

# World IPv6 \$EVENT++

## Current thinking

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\* Work in progress! \*

# World IPv6 Day

- Extremely successful
  - Galvanized the industry
  - Made press, brought IPv6 to attention of management
  - Caused lots of technical progress in content
- Made us feel that IPv6 is doable
  - **"We turned it on and the Internet didn't fall over"**
- Key property: participation was **measurable**
  - Made sure progress was real rather than on paper
- But:
  - IPv6 was **turned off** after the day
  - Very little access participation - adoption **still 0.3%**

# What are the problems again?

- Technical issues are mostly understood/solved
- Everybody dependent on everyone else
  - ~~"There is no content"~~
  - "There are no access networks"
    - ... at least, no large rollouts
  - "There are no CPEs"
    - ... at least, no CPEs that do IPv6 by default
- No deadline, no common timelines, no coordination
- Insufficient mindshare in product marketing / management
  - W6D helped a lot

# Current thinking

- Another event in 1H2012
  - April? June?
- Three categories
  - Website: enable AAAA records, and **leave them on**
    - Measured by ISOC / RIPE / ...
  - Access / mobile provider: roll out IPv6 **to X% of users**
    - Measured by content? Third parties?
  - Device / CPE manufacturer: **enable IPv6 by default**
    - Measured by UNH-IOL?
- Competition in each category encouraged
- Event open to all

# Strategy

- Finalize core group of initial players
  - High-impact, global representation, across industry
    - DSL, cable, mobile, enterprise, CPE, cellphone, ...
  - Willing to **publicly announce goals** and be measured
- Nail down details
  - Measurement strategy
    - Average over large websites? RIRs? ...?
  - Duration
    - 1 week? Or just call it a flag day?
- Publish **press release** in late 2011 to kick off
  - Oct? Nov?

# Discussions so far

- Informal discussions with:
  - Websites
    - Bing, Facebook, Google, Yahoo!, ...
  - Access
    - Comcast, Time Warner Cable, ...
  - CPE
    - D-Link, Linksys
- General tone of feedback
  - "We might be able to do this, if..."
  - Nobody has made any commitments so far
    - Exactly how World IPv6 Day started
- Are you an ISP or device manufacturer? **Come talk to us!**

# Questions?

Can **you** participate?  
Come talk to us!