Problems ->

Solutions

Benjamin Edelman March 2006

Installation Methods

Security Warning

Claria ActiveX Installers



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3. Screen Savers From A-Z [□]

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Annotated directory of thousands of screen savers for PCs and the Mac. Category: <u>Screen Savers > Shareware</u>

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4. CNET Download.com: Screensavers 19 0

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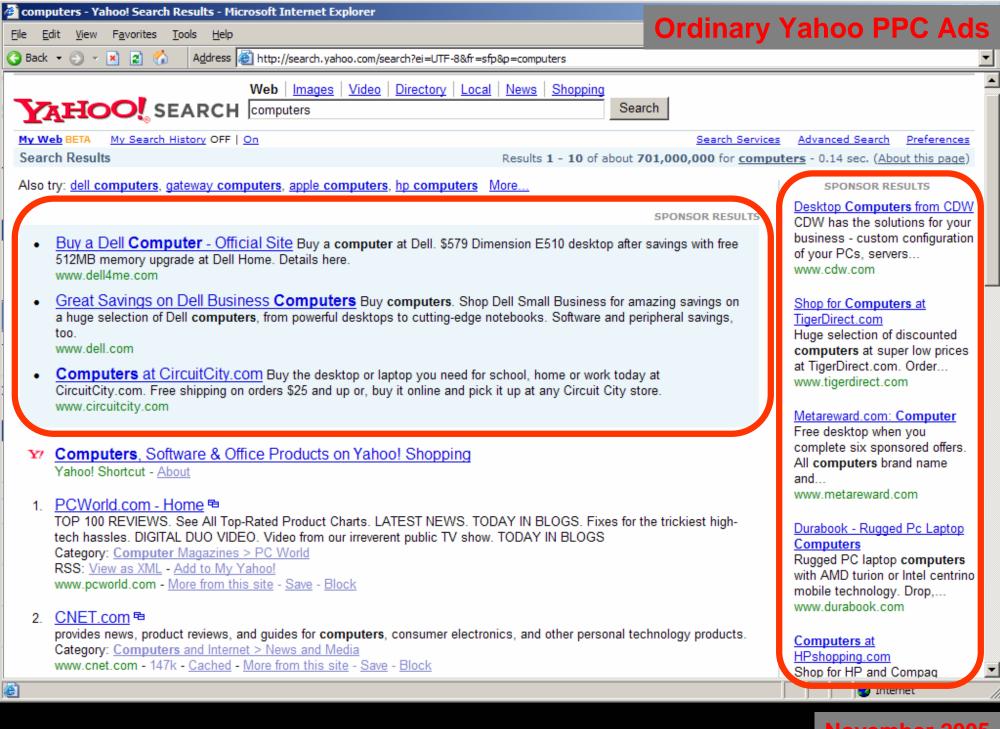
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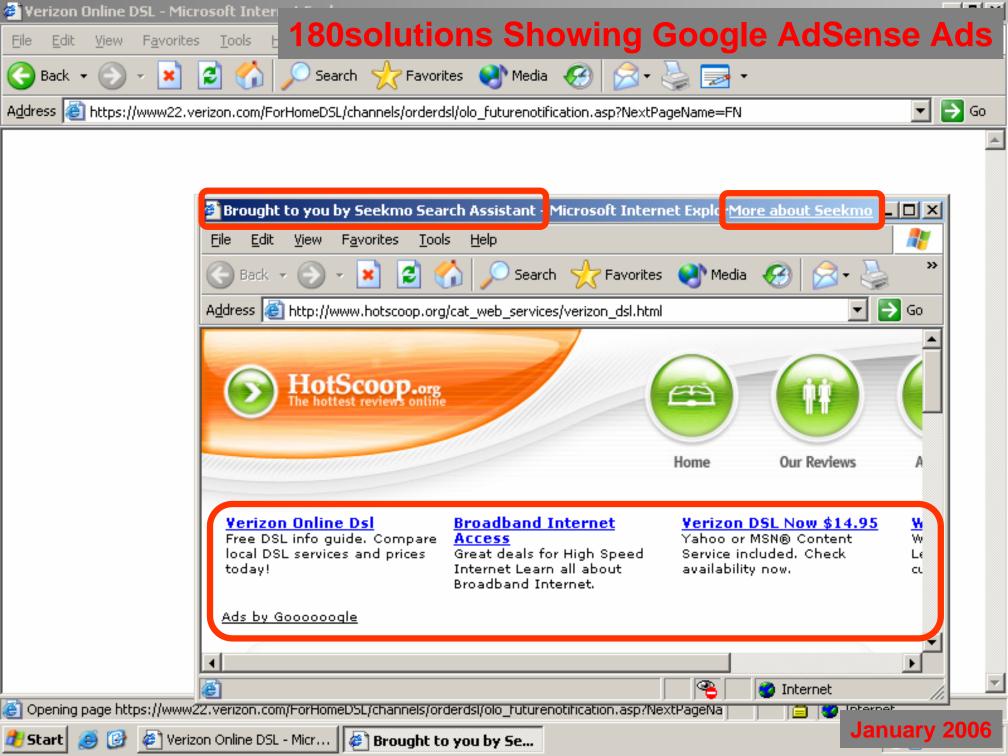
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http://btg.btgrab.com/a/Drk.syn?bho=tboniwn.exe ...
&adcontext=http://www.blockbuster.com/
&WindowTitle=Blockbuster+Online
http://url.cpvfeed.com/cpv.jsp&distID=999%7C86%7C0%7C0%7CTBONIN
ST.EXE...&url=http%3A%2F%2Fwww.blockbuster.com%2F+blockbuster.c
om&context=Blockbuster+Online
http://c.azjmp.com/az/ch.php?f=430&i=11371
http://www.azoogleads.com/az/ch.php?f=430&i=11371...
http://click.linksynergy.com/fs-bin/click?id=RJq7iIK2Foo&offerid
=83731.10000067&type=3&subid=0&u1=11371
http://click.linksynergy.com/fs-bin/swat?lsnsig=y0eGHo1UwAs&id=R
Jq7iIK2Foo&offerid=83731.10000067&type=3&subid=0&u1=11371
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http://www.netflix.com/Default?mqso=60189433&ls_sourceid=RJq7iIK2Foo-0nvLSUovGB7A5ShBXkdWjg

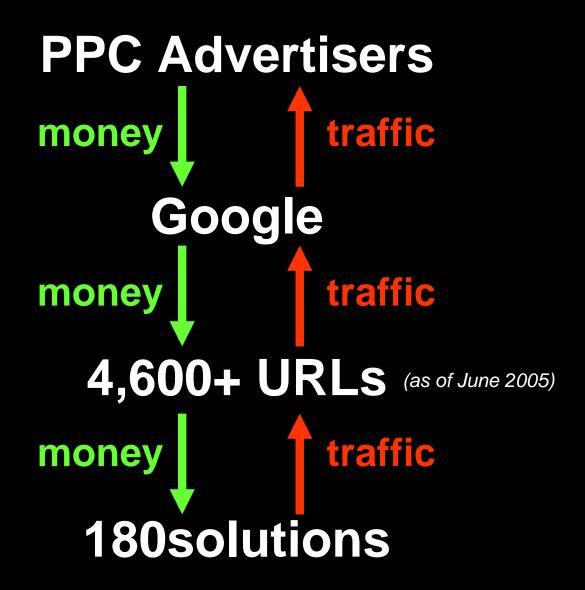
Netflix Promoted by Lengthy Chain

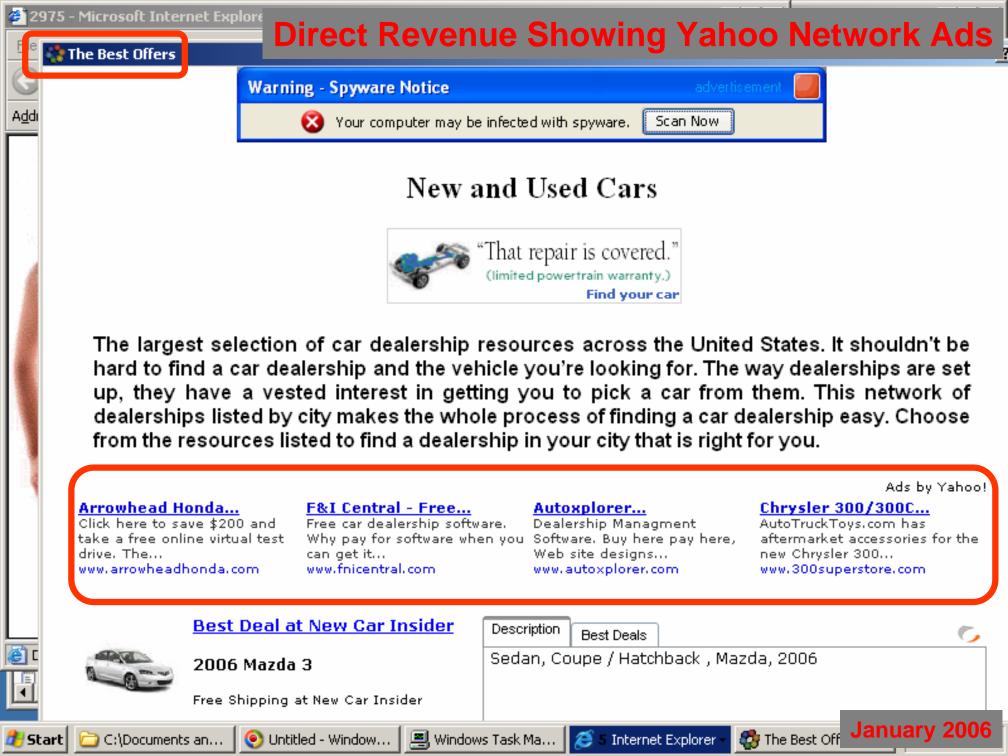


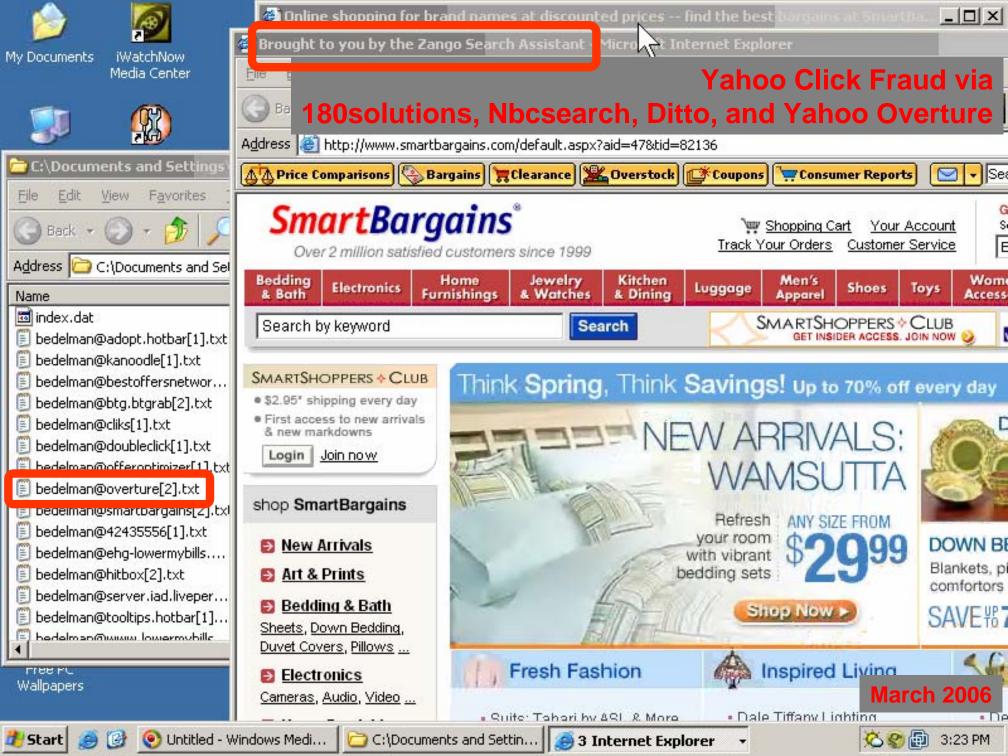




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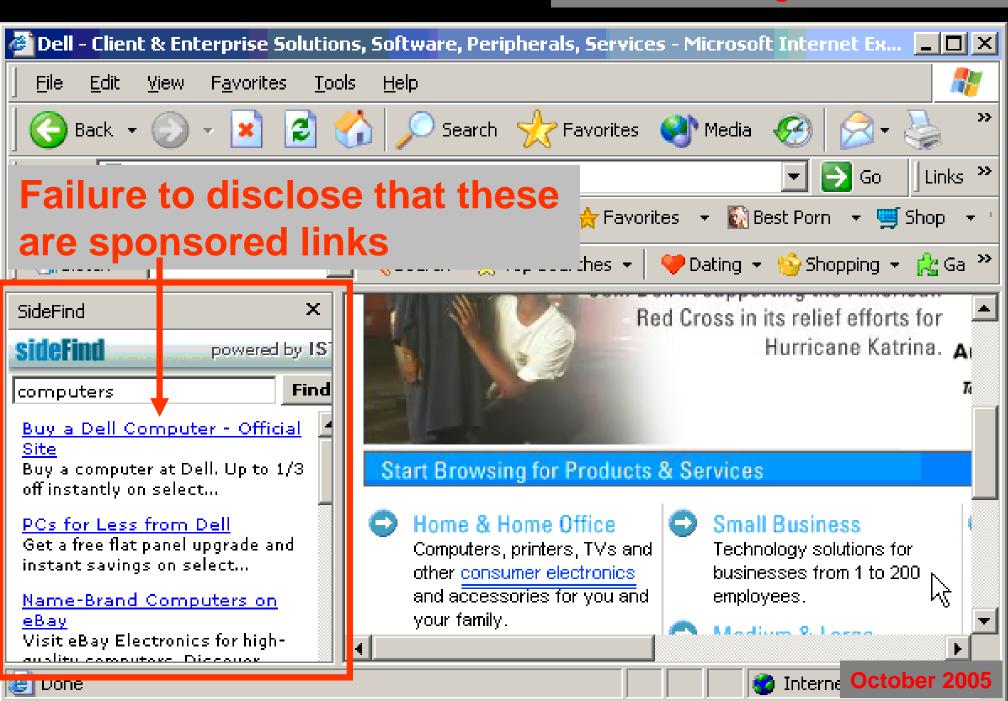
Understanding the Redirects – Yahoo Click Fraud

```
→POST /showme.aspx?keyword=%2esmartbargains%2ecom+...
Host: tv.180solutions.com
d url: ... value=http://popsearch.nbcsearch.com/metricsdomains
 .php?search=smartbargains.com
→GET /metricsdomains.php?search=smartbargains.com
Host: popsearch.nbcsearch.com
\leftarrowHTTP/1.1 302 Found
Location: http://ww2.ditto.com/red.php?mc=T%2FgSdHBNM%2Bg2%2.
→GET /red.php?mc=T%2FgSdHBNM%2Bg2%2B3AyiyVWsqV5cRprOptbkiRRrZ..
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←Location: http://www24.overture.com/d/sr/?xargs=15KPjg1%2DpS...
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\leftarrowHTTP/1.1 302 Found
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SideFind Serving Yahoo PPC Ads



Policy Prescriptions

Policy Prescriptions

- Disclosures of material effects
 - "Popup ads" versus "ads"
 - Privacy effects
 - Secondary disclosures contrary to primary "hook"
- Advertiser responsibility & liability
- Ad network liability
 - Contractual liability (to advertisers)
 - Harms to consumers; funding bad actors