

**DEVELOPING AN ADVERTISEMENT-BASED ISP PLATFORM FOR INDIVIDUAL
DIAL-UP CLIENTS USING VB AND ASP**

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DIAL-UP CLIENTS USING VB AND ASP**

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ABSTRACT

Software components have been steadily increasing in number and scale over the past two decades. Together with them comes the indisputable dominance of the Internet, with its role extending to almost all fields in the present society. With this in mind, this thesis is focused towards a goal in developing a particular component that would meet the prospect of a cheaper if not free Internet access possible in the local setting. This envisions to provide a fair opportunity to every Filipino to have a gratifying access to this technological advancement which has grown to be a necessity in the present time.

Ideas and concepts were borrowed from the Internet Service Providers (ISPs) around the globe who are currently implementing free Internet through advertisements as part of their web pages. Theories in networking and Internet technologies would play a great role in scrutinizing the study detail by detail and a good determining factor in the technical implementation.

This study is mainly limited in the technical development and implementation of an advertisement-based ISP platform. This software platform is designed to display advertisements from products and services that will suffice the underlying fees and charges in current Internet connection. The software platform as a separate entity will be launched side by side with the Internet Browser while a steady connection to the Internet is maintained.

The major contribution of this thesis is extending the possibility of cheaper if not free Internet access in the local setting. In addition to the specific output that the researchers foresee to present, the group feels that the collective wisdom provided by the discussion of the methodology throughout this thesis provides valuable insight for others in the same area of research.

CHAPTER I

INTRODUCTION

1.1 BACKGROUND/CONTEXT OF THE STUDY

The world truly enjoys a lot of technological advancement these days, especially once in the presence of the powerful technology of the Internet. Since its birth it has set a remarkable change on how people view and deal with the world that is now accessible right at their fingertips. It is offering services ranging from communication, to business, to research, to entertainment, to almost everything that people just once dreamt of having. Thus, this technological advancement of the Internet now plays a major role in the academe, politics, economy, and to almost all sectors in the present society. With these, it is an obvious fact that it is more than just a mere technological advancement for luxury and prestige but rather a necessity that this present society should have to cope with this ever-dynamic world.

However, underlying problems should be considered. There exist the growing problems in the economical accessibility most especially in the present Philippine society. As a third world country, it has always been part of its endeavor to provide her people a thoroughfare of opportunity to get by with technological advancements which has grown to be a great necessity despite economic constraints experienced by the government and the people itself.

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As they say, nothing is free in this world anymore. For everything we get, we give something in return. This idea is in some way manifested on the present television scenario, wherein people can view local programs for free brought about by the support of advertisements that proved to be good for the business and for the people as well. Having this in relation to the present technology brought about the idea that this demonstrated practice could be implemented in the Internet for the same beneficial results. Therefore, with these things in mind, the researchers have embarked on a technological breakthrough in the Philippines that would give a prospect of a cheaper if not free Internet access for the users.

1.2 STATEMENT OF THE PROBLEM

This vision of a cheaper if not free Internet access would require a lot of technical assistance to have a successful implementation and realization of the envisioned free-internet. Here below are the problems, technical in nature, that need to be addressed.

Main Problem:

How to develop an advertisement-based ISP platform for individual dial-up clients that will accommodate and display different advertisements at certain time intervals while a steady connection is being maintained?

Sub Problems:

- 1) How to design an advertisement-based ISP platform?
 - How to design such platform that will store advertisements?
- 2) How to implement such platform that will view different advertisements at certain time intervals?
 - What are the mechanisms for storing advertisements?
 - How are updates done from the storage location to the advertisement-based platform?
- 3) How to implement continuous loading of advertisements to the platform while a connection is being maintained?
 - How to make sure that connection is established?

1.3 OBJECTIVES

To address the above-mentioned problems that have great effect to the public, the group has thought of the following in response:

Main Objective:

To develop an advertisement-based ISP platform that will accommodate and display different advertisements at certain time intervals while maintaining a steady connection to the Internet.

Specific Objectives:

- 1) To design an advertisement-based ISP platform.
- 2) To implement an advertisement-based ISP platform that will view different advertisements at certain time intervals with assured connection.
- 3) To ensure the continuous loading of advertisement to the advertisement-based ISP platform while a connection is being maintained with high efficiency in storage access.

1.4 SIGNIFICANCE OF THE STUDY

As Internet continue to play a crucial role in the present society, it should be made economically accessible to the public. Thus, this study is dedicated to vehicle such implementation of a prospected cheaper if not free Internet access by providing an avenue for its technical implementation in the present Philippine society. The researchers have envisioned that this innovation would lessen economic problems of individuals, as they would get free access to the now necessary Internet. Thus, this would enhance the living of those concerned, as they will be able to get ease and comfort as they meet the demands of time. The group believes that the different services of the Internet (i.e. On line banking, On line purchases, On line reservations) will be more efficient and effective if the public will be able to avail of it with economic ease.

1.5 SCOPE AND LIMITATIONS OF THE STUDY

The prospect of free Internet access would essentially extend to other major fields for such implementation. As the basic premise to have such is through advertisements, it will need more than technological know-how for it would as well require a touch of marketing expertise that will study the feasibility for implementing the idea in line with the present economic situation of the country. Thus, different angles should be considered for strategically imposing such concept that would not impair the present status quo.

However, the researchers considered limiting the study to focus mainly on the technical side of the implementation of the prospected cheaper if not free Internet access. As to marketing strategies, the group decided to leave them to be looked upon by more knowledgeable individuals in this particular field. Hence, the depth of knowledge that the researchers will be able to come across in terms of the technical aspect will be sufficient enough to handle the above stated problems.

Originally, the group has discussed the possibility of the application of the study to one of the ISPs in the city. The dial-up connection was considered to be the medium where the software platform will be launched to the client who will be accessing the server for connection request. In this environment, the group has seen that this type of connectivity is similar to the client-server model in LANs, such that, the ISP as the server and the end-user requesting for connections as the client. In the same light, they have come to consider a "limited" networking environment to achieve such client/server relationship. With this, the group has seen a more feasible output in the networking environment. But they believe that the implementation in a "limited" networking environment, where they assign a certain computer to be a server and another computer specified to be a client, is comparable and analogous to a wider scope of the ISP with the dial-up connection.