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 **mostly 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, very few large rollouts
  - "There are no CPEs"
    - ... at least, virtually 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 June 2012
  - The last one, as far as many of us are concerned

- Three categories
  - Website: enable AAAA records, and **leave them on**
    - Measured by ISOC / RIPE / ...
  - Access:**N% of users on IPv6**, IPv6 **on by default** for new users
    - As measured by major websites
  - Home gateway: **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
  - Home gateway compliance
    - Still a few issues to be ironed out
  - Measurement methodology
    - Average over large websites? Take highest number?

- **Publish announcement** with initial partners to kick off

Discussions so far

- Informal discussions with:
  - Websites
    - Bing, Facebook, Google, Yahoo! ...
  - Access
    - Comcast, Time Warner Cable, AT&T, Free, KDDI, Internode...
  - CPE
    - D-Link, Linksys, Apple, Netgear...

- 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 home router manufacturer? **Come talk to us!**

Questions?

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