For Immediate Release

World IPv6 Launch Heralds Major Milestone in the Growth of the Internet
Joint initiative by the Office of the Government Chief Information Officer and the Internet Society Hong Kong signals increased use of IPv6 among businesses and growing public recognition of the new Internet protocol

[Hong Kong – 6 June, 2012] The Internet Society Hong Kong, together with other chapters around the world, continues its effort with IPv6World:Asia initiative to echo the World IPv6 Launch. Global technology giants with daily website traffic of over 1 billion such as Google (www.google.com, www.youtube.com), Facebook (www.facebook.com), Yahoo! (www.yahoo.com), and major Internet service providers, home networking equipment manufacturers and Internet content service providers are coming together to permanently enable IPv6 for their products and services today, marking a new era in the Internet development. On the same day, the Internet Society Hong Kong also launched the 'IPv6 Consumer Guide' to assist local small- and medium-sized enterprises (SMEs) and Internet users in the transition to the new Internet generation.

The Internet Society held the first World IPv6 Day on June 8 last year with a 24-hour test-run of IPv6. The results were very positive and reassuring that major websites around the world are well-positioned for the move to a global IPv6-enabled Internet. This year's World IPv6 Launch signifies the world's transition to the new era of IPv6. Supporting global efforts in the lead up to the launch, the Internet Society Hong Kong partnered with Cyberport to host a "World IPv6 Launch" conference, attended by over 270 participants. The event greatly catalysed the awareness and application of IPv6 among local industries, SMEs and the general public, and emphasised the exigencies of IPv4 exhaustion.

Mr Daniel Lai, BBS, JP, Government Chief Information Officer, said, "The 'World IPv6 Launch' is a major milestone in the development of the Internet. The Hong Kong SAR Government supports the deployment of IPv6 and encourages the information and communication technology industry to support IPv6 products and services based on their business needs. The existing local Internet infrastructure is ready for IPv6; commercial IPv6 access services are available in the market. The public can access over 200 Government websites and exchange Internet e-mails with Government bureaus and departments using IPv6. When the next generation Government Wi-Fi (*GovWiFi)* Programme launches this December, it will support both IPv4 and IPv6. In addition, in order to promote the awareness of IPv6 for the public and SMEs, the Office of the Government Chief Information Officer requested proposals from non-profit making organisations in July last year. After evaluating the proposals, the Government sponsored the 'IPv6 In Action' project proposed by the Internet Society Hong Kong in October last year."

Mr Charles Mok, Founding Chairman of the Internet Society Hong Kong and Head of the "IPv6 In Action" Project, said, "With the explosive growth of the internet and the rapid increase in demand for Internet-enabled devices, IPv4 can only provide 4.3 billion IP addresses – a number less than that of the world's population. In order to maintain Hong Kong's edge as a leading communications hub in Asia, deploying IPv6 is essential. The Internet Society Hong Kong is currently working closely with the Hong Kong SAR Government and other organisations to encourage the use of IPv6 through education, certification and

training programmes. Apart from the support from technology giants and major corporations around the world, as the local chapter of Internet Society, the Internet Society Hong Kong has echoed the effort by launching the 'IPv6 In Action' project. This campaign focuses on SMEs, which make up 98 per cent of local enterprises in Hong Kong, as well as home internet users, with the aim of increasing their understanding of IPv6 and emphasising the importance of IPv6 for future Internet growth."

The "IPv6 In Action" project has won the support from the Office of the Government Chief Information Officer, as well as many other cooperating partners, including Asia Pacific Network Information Centre (APNIC), Cyberport, Hong Kong Internet Registration Corporation Limited (HKIRC), Hong Kong Internet eXchange (HKIX), Hong Kong Science & Technology Park (HKSTP), and Hong Kong Wireless Technology Industry Association (WTIA), and numerous supporting organisations. Since March this year, the committee has been active in a number of projects, including the launch of the "IPv6 In Action" thematic website (http://www.ipv6now.hk) in English, Traditional and Simplified Chinese; seminars on IPv6 at the ICT Expo, Cyberport and the Hong Kong Productivity Council (HKPC); and a series of media interviews and radio programs targeting the general public, students, teachers and SMEs, with the objectives of raising the awareness and understanding of IPv4 address exhaustion and IPv6 adoption.

The "IPv6 In Action" project also audited the public's perception of IPv6. In the first quarter of this year, the Internet Society Hong Kong commissioned the City University of Hong Kong to conduct an online survey that received over 600 replies. Survey results revealed that public awareness of IPv6 is limited and that technical knowledge on the new internet protocol is lacking. The survey also found that although 71 per cent of respondents have basic knowledge of IPv4, only 24 per cent are familiar with IPv6. Among all the industries, "manufacturing", "restaurants and hotels" and "community, social and personal services" got the lowest score in IPv6 awareness. The survey suggests a huge lack of preparation among individual and business users. Although 63 per cent of respondents agree that local enterprises must switch to IPv6 urgently, only 9.7 per cent are actually ready to deploy IPv6. **In addition, more than 90 per cent of respondents have no plans in place to apply IPv6.**

This survey has brought to light some important implications regarding the local community when it comes to deploying IPv6. The person-in-charge of the survey, Dr Daniel Tse of the Department of Information Systems, City University of Hong Kong, points out, "The community and the industry must work together to strengthen public awareness of IPv6 and provide the knowledge and information necessary for a successful transition to the new standard. This will help the public understand the urgency of the transition from IPv4 and what needs to be done to achieve it."

With this in mind, the Internet Society Hong Kong today has also launched 'All about IPv6', an informative guide for the public and SMEs. The guide contains essential information about IPv6 as well as specific steps on how to enable it in home and business networks. Mr Charles Mok adds, "It's actually not very difficult for Internet users to upgrade to IPv6. Everyone should take action now, and they can begin by simply testing whether their home or commercial network is IPv6-compliant. They can then follow the straightforward installation steps in our guide which will make them ready for IPv6 and allow the Internet to keep on growing." With an aim to educate the general public on IPv6 awareness and experience, the 'All about IPv6' guide is available to download for free at www.ipv6now.hk.

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What is IPv6?

2011 was a key year for the internet, because the address space under Internet Protocol version 4 (IPv4) were exhausted by the beginning of the year. Unless action is taken, internet users will face with the risk of increased costs and limited functionality when it acquires new Internet services. The only long-term solution is to deploy Internet Protocol version 6, which offers over trillions of times more IP addresses than IPv4.

More information: http://www.ipv6now.hk

About the 'World IPv6 Launch'

Organised by the Internet Society, and building on the successful one-day World IPv6 Day 24-hour test flight held on 8 June 2011, World IPv6 Launch represents a major milestone in the global deployment of IPv6. As the successor to the current Internet Protocol, IPv4, IPv6 is critical to the Internet's continued growth as a platform for innovation and economic development.

For details on the 'World IPv6 Launch' event, please visit: http://www.worldipv6launch.org/

About the Internet Society Hong Kong

Internet Society Hong Kong (ISOC HK) is the local chapter organization of the Internet Society (ISOC), which is an international, professional, not-for-profit membership society with more than 100 organizations and more than tens of thousands individual members in over 90 chapters around the world, providing leadership in all issues confronting the current and future Internet. ISOC HK was formed in 2005 by local veteran Internet professionals with the mission to improve the practice of Internet governance and online civil society in Hong Kong. Consistent with the ISOC statement of purpose, ISOC HK believes in "maintaining and extending the development and availability of the Internet and its associated technologies and applications - both as an end in itself, and as a means of enabling organizations, professions, and individuals locally and worldwide to more effectively collaborate, cooperate, and innovate in their respective fields and interests."

For more detailed information of Internet Society Hong Kong, please visit www.isoc.hk.

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