

ONLINE-ADS>> Cache Busting, in Detail

Rick Bruner (rick@bruner.net)
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Greetings,

A little over a week ago, I wrote posted an off-the-cuff explanation to this list about how Imgis & MatchLogic supposedly get around the dilemma of cached ad images without resorting to "cache busting," to which Glenn Fleishman replied, questioning the technical accuracy of my explanation. I realized afterwards he was right, that my explanation was flawed, but I didn't have time to reply till now. Meanwhile, I sent several messages to folks at MatchLogic, asking them to address the question directly, but for whatever reason, they didn't.

So, I recently interviewed several folks at Imgis, Accipiter and NetGravity, and based on those conversations I offer a detailed explanation for how many sites and networks "cache count" and "cache bust." I also add my own reflections on the implications of these practices. My explanation on this, however, is quite lengthy. For that reason, I have refrained from posting the whole thing to this list. Instead, those who are interested can receive a copy by sending email to:

caching@x-summary.com

(you don't need anything in the subject or body of the message, it's an autoresponder).

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