Overview

- Targeted audience
  - Business decision makers (CEOs, CIOs, CTOs, COOs) for Service Providers (SPs) in the Internet industry including Internet transit providers, access network providers, hosting providers, datacentre operators, content distribution networks operators, mobile network operators, and content providers
  - Policy makers and regulators

Why this seminar?

- Business decision makers:
  - Ultimately responsible for making critical business decisions
  - After being briefed on current business and technical issues by organisational staff
  - Deployment of IPv6 networks is not only an urgent issue for access providers but it also affects all SPs whose business model relies on the Internet.
    - Delaying IPv6 deployment in any SP will negatively impact the level of coherence of the currently working Internet eco-system.
    - We need to achieve robust deployment of IPv6 like we achieved with IPv4 in a holistic manner.

Why this seminar?

- It is important that these decision makers are able to establish their own understanding about the current Internet business environment
  - So that they can make informed and sound decisions for their organisation.

Objectives of this seminar

- To provide an overview of the current rapidly evolving business environment within the Internet industry and identify key issues that have significant implications for these decision makers

- To have interactive information exchange among people in this room including speakers and participants

Agenda

- ## Mark Townsley (Cisco)
  - IPv6 Business Case

- ## George Michaelson (APNIC)
  - Understanding the IPv6 landscape

- ## Miwa Fujii (APNIC)
  - Future trends in the Internet, business and IPv6

- ## Discussion time
  - What is your business plan for the next 12 – 24 months?
  - What are your opportunities and challenges in deploying IPv6 ?
  - Any story to share with others?