

InterNetWorks Strategic Initiative

2009 Strategic Actions and Impacts

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The long-term focus of the InterNetWorks initiative is to ensure the continued collaborative support for and development of the Internet in the face of significant challenges. These challenges stem from growth issues (e.g., eventual runout of IPv4 addresses), desires to curtail the Internet for local benefit (e.g., “walled gardens”), and efforts to centralize and control management of this distributed resource.

In the 2009 plan, submitted to the Board in November 2008, we outlined the 2009 target for the InterNetWorks initiative as follows:

“The overarching objectives for the InterNetWorks initiative lie in 3 areas:

Infrastructure Evolution: drive concrete progress on important Internet infrastructure issues such as DNSSEC deployment, IPv6 uptake, and bandwidth management.

Internet Model Emergence: Articulate the Internet model and use specific targets for impact for change in approach to policy and technology development

Stewardship of the Internet: Develop presence on the global stage so that we begin to set the agendas for discussion of Internet policy and evolution[...]

These are aligned with the ISOC-wide 2009 strategic objectives. The bulk of the InterNetWorks initiative activities are focused on “*Advance and be seen to be advancing the health of the Internet*” objective, and “*Develop a concrete and concise definition of the Internet Model and implement a comprehensive communications plan to embed in users/served markets*” objective, while it relies heavily on the successful achievement of the “*Develop Future Internet Leaders: Grow and strengthen the pipeline of Internet leaders to enhance the base of support for the Internet Model and Internet development principles*” objective.

The four programmes of InterNetWorks provide a thematic focus for activities to drive to these objectives. In 2009, they are focused as follows:

Common and Open Internet – bandwidth management, and general issues pertaining to restriction of the Internet’s evolution and use;

Global Addressing – IPv6 deployment and final IPv4 allocation policies;

Secure and Stable Internet – DNSSEC, issues in unwanted traffic; and

AlterNetives – cataloging impact of alternative networks (e.g., mobile data networks, sensor networks) on the Internet, expressed in terms of requirements for Internet development.

The strategy for reaching the stated objectives, across the four programmes, is based on the following trajectories:

1. Leading key Internet infrastructure operators to deploy technology advances that are key to the Internet's evolution by building up relationships, facilitating dialog on neutral grounds, developing and disseminating credible technical data.
2. Championing the importance of choice, diversity and robustness at the edges of the Internet to support evolution and ensure continued autonomy in developing regions and markets.
3. Developing accurate and actionable material on important network trends, to identify future concerns and opportunities.
4. Fostering appropriate collaboration between organizations in the Internet's "ecosystem".
5. Actively campaigning in general communications activities, developing material for Chapters and other members to use in their work, as well as instigating targeted regional, policy activities.

These 5 strategic trajectories are mapped out in the milestones/actions in the table below, along with the expected impact in the four quarters of 2009. Briefly, the sequence of actions lays out a pattern of increasing visibility and action in important decision-making arenas. This is intended not only for the success of the InterNetWorks initiative, or for ISOC, but rather for the purposes of actively improving the health of the Internet. From today's standpoint, improved Internet health at the end of 2009 would include:

Rational public policies, consistent with the Internet model, supporting deployment of IPv6 and other critical Internet infrastructures

IPv6 has global routing and IPv6 connectivity is tripled at the edges (1.2% of Alexa sites accessible per Hurricane Electric; 15% of end hosts have connectivity),

DNSSEC is globally deployable

3 gTLDs and 8 ccTLDs are signed with DNSSEC and offering DNSSEC support to their customers.

| 2009 | <i>Major Milestones / Visible Actions</i> | <i>Key Impacts</i> |
|------|---|--|
| Q1 | <p>Visible presence, presentation of IPv6 organizational member survey in NOG events (NANOG, UKNOF, LINX)</p> <p>Development of a EU advocacy plan on critical issues re: the restriction on Internet evolution and the safeguarding of the end to end principle</p> <p>Headlined open Internet message at European Commission event on the future Internet, in Brussels</p> <p>Publication of ISOC Organizational Member Survey Report</p> <p>Development of IPv4/IPv6 and user-centric Internet "quick studies" for Chapters and other members.</p> | <p>Increased attention on the importance of IPv6 deployment – and ISOC's role.</p> <p>Raised ISOC's visibility in operational community, as evidenced by increased invitations and callback</p> <p>ISOC's messages are circulating in new areas –MoU with UNECA, LIFT event, Brussels EC event</p> |

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| | IPv6 Briefing Panel at IETF74 | |
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| 2009 | <i>Major Milestones / Visible Actions</i> | <i>Key Impacts</i> |
|------|---|--|
| Q2 | <p>ITU WTPF meeting – presenting messaging of the Internet model and strength of the common and open Internet</p> <p>Public policy advocacy campaign surrounding topics related to the neutral network platform</p> <p>Implementation of strategic partnerships at regional level with public policy institutions as UNECA and AUC in Africa, UNAPCICT in Asia, CTU and CITEC in LAC</p> <p>IPv6 deployment campaign, including output from further ISOC-hosted operator roundtable activities and targeted public policy activities</p> <p>“Network confidence” communications campaign, bringing together messages of Internet infrastructure security and Trust and Identity</p> <p>Internet model communications campaign</p> <p>Key technical whitepapers addressing Internet technologies and operational reality – DNSSEC and spam reduction; IPv4 address market realities; metrics for Internet health measurement</p> <p>Development wireless access “quick study” for Chapters and other members.</p> <p>Regional INET – Cairo</p> | <p>Coordinated Internet-savvy input to important ITU meeting</p> <p>Increased awareness and acceptance, at global and regional public policy level, of important Internet messages (as evidenced in MoUs)</p> <p>Increased public awareness of our issues – “network confidence”, Internet model, IPv6 – supported by credible, neutral facts.</p> <p>Internet operational deployment of IPv6 will be better aligned to support content providers’ expectations</p> <p>Chapters and other members are kept up to date on ISOC directions on key InterNetWorks issues</p> |
| Q3 | <p>Continued communications campaigns</p> <p>Continued implementation of strategic partnerships at regional level with public policy institutions as UNECA and AUC in Africa, UNAPCICT in Asia, CTU and CITEC in LAC</p> <p>User-focused technical communications – bandwidth management demonstration tool to communicate the impact of bandwidth abuse and/or constriction</p> <p>Public policy advocacy activity on wireless networking in Africa</p> <p>Summit on routing infrastructure security</p> <p>Published papers on the benefits for different kinds of organizations of deploying DNSSEC</p> <p>RILF – Cairo</p> <p>Regional INET – Delhi</p> | <p>Increased deployment of DNSSEC – in larger and smaller operators, as well as at the edges</p> <p>Identification and acceptance of path to securing routing infrastructure</p> <p>Increased autonomy at the edges of the Internet – developing new Internet leaders through the RILF programme</p> |
| Q4 | <p>ITU Telecom World – ISOC will be coordinating Internet ecosystem partners to provide visible presence of open Internet value to telecoms attendees</p> <p>Internet Governance Forum – ISOC hopes to continue to participate in shaping the agenda for this event, as well as support its programme with speakers and materials to continue to convey the message of the importance of the Internet model</p> | <p>Coordinated Internet technical presence at important telecomm meeting</p> <p>Visible improvement in IPv6 deployment and DNSSEC uptake.</p> <p>Improved picture of what will be impacting the Internet in the near future – catalog of impacts</p> |

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| | <p>ISOC-sponsored operator on operator workshop(s) on IPv6 and DNSSEC</p> <p>Technical whitepapers, including a catalog of issues of alternative networks impacting the Internet</p> <p>Regional INETs – Kuala Lumpur, Dakar</p> | |
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