

# **What would Jon have done about the addressing challenges currently facing us?**

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- “Well, you have to figure that out.”
- Q1: What’s the worst that could happen?
  - “I’m shocked, shocked to find the selling of IPv4 addresses going on” - Louie
  - URLs become the new addresses, Google Chromes the world, relative naming has its day, Google becomes the new ICANN.
  - We have red/blue world, where the red states speak IPv6, blue states speak IPv4, and imperfect translation takes place.
  - We miss out on things we never know.

- Q2: How can we make IPv6 more attractive?
  - Have a plan.
  - Finish our homework, i.e. unfinished supporting protocols and services.
  - Use researchers/governments as lab rats.
  - More radical measures
    - Historical precedent: IPv4 addresses for @Home
    - IPv6 MTU in time, not bits
    - New TLDs in IPv6 only
    - <your idea goes here>

# What would Buffett Say

- “You can get in way more trouble with a good idea than a bad idea”
  - Ben Graham
- ...because you forget that the good idea has limits
  - Warren Buffett
- “Life is like a snowball. The important thing is finding really wet snow and a really long hill.”
  - Warren Buffett

# Putting it all together

- Start at the top of the snowy hill, not the bottom.
- Nobody said it would be easy.
- We will make it as easy as possible.
- We will encourage it.
- We will wait.
- It will happen.
- Will IPv9 happen first?