

# Taming 3rd party content

# What's third party?

*"Loaded from another server..."*

*- Sergey Chernyshev*

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over  
your  
site

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TRENDING STORY

## It's Official: Facebook Passes 500 Million Users



**SOCIAL MEDIA** As widely expected, Facebook has announced that it has passed the 500 million member mark.

In a blog post, CEO Mark Zuckerberg writes that, "I could have never imagined all of the ways people would use Facebook when we were getting started 6 years ago. I want to thank you for being part of making Facebook what it is today and for spreading it around the world."

Zuckerberg has also announced the launch of **Facebook Stories**, showcasing interesting ways...

2157 tweets [retweet](#)

180 diggs [diggs](#)

About 5 hours ago **Adam Ostrow** 30

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ALL STORIES



### HOW TO: Deal with a Cyberstalker

**SOCIAL MEDIA** Unless you're one of those Internet hermits still jammin' around with a Hotmail address (How's 1997? Can you bring me back a slap bracelet?), you likely have a few of what you might teasingly call "stalkers."

How else would you...

19 minutes ago **Brenna Ehrlich** 3

384 tweets [retweet](#)



### PayPal Now Adding One Million New Accounts Per Month

**BUSINESS** eBay Inc. has released its second quarter fiscal results, posting gains largely because of PayPal's accelerating growth.

eBay generated \$2.215 in revenue during Q2, an increase of 6% from the \$2.098 billion it brought in during the same time period...

35 minutes ago **Ben Parr** 2

362 tweets [retweet](#)

TOP 6 TODAY

- 1 Google Image Search Gets an Overhaul [PICS]
- 2 Top 10 Funniest Old Spice Guy Responses [VIDEOS]
- 3 10 Awesome Apple-Inspired iPad Wallpapers [PICS]
- 4 10 Cool Cable Management Solutions [PICS]
- 5 Tethering App Sneaks into iPhone App Store [VIDEO]
- 6 .CO Domain Names Now Available



### Netflix Users Watching More Movies and TV

<script>

Easy to **integrate!**

Easy to **update!**

Easy to **grab user info!**

```
</script>
```

**Blocks** rendering!

**Depends** on  
*their* servers!

**Security & privacy** risk!

# SLO-JS

Single  
Line Of  
JavaScript

# Ads

- Pay bills (\$\$\$)
- Chain of brokers
- Rich (heavy) content
- Need lots of user data



build your  
*perfect bundle*  
with Home Phone, Internet  
and Wireless or TV

UNDER  
**\$100<sup>00</sup>**  
/mo

SHOP NOW 

1-year price guarantee on select services



# Ads: how bad is it?


- document.write (blocks, can't be post loaded)
- Sometimes up to 7 nested wrappers, more than 20 requests
- Fail rarely, but block the whole site

# Ads: **Solutions!**

- Load after content is loaded
- Use IFrames
- Don't use 3rd party engines

# Widgets

- *Free* content or functionality
- Use JS for everything
- Rarely cache
- More complexity for *your* site



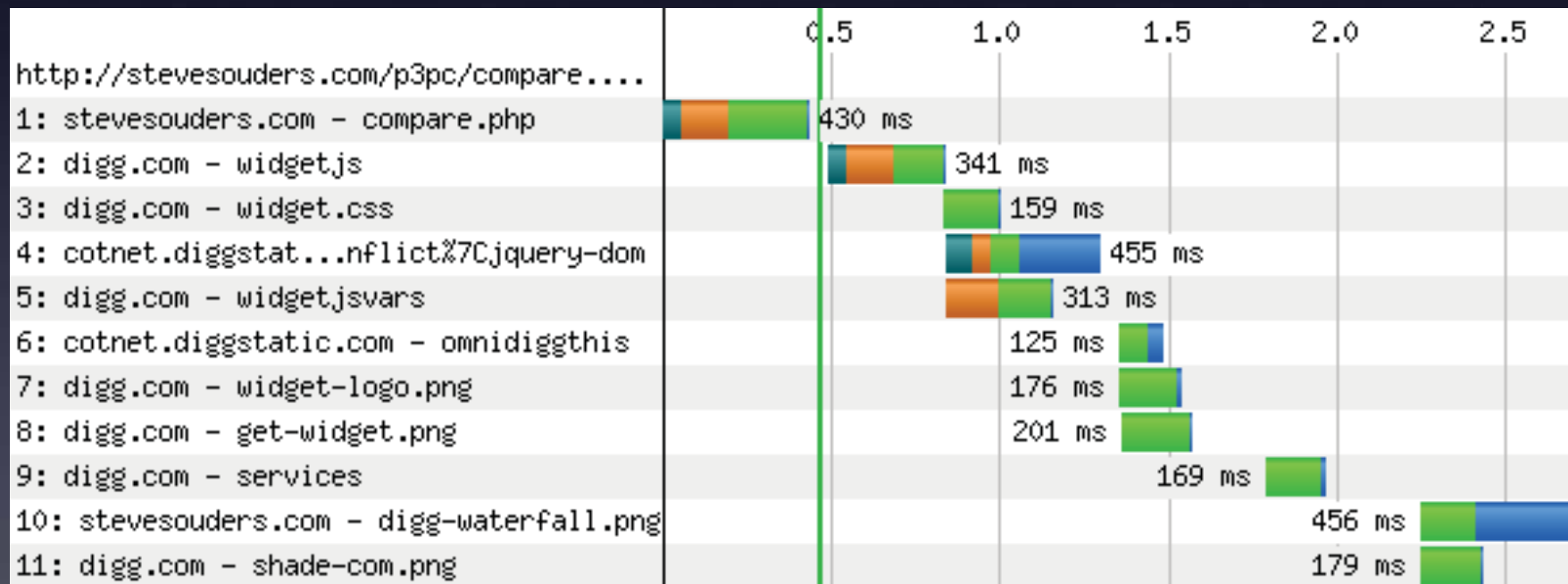
The image shows a screenshot of a Digg widget. At the top left is the 'digg' logo with a trademark symbol. To its right is a button labeled 'About Digg'. Below the logo is the text 'Top 10 list from Technology'. The main content is a list of ten items, each with a yellow box containing a number and a blue link to the article title. The items are:

| Count | Article Title  |
|-------|--|
| 1136  | How a 15-yo Kid Tricked Apple With a Disguised Tethering App |
| 714   | World's First Pirate ISP Launches In Sweden                  |
| 706   | Every 12 hrs Apple collects a batch of location data from... |
| 485   | Samsung Shows Unbreakable AMOLED Display [Video]             |
| 420   | Guy Kawasaki: Steve Jobs is a 'Hustler'                      |
| 416   | AT&T and Verizon Killing Unlimited Data Plans!               |
| 328   | Is ubiquitous encryption technology on the horizon?          |
| 273   | Now We Know Whose Fault It Is                                |
| 180   | It's Official: Facebook Passes 500 Million Users             |
| 153   | Apple shows Nokia's N97 Mini can be force choked, too.       |

At the bottom of the widget is a blue bar with the text 'Powered by Digg's Users'.

# Widgets: how bad?

- Varies dramatically
- Less reliable than ad networks



# Widgets: **Solutions!**

- Find *more* static (or flash) version
- Rewrite using their AJAX API
- Use any API and assemble on back end, cache

# Trackers

- Show what's going on
- Need lots of user data
- Delay load event (a little)

# Trackers: **what to do?**

- Not so bad. Not much you can do either.
- Use async version if exists (Google Analytics)

# When **YOU** develop widgets!

- Don't use `document.write!`
- HTML placeholder, async code & data
- Cache JS code (in the browser)
- Cache all or part of the data (know your TTLS)
- Provide static alternative to SLO-JS  
(image / HTML to download / flash)