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## Expansive Growth in Cloud Computing, Global Penetration of PCs and Smartphones, “The Internet of Things” Underscore Need for IPv6

Jun 8, 2011

Sterling, VA -- June 08, 2011 -- There are currently 4.3 billion IPv4 addresses serving 99.7 percent of the Web. At one time that number seemed sufficient to handle worldwide demand. But with the growth of cloud computing, global proliferation of PCs and smartphones, and the emergence of “The Internet of Things” that now has devices from refrigerators to automobiles connected to the Web, four billion is suddenly not enough to handle worldwide demand. On Feb. 3, 2011, the last batch of IPv4 addresses was allocated and those addresses are expected to be depleted within the year. IPv6, the new numbering system designed to supplement and eventually replace IPv4, will provide more than 340 undecillion IP addresses.

As part of its initiative to raise awareness and drive adoption of IPv6, Neustar, the neutral third-party trusted to securely connect everyone across networks and devices, today released its proprietary global node data which shows a 198 percent spike in the amount of Internet worldwide IPv6 traffic managed by Neustar from May 2010 to May 2011, showcasing the industry’s level of seriousness and commitment around the adoption of IPv6. Neustar is joining other major technology providers like Google, Facebook, and Yahoo! in today’s World IPv6 Day designed to motivate organizations to prepare their services for IPv6 and ensure a successful transition.

“A proper transition from IPv4 to IPv6 is integral to the future of conducting business via the Internet,” said Tom McGarry, vice president, Advanced Technology Group at Neustar. “It is important to recognize the transition cannot be handled in a hasty and piecemeal fashion. As both an information and analytics company, Neustar is committed to educating the industry on the importance of IPv6 and providing the solutions to help make the migration successful.”

As part of its commitment to education around IPv6, Neustar has released its proprietary node data to inform the industry of the rapid adoption of IPv6 and ensure companies are armed with the knowledge they need to successfully navigate migration. Specifically, Neustar’s data showed a steady spike in IPv6 queries over the past year.

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- - In May of 2010, there were roughly 745 million IPv6 queries. In May of 2011, more than 1.4 billion, translating to a 198 percent increase in traffic across Neustar's nodes.
  - - May was the highest month-over-month growth in 2011 – with an almost 11 percent increase over April 2011. March 2011 was the second highest in month-over-month growth with eight percent.
  - - The number of queries for 2011 hit an all-time high on June 6 with almost 73 million queries for the day. This is roughly one million more than just last week.

Since 2003, Neustar has been providing solutions to support the transition to IPv6. Neustar UltraDNS has been IPv6 compliant for eight years and Quova, a Neustar service, has been delivering IPv6-specific geolocation data to its customers for two years. With a suite of IPv6 tools to help with the transition – like UltraTools, designed to assist companies with day-to-day needs and an IPv6 DNS Compass, where companies can find FAQs, best practices and a list of resources – Neustar is committed to arming companies with the knowledge needed for successful migration. Additionally, as IPv6 integration is still new for many companies, Brian Jacoby, senior director of network operations, Neustar UltraDNS, will be on tap to answer questions about DNS integration with IPv6 through the UltraDNS Twitter handle (#IPv6Support ) between 1:00 p.m.-2:00 p.m. ET on June 8th.

#### About World IPv6 Day

On World IPv6 Day some of the biggest names in technology will join together to motivate organizations to prepare their services for IPv6. Major Web companies and other industry players come together to enable IPv6 on their main websites for 24-hours to serve as a test ground for companies. In fact, Neustar has IPv6-enabled the Neustar, Webmetrics, UltraDNS, UltraTools, and Quova websites.

#### About Neustar, Inc.

Neustar, Inc. is a leading global provider of information and analysis to the Internet, telecommunications, entertainment, advertising and marketing industries. Neustar applies advanced and proprietary technologies to its data to provide market intelligence, analytics, supply chain management decision support, security and fraud prevention