In-Person Outreach Efforts

In-Person Outreach Purpose

- **Reach out** to various stakeholder types
- **Raise awareness** of ARIN and key messages
- **Break through** rumor/innuendo and create a more positive perception of ARIN
- **Provide education**

Our Messages

- **The ARIN organization and RIR system**
- **Industry self-regulation**
- **PDP and how to participate**
- **IPv4 Depletion and IPv6 Adoption**
- **Other targeted messages as needed**
  - Legacy RSA
  - 4-byte AS Numbers

Audiences

- **Providers of Internet services**
  - ISPs
  - Content providers
  - Application service providers
- **Equipment and software vendors**
- **Enterprise companies**
- **Governments**
- **Media / Press**

Our Methods

- **In-person presentations**
- **Exhibits**
  - Direct
  - Reverse
- **Media Interviews**
  - In-person, Telephonic, Radio, TV (future)
- **Event attendance and participation**
  - Microphone time
  - Hallway outreach

Our Materials

- Fact and information sheets (and CDs)
- Audio / Video
- Giveaways (pens, stickers, etc.)
- Slide decks
- Comic books
- More…

About IP Addresses

About ARIN

The American Registry for Internet Numbers (ARIN) is the nonprofit corporation that distributes Internet number resources, including Internet Protocol (IP) addresses, to Canada, the

What is an IP address?

An Internet Protocol (IP) address is a number that identifies a device on a computer network.

Who uses IP addresses?

Anyone that uses the Internet uses an IP address, since every device directly connected to the Internet must have a unique IP address. They are used on things like home computers, web servers and routers, and many handheld computers, cell phones, digital cameras, and other devices.

How do I get an IP

No one "owns" IP addresses, so they're not bought, sold, or traded. ARIN's fees are only for the services involved in managing and administering Internet number resources.

What is the difference between an IP address and a domain name?

An IP address is a unique numerical identifier used to move, or route, information on the Internet. An example of an IP address is 199.43.0.202.

A domain name is a label that people use to find points on the Internet without having to remember strings of numbers. An example of a domain name is www.arin.net.

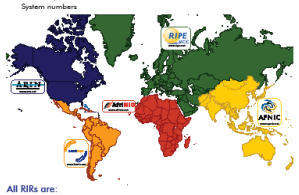
Regional Internet Registries

About ARIN

The American Registry for Internet Numbers (ARIN) is the nonprofit corporation that distributes Internet number resources, including IPv4 and IPv6 address space, to Canada, the United States, and several islands in the Caribbean and North Atlantic Ocean.

There are five Regional Internet Registries, or RIRs. All RIRs are nonprofit, membership-based, community-regulated organizations that, on a regional basis:

- Distribute Internet number resources, including IPv4 and IPv6 address space and Autonomous System numbers
- Facilitate the policy development process
- Disseminate information and provide education



All RIRs are:

- ***Nonprofit:*** RIRs charge fees for services they provide, not for Internet number resources. They are all fully funded by their regional communities.
- ***Membership-based:*** RIRs are open, transparent, and include participants from the private sector, civil society, and governments.
- ***Community-regulated:*** RIRs are governed by member-elected executive boards and adhere to policies that are created by their regional communities.

The five RIRs together form the Number Resource Organization (NRO), which exists to protect the unallocated number resource pool, to promote and protect the bottom-up policy development process, and to act as a focal point for Internet community input into the RIR system.

arin.net.

For more information, visit us at www.arin.net or e-mail us at info@arin.net.

IPv4 and IPv6

About ARIN

The American Registry for Internet Numbers (ARIN) is the nonprofit corporation that distributes Internet number resources, including Internet Protocol (IP) addresses, to Canada, the

What is Internet Protocol?

Internet Protocol is a set of technical rules that defines how computers communicate over a network. There are currently two versions: IP version 4 (IPv4) and IP version 6 (IPv6).

What is IPv4?

IPv4 was the first version of Internet Protocol to be widely used, and still accounts for most of today's Internet traffic. There are just over 4 billion IPv4 addresses. While that is a lot of IP addresses, it is not enough to last forever.

What is IPv6?

IPv6 is a replacement for IPv4. It was deployed in 1999 and provides far more IP addresses, which should meet

What are the major differences?

The major difference between IPv4 and IPv6 is the number of IP addresses. There are just over 4 billion IPv4 addresses. In contrast, there are over 16 billion-billion IPv6 addresses.

The technical functioning of the Internet remains the same in both versions and it is likely that both versions will continue to operate simultaneously on networks well into the future. To date, most networks that use IPv6 support both IPv4 and IPv6 addresses in their networks.

IP Addresses and Domain Names

About ARIN

The American Registry for Internet Numbers (ARIN) is the nonprofit corporation that distributes Internet number resources, including Internet Protocol (IP) addresses, to Canada, many Caribbean and North Atlantic islands, and the United States.

An IP address is a number that a computer uses to move information on the Internet. An example of an IP address is 199.43.0.202. Every device directly connected to the Internet must have a unique IP address.

A domain name is a label that a person uses in place of an IP address. An example of a domain name is www.arin.net.

Typing either "199.43.0.202" or "www.arin.net" into a web browser will call the ARIN website.

Computers only understand IP addresses, whereas people generally find it easier to remember words or terms. The Domain Name System (DNS) translates these easily remembered names into their unique IP addresses for the computer to find.

IP ADDRESS	DOMAIN NAME
Locator	Label
Identifies Point on Internet	Identifies IP Address
Computer-friendly	People-friendly
Used to Move Information	Used to Store Information
NOT Property	Intellectual Property

> *"A name indicates what we seek. An address indicates where it is. A route indicates how we get there."*
> —Jon Postel, RFC 791

GOING TO AN AUTO MECHANIC	GOING TO A WEBSITE
I find a mechanic's name in the phone book.	I type the domain name (www.arin.net) into my web browser.
I find the mechanic's street address.	My computer uses the DNS to determine the IP address (199.43.0.202) of www.arin.net.
I use a map to determine the route to the mechanic's garage.	My local router finds the path to 199.43.0.202.
I follow the map to take my car to the mechanic's garage.	My computer follows the path and connects me to the ARIN website.

arin.net.

For more information, visit us at www.arin.net or e-mail us at info@arin.net.

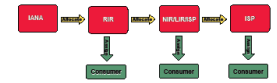
Internet Number Resource Distribution

About ARIN

The American Registry for Internet Numbers (ARIN) is the nonprofit corporation that distributes Internet number resources, including Internet Protocol (IP) addresses, to Canada, the

Who distributes IP addresses?

IANA distributes large blocks of IP addresses to the five Regional Internet Registries (RIRs). RIRs allocate smaller address blocks within their regions to Internet Service Providers (ISPs), Local Internet Registries (LIRs), and National Internet Registries (NIRs), who then assign IP addresses to consumers.



How big are address blocks?

IP address blocks are distributed in CIDR (pronounced "cider") blocks – Classless Inter-Domain Routing. CIDR blocks are noted with a slash in front of a number, like /24, or "slash 24." You can calculate the number of unique IP addresses in any CIDR prefix with some simple math.

ARIN's Policy Development Process

About ARIN

The American Registry for Internet Numbers (ARIN) is the nonprofit corporation that distributes Internet number resources, including Internet Protocol (IP) addresses, to Canada, many Caribbean and North Atlantic islands, and the United States.

What is a policy?

A policy is a documented decision made by the ARIN community that dictates the management of Internet number resources (IPv4 and IPv6 address space and Autonomous System numbers) in the ARIN region.

What is ARIN's policy development process?

The Internet Resource Policy Evaluation Process (IRPEP) is how the ARIN community proposes, discusses, and adopts policies. The IRPEP is cyclical and consists of five basic steps. They are:

- Need: A community member submits a proposal after seeing a need for a new or revised policy.
- Discuss: The community discusses the proposal on the Public Policy Mailing List and at Public Policy Meeting(s).
- Consensus: The Advisory Council evaluates consensus and, if found in favor, recommends ratification by the Board of Trustees. The Board ratifies proposals after ensuring the process was followed and conducting a full legal and fiscal review.
- Implement: The new policy takes effect.
- Evaluate: ARIN community and staff members evaluate all policies for relevance and unintended consequences based on implementation experience. This continuous review may result in additional needs.

Who can participate in policy development?

Anyone! Any interested party is welcome and encouraged to participate in ARIN's policy development process.

How do people participate?

- Subscribe to the Public Policy Mailing List and join the discussions. See more at: http://www.arin.net/mailing_lists/.
- Attend Public Policy Meetings or participate remotely through meeting webcasts. Active policy proposals are presented and discussed at each meeting. Meeting information is available at: http://www.arin.net/meetings/.
- Submit a proposal to create a new policy or revise current policy. Read the IRPEP at http://www.arin.net/policy/irpep.html and follow the instructions to submit a proposal.

For more information, visit us at www.arin.net or e-mail us at info@arin.net.

Sample Events

- Usenix / LISA
- HostingCON
- Non-Profit Technology Conference
- CANTO
- CompTEL
- CES
- Cable Show
- ITEC Conference
- Joint Techs
- IPv6 Summit Meetings
- FOSE
- Caribbean Internet Forum Meetings
- CTU Events
- VoiceCON
- SC2009
- WIMAX Forum Americas

Public Relations Firm

- **Request for Proposals for PR firm**
  - published April 21, 2009
  - proposals due May 29, 2009
  - selection by close of June, 2009
- **Assist ARIN in spreading key messages**
- **Other PR support as needed**

ARIN
American Registry for Internet Numbers
WWW.ARIN.NET
WORKING WITH YOU
TO MANAGE
INTERNET NUMBER RESOURCES

ARIN
American Registry for Internet Numbers
ng Resources
ng Policies
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ARIN
Who is ARIN?
You Are!
Network Operators
Users of Internet Resources
Governments
Academic and Research Community
What Does ARIN Do?
www.arin.net

IPv6
nero

Thank You