



13<sup>th</sup> January 2010

Dear APNIC Partner

**Re: Spreading the message on IPv4 exhaustion**

With the exhaustion of IPv4 address resources in the IANA IPv4 free pool likely to occur some time in 2011, it is critical that Asia Pacific community work together to build awareness about this issue and the need for IPv6 adoption.

I therefore ask your assistance to collaborate with APNIC in a campaign to build awareness.

The Number Resource Organisation (NRO) will distribute a global media release when the IANA IPv4 free pool reaches less than 10%. We currently expect this to be sometime this month, January 2010. We see this milestone as an excellent opportunity to call to action local business leaders.

APNIC plans to distribute regional press statements in support of this global IPv6 campaign and feel our valued regional partners such as you add important local credibility. We also appreciate the value local partners can provide in putting local information and messages into this information.

Below I have listed the activities APNIC will be conducting and the opportunities you have to support APNIC activities and emphasise the local work you are doing on this issue.

***Resources available from APNIC***

- Press release to all ICT and business media in the Asia Pacific targeting c-level decision makers in organizations
- Interviews and briefings by Paul Wilson, APNIC Director General and Geoff Huston APNIC Chief Scientist, to major business and ICT outlets (in person where possible and via phone)
- Statistics and trends on Asia Pacific IPv4 allocation for each economy in the Asia Pacific
- Graphics (including a IPv4 Exhaustion Graph) and photos available for repurposing (print and web quality)
- Updated information on the [apnic.net](http://apnic.net) website

***What you can do***

- Quote from your senior Management to reinforce your organization's local commitment to this issue
- Translation services for markets where English language media is not effective
- Local database of media to be included in the campaign
- Distribution of message to your mailing lists

**Asia Pacific Network Information Centre**



Miwa Fujii, IPv6 Program Manager (miwa@apnic.net), is coordinating this campaign. Please inform her of your interest via email.

Thank you again for your support to the AP Internet community and we are looking forward to working with you.

A handwritten signature in black ink, appearing to read "Louise Flynn".

Louise Flynn  
Marketing and Public Relation Manager, APNIC  
lou@apnic.net

## Asia Pacific Network Information Centre