World fitb Day

Some aspects of success

Internet Society

Clear objective

What is the obstacle on the path to deployment that is being overcome?

In the case of IPv6 Day there was a demonstration that enabling IPv6 did not disrupt IPv4 users

In the case of IPv6 Launch it was breaking the chicken-and-egg problem:

- **Networks didn't want to go without content**

- **Content didn't want to go without eyeballs**

- **Content permanently enabled their sites and networks permanently enabled end-users**

Measurable result

If the goal of the exercise isn't measurable, the exercise is simply another cheerleading/empty marketing exercise

What can you do that is externally measurable, reportable, and visible to everyone?

For v6 day it was turning up IPv6 on your main website for 24 hours

For v6 launch, it was turning it up and leaving it on for websites, and turning up 1% of your users for networks

A concrete publicly visible date helps

Part of the purpose of a day is to give people a goal – feedback on both v6 events were that this helped internally a lot

- **This gave engineers something to show to managers as a deliverable date**

- **This gave companies a reason to do something a little sooner than they had already planned to do it**

I want to be like…

Google, Facebook, and Yahoo!

Heard this from a lot of people:

- **Having a headlining big brand standing up and saying they are making a commitment to a technology has a TON of pull in the industry (marketing)**

- **Having a really big player do this makes it safe for others (engineering)**

What is the pull to drive others to want to do something?

Who are the leaders?

Small group of industry leaders who are committed to doing this together

Can you identify them?

Can they agree to cooperate?

- **And share risks, for instance?**

Clear result

How is the Internet different after it's over

- After v6 day it was clear that turning up v6 at scale didn't break the Internet, or v4 users

- After v6 launch it is clear that v6 is part of the Internet as regular business

Can one articulate how the Internet will be different after fitb is done?