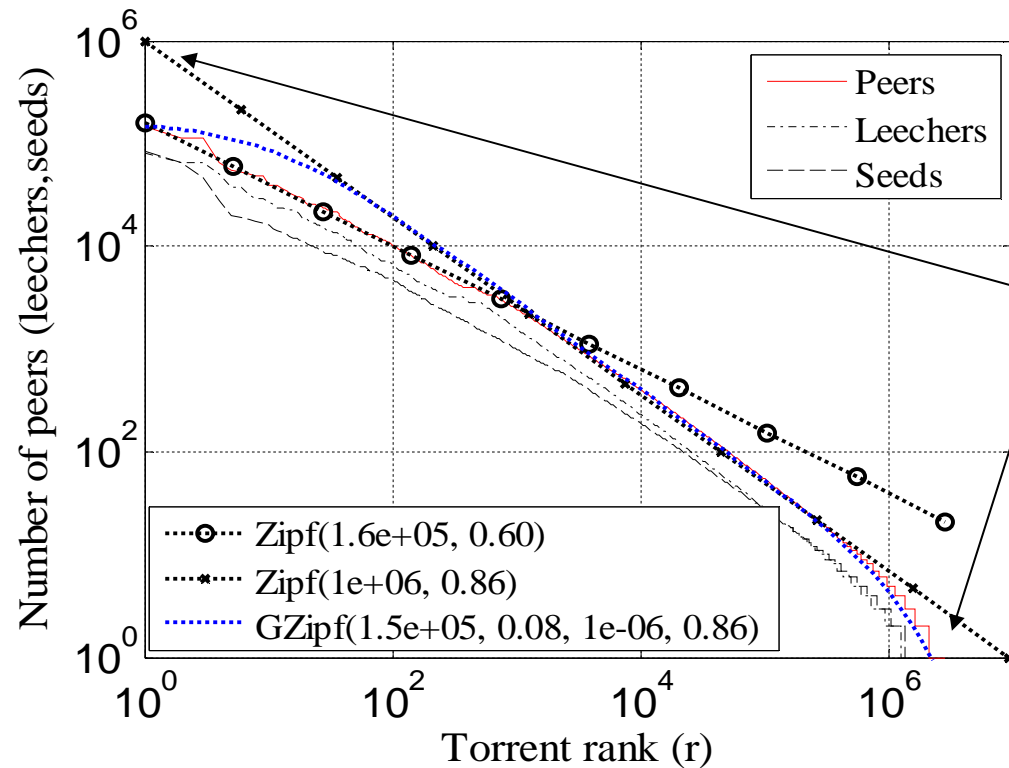


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Power-law or Double-power-law?

- Instantaneous popularity 15 Sept 2008, 8pm GMT
 - Max: 1.6×10^5 , Total: 4.23×10^7 , Active: 2.93×10^6



Power-law trunk hypothesis:
-Max: 10^6
-Total: 6.1×10^7
-Active: 9.5×10^6

Sampling artifact?



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Sampling and Exponential cutoff

- Instantaneous popularity 15 Sept 2008, 8pm GMT
 - 2.93×10^6 samples from Double-Zipf in two ways
 - PropTor (discover torrent proportional to its popularity)
 - UnifTor (discover torrent uniform at random)

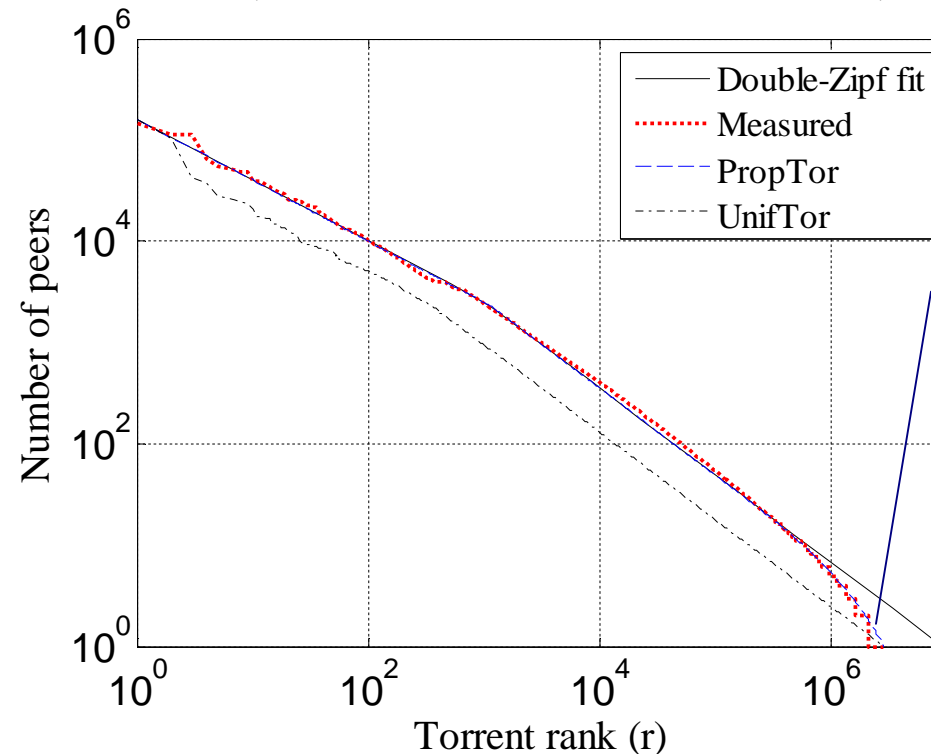


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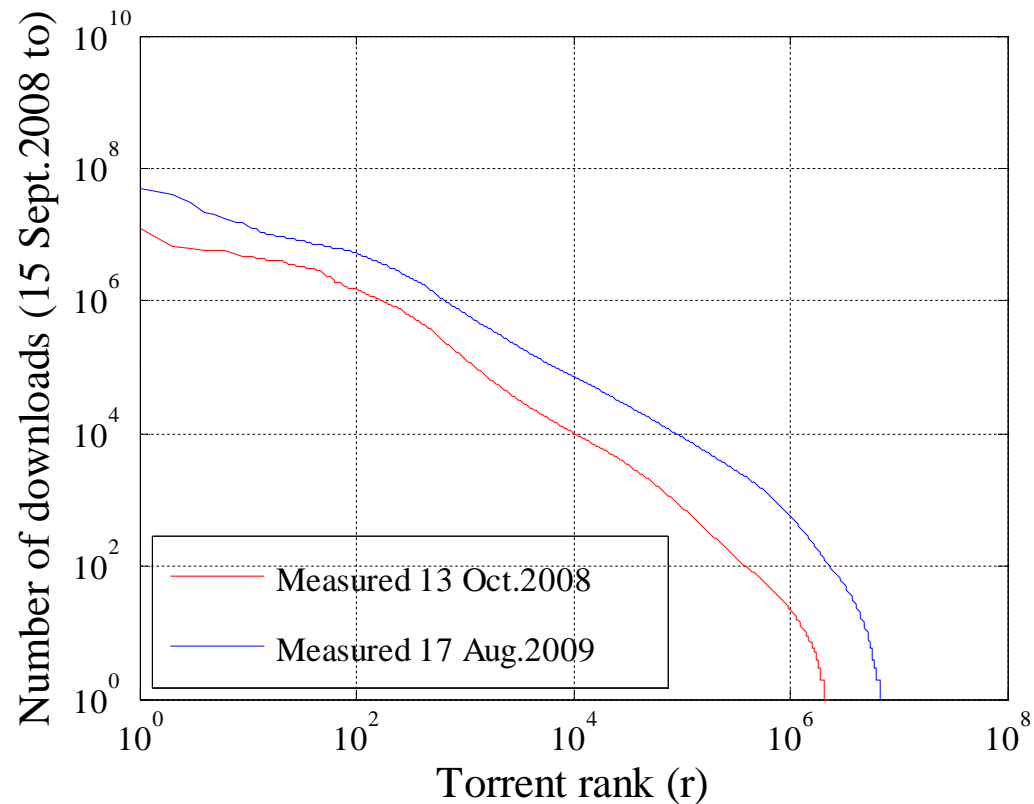
Total: 4.23×10^7
Total: 4.02×10^7
PMCC=0.99



PropTor
sampling
introduces
exponential
cutoff

Download Popularity

- Download popularity over 4 and 48 weeks
 - Active: 2.29×10^6 and 7.17×10^6 torrents



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Power-law vs. Exponential cutoff

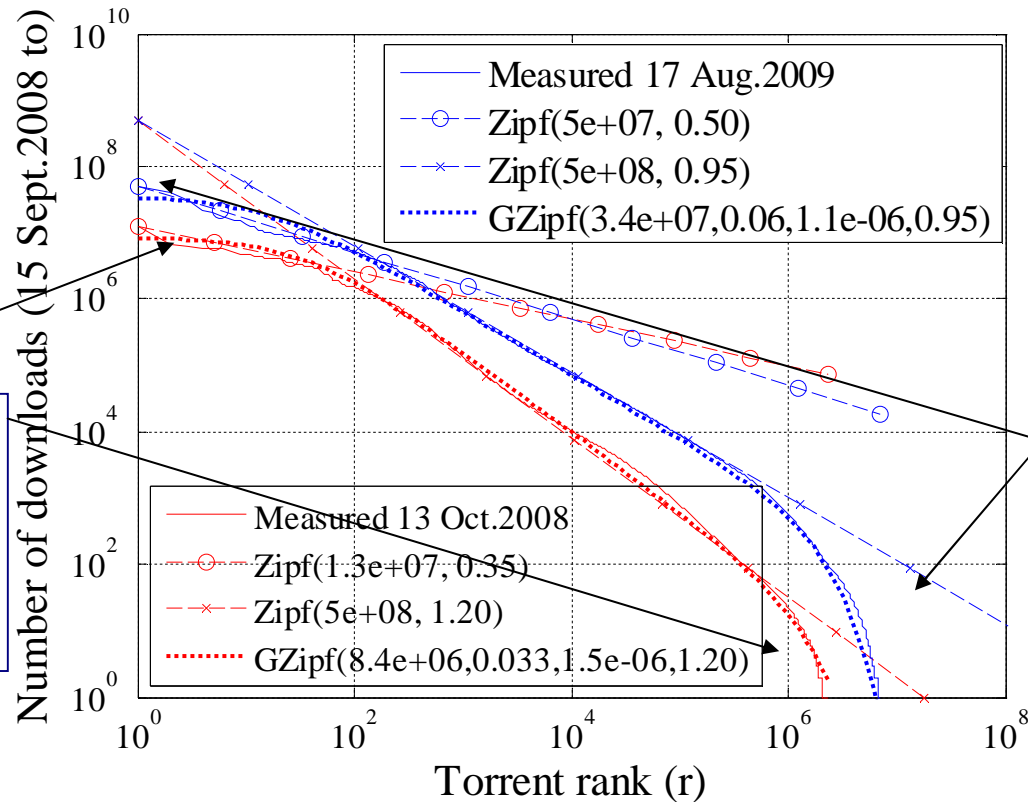
- Download popularity over 4 and 48 weeks
 - Active: 2.29×10^6 and 7.17×10^6 torrents



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4 weeks
Double power-law hypothesis:
-Active: 1.77×10^7

48 weeks
Double power-law hypothesis:
-Active: 1.43×10^9

Sampling and Exponential cutoff

- Download popularity over 4 weeks (15 Sept.2008-13 Oct.2008)
 - 2.29×10^6 samples from Double-Zipf in two ways
 - PropTor (discover torrent proportional to its popularity)
 - UnifTor (discover torrent uniform at random)

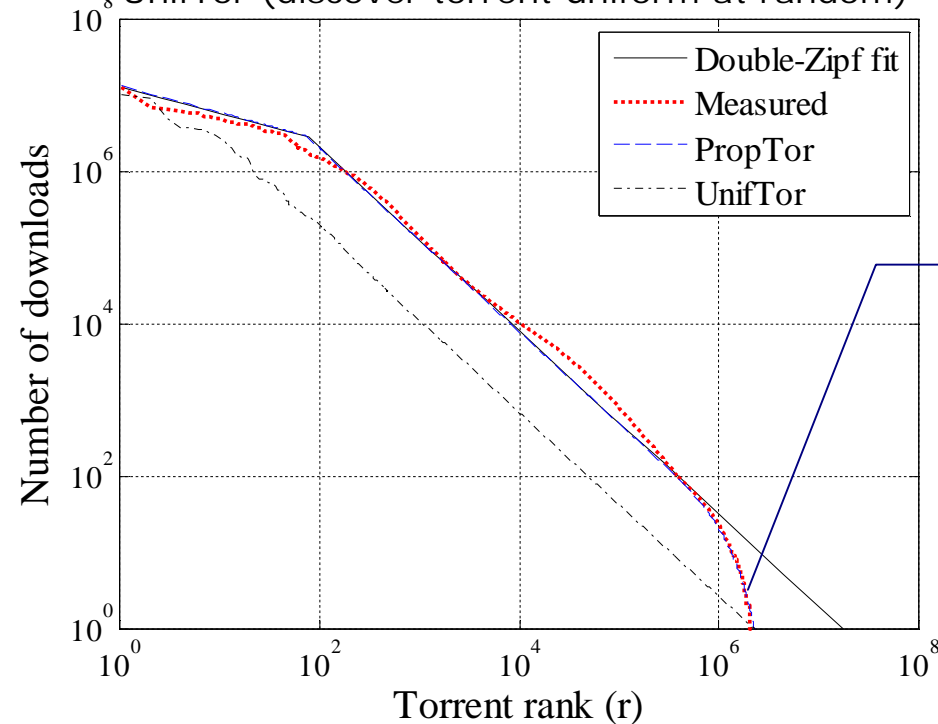


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Total: 1.31×10^9
Total: 1.21×10^9
PMCC=0.99



Impact of Sampling

Large torrents overrepresented

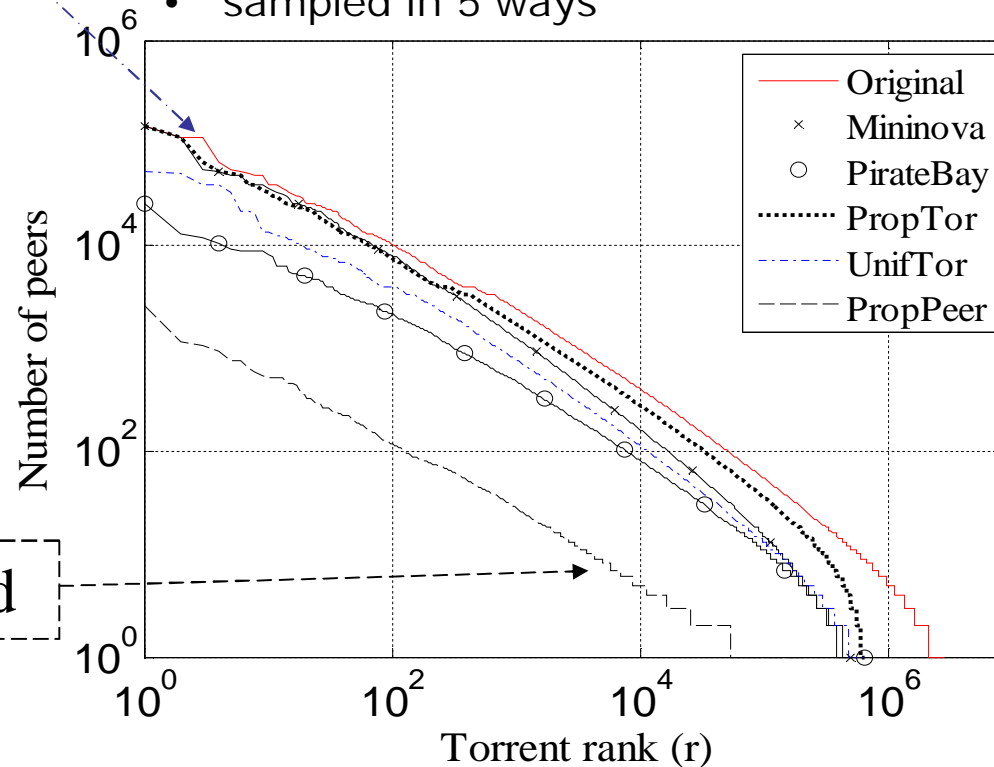
- Instantaneous popularity 15 Sept 2008, 8pm GMT
 - 2.93×10^6 active torrents, 4.23×10^7 total peers
 - sampled in 5 ways



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PirateBay, PropTor, UnifTor: 6.55×10^5 torrents

PropPeer: 4.23×10^5 peers (1% of total)

Mininova: 9.7×10^5 torrents

Heavy-tailed

Impact of Sampling

Large torrents
overrepresented

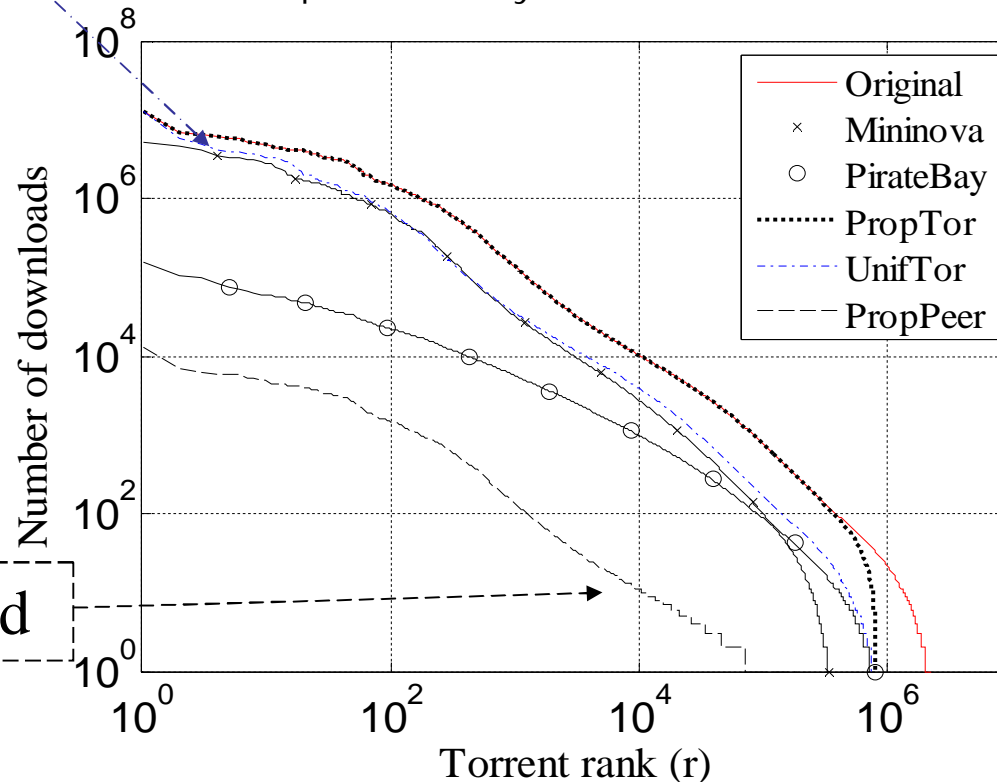
- Download popularity over 4 weeks
 - 2.29×10^6 active torrents, 1.31×10^9 total downloads
 - Sampled in 5 ways



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Heavy-tailed

PirateBay, PropTor,
UnifTor:
 1.69×10^6 torrents

Mininova: 4.95×10^5
active torrents

PropPeer: 1.31×10^6
peers (0.1% of total)

Summary

- Large measurement study of P2P content popularity
 - Instantaneous popularity
 - Download popularity
- Instantaneous popularity
 - Power-law head?, power-law trunk
 - Tail *may be* power-law
- Download popularity
 - Flat head, power-law trunk
 - Tail *may be* power-law for short periods
 - Not power-law for long periods
- Sampling and measured characteristics
 - Infer with care



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