





#### Growing the Network

## Spreading the Word

#I2PCon Toronto August 15-16, 2015 zzz zzz@i2pmail.org geti2p.net @i2p























# Invisible RC Project

INVISIBLE IRC PROJECT















# Decentralized

Every node is a relay

Organized using a DHT

No single point of failure

No centralized authorities











# Decentralized - but...

Every node is a relay – all except very low bandwidth and hidden

Organized using a DHT – but not a completely traditional one, and only fast peers are members

No single point of failure – but wouldn't be good if the bus hit somebody

No centralized authorities — *except news, update, subscriptions, one outproxy, ...* 











# Making it work, making it better, spreading the word 2002-2015

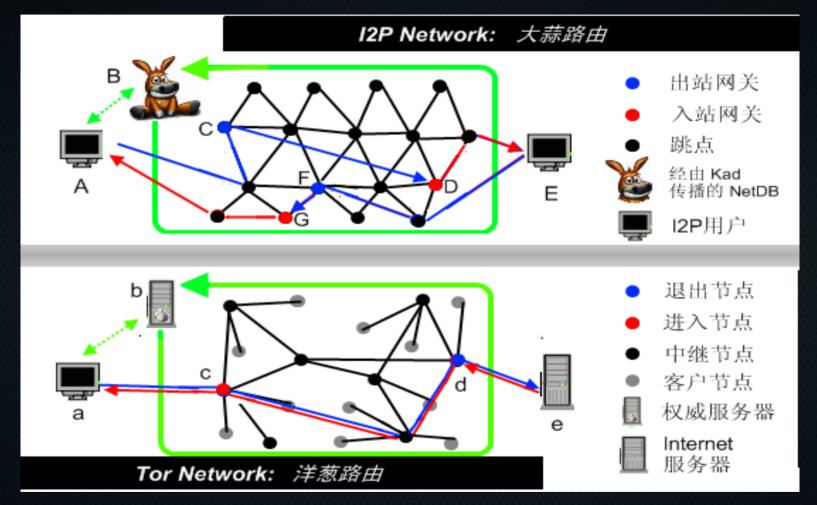












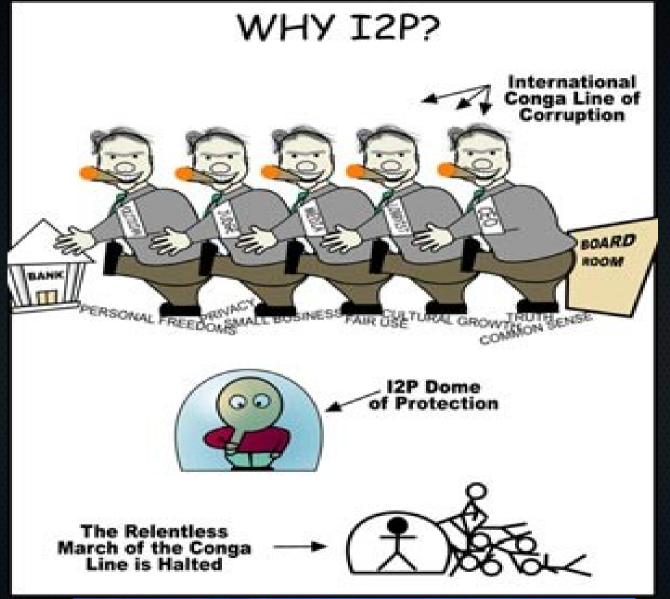


































## First decade

- 2002-2003 IIP Lance
- 2003-2007 I2P jrandom don't publicize it until it's perfect
- late 2007 jrandom vanishes
- 2008: it won't be perfect until it gets bigger so we can fix things... let's start publicizing!
- 2008-2009 twitter, ...
- 2009: thepiratebay.i2p
- 2009: PET-CON paper
- 2009:: Good documentation, console translation
- 2009-present: CCC, HOPE, DEFCON
- 2009-2015: Android
- 2013-2015: Android apps (nightweb, i2p-bote)
- 2010 French laws
- 2010-2013 Plugin support
- 2011 rusleaks.i2p, Russian Laws



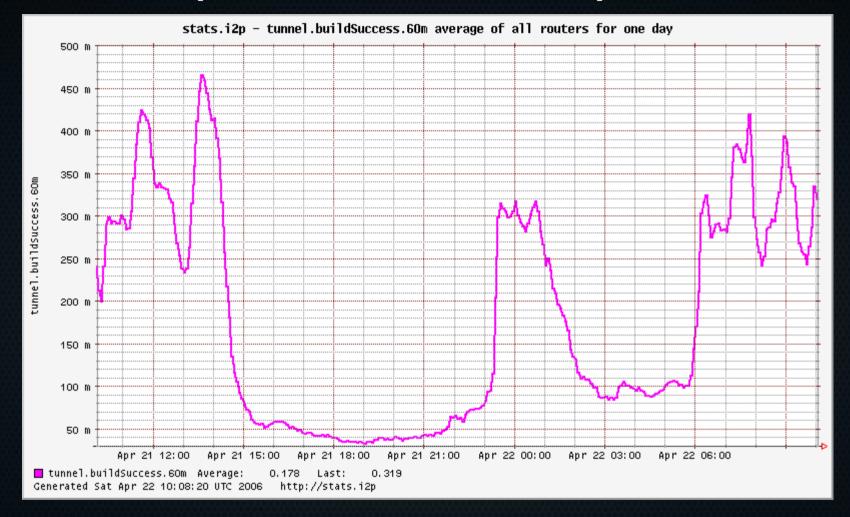








# 2006 disaster (tomorrow's talk)



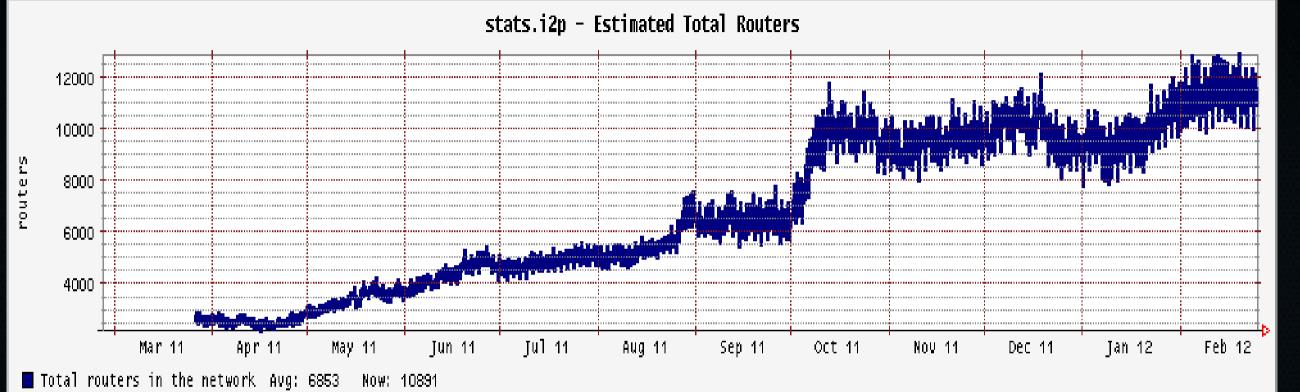
















Generated Sat Feb 25 07:46:07 UTC 2012 http://stats.i2p



















# Last 4 years

- 2012-2014 Content will bring users? Search engines? Duckduckgo.i2p?
- 2012 In-i2p search box added to console, but remains hidden because no site can do competent filtering
- 2013 Chans
- 2013-2014 Markets
- 2014 Audit?
- 2014-2015 i2pd
- 2014 duckduckgo award but no eepsite
- 2014 Orchid (Tor) plugin
- 2015 Apps bundling I2P / VUZE, botnets
  - Vuze takes off ......
- 2015 Facebook on Tor
- 2015 I2PCon!











# State of the Network

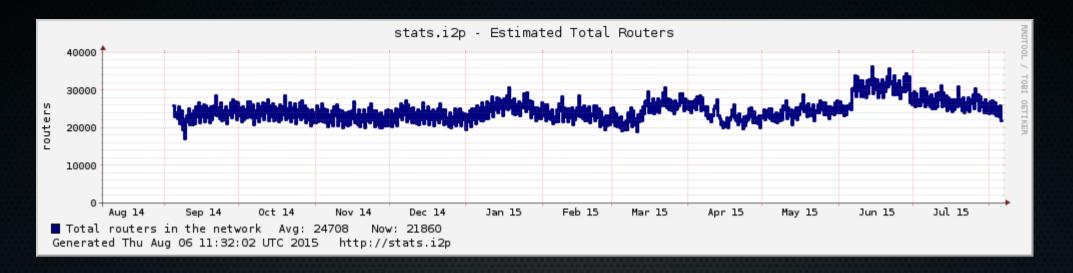


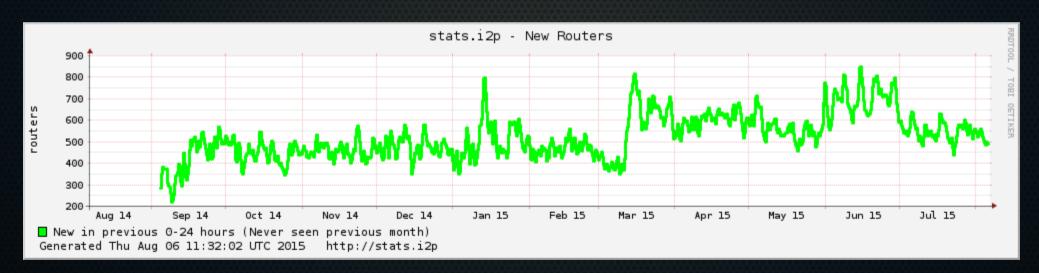












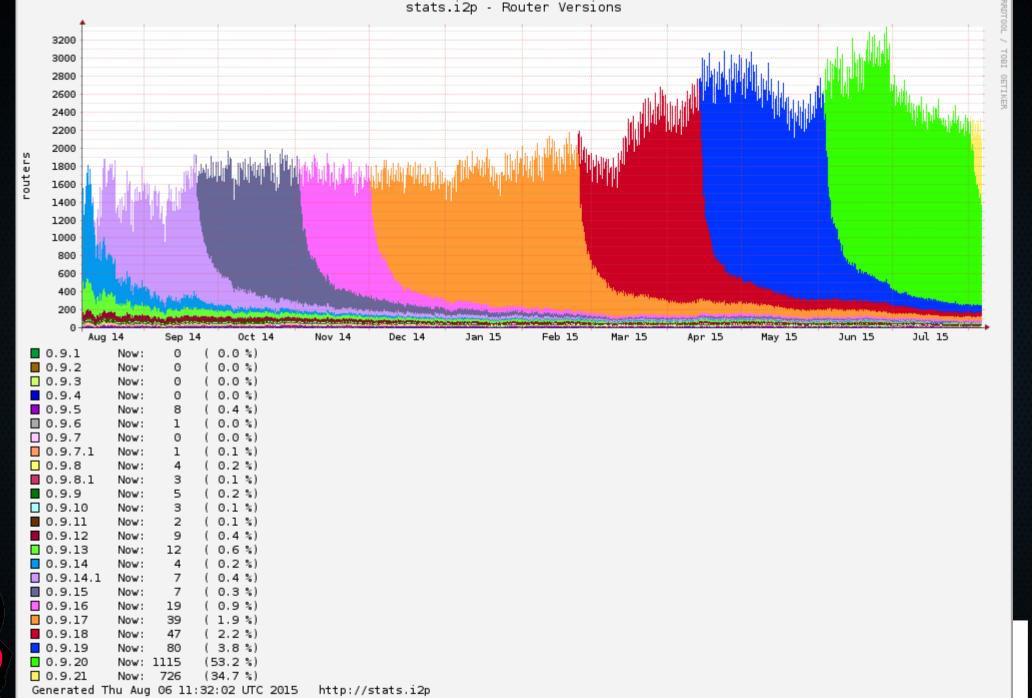






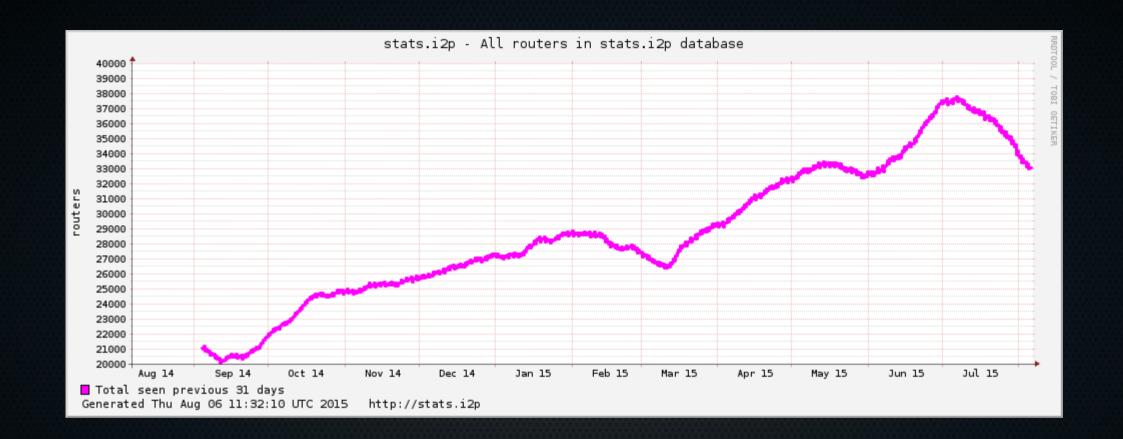






















# How did we get here?

























# Google















# Google





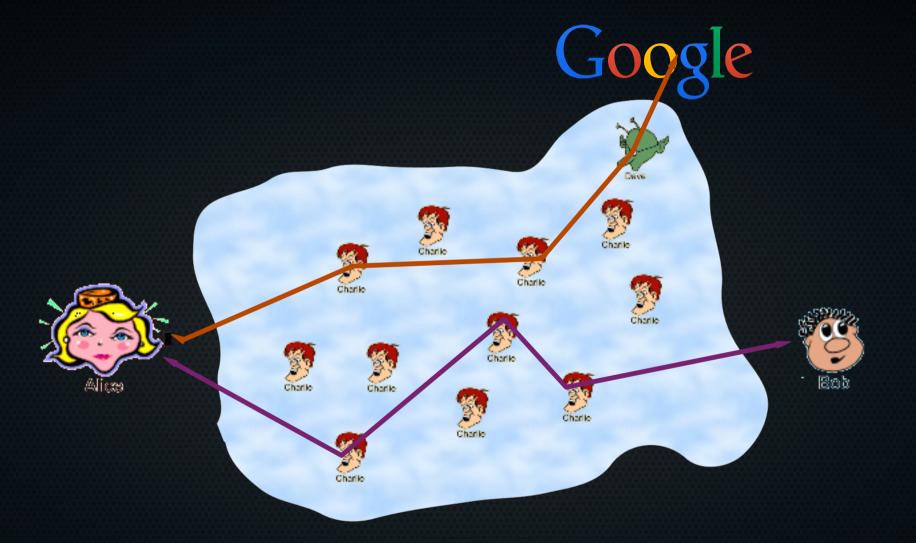












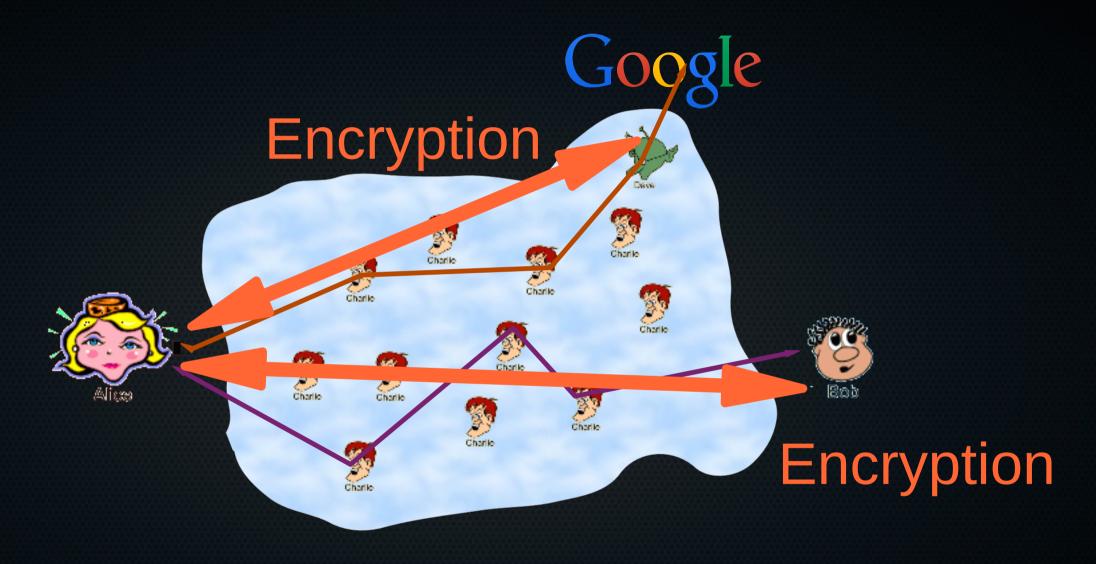






















# Attackers



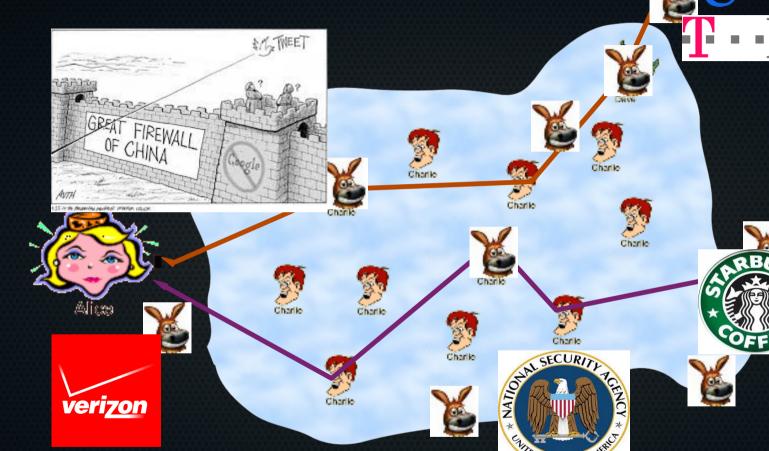








# Powerful attackers















# 13 years of working on...

- Enabling (or reacting to) growth
- Speed
- Reliability
- Security
- Bugs

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Features

- Usability
- Portability
- Resistance to DPI
- Crypto migration
- Extensability
- Applications









# Exit Misery



Dave is crazy to risk subpoenas, or Dave is evil and can't protect against that, or attackers will inspect or modify here. Unsolvable problem?

And: This, of course, is what Tor does well

But: This is all users want in many, many countries



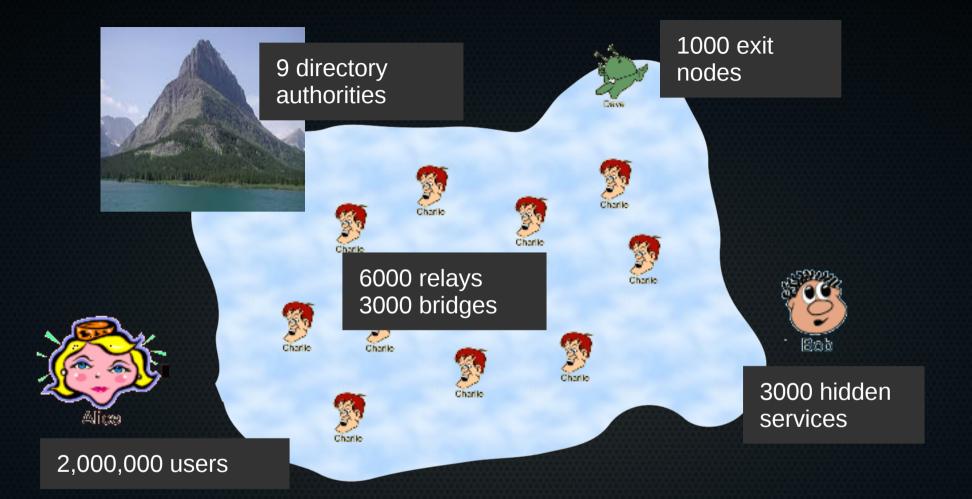








# Tor





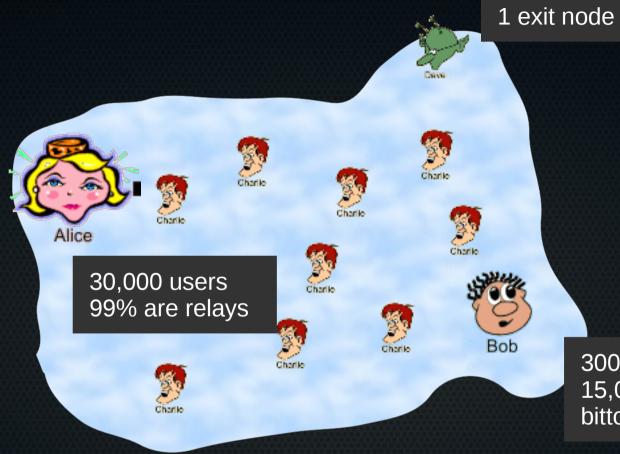








# **12P**



300 hidden services, or 15,000 if you count bittorrent clients











# Uncertain efforts

- Not big drivers of growth:
  - conferences
  - apply for grants
- Haven't been able to successfully:
  - Apply for GSoC
  - Attract big website or search engine
- Not all content is good for our image (e.g. markets)
- Not all nodes are good for the network (e.g. botnets)
- But:
  - For both I2P and Tor, growth was always bursty and random: Snowden, Wikileaks, Iran, ...
  - Does everything pay off eventually?











# Marketing Challenges

- Still a hard sell
- Users in many countries just want uncensored connection to internet (they need Tor)
- Still hard to explain
  - A platform more than an application
  - Elaborate router console only useful for diagnostics
- Moving to Tor terminology ("hidden services" etc) just as they are (possibly) moving away

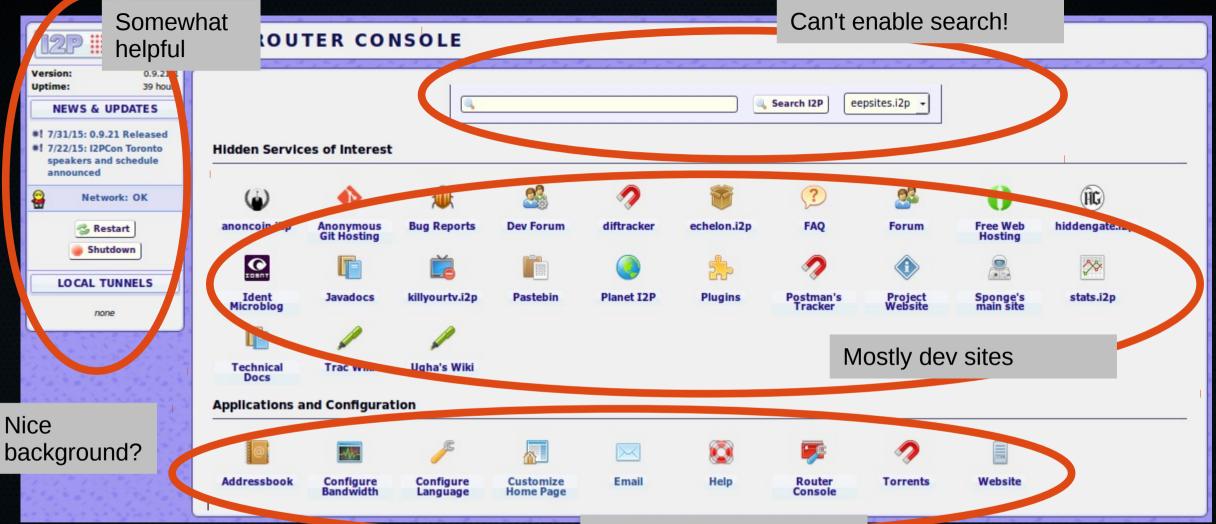
























# Coming Challenges

Keep doing what we do best, even while Tor:

30+ paid employees

Finally starting to invest significantly in hidden services

Finally starting to improve their crypto primitives, catching up to or surpassing I2P

- New alternatives continue to pop up
- Restart growth

More devs, more testers, more support

More embedded applications

More of everything!

Better research contacts / associations











# Join Us

You need I2P

• I2P needs you









