

# REGIONAL GATHERING



of ICANN-Accredited  
Registrars and gTLD Registries



**Prague** 12-14 December 2007

# Wednesday | 12 December 2007

12:00	12:30	13:00
<p>WELCOME / INTRODUCTION</p> <p>CRAIG SCHWARTZ</p>	<p>LUNCH - REGISTRIES</p>	

13:30	14:00	14:30	15:00	15:30	16:00	16:30
<p>NEW REGISTRY SERVICES UPDATE</p> <p>CRAIG SCHWARTZ</p>	<p>SINGLE- LETTER/ SINGLE-DIGIT ALLOCATION</p>	<p>COMPLIANCE UPDATE</p> <p>CRAIG SCHWARTZ</p>	<p>GNSO IMPROVEMENTS</p> <p>DAVID MAHER, CHAIR, REGISTRY CONSTITUENCY</p>		<p>COFFEE BREAK</p>	<p>OUTREACH TO LEAST DEVELOPED NATIONS</p> <p>CRAIG SCHWARTZ MANDY CARVER</p>

# Welcome and Introductions



**Prague** 12-14 December 2007

**ICANN**

**12:30 - 13:30 | Lunch - Registries**



**ICANN**

**Prague 12-14 December 2007**

# Registry Services Evaluation Policy Update



Craig Schwartz  
Chief gTLD Registry Liaison

Prague, Czech Republic  
12 December 2007

# Funnel Update

- Launched in August 2006 as a means to introduce new registry services in a timely, predictable, consistent and transparent process
  - Process aims to assess the likelihood of security, stability or competition issues
  - RSTEP formed to evaluate services that may have an impact on security and stability of DNS
  - Counsel determines probability of competition issue for referral to competition authority
- Requests have included: wildcard, release of two-character names at second level, rapid zone update, excess deletion fee, partial bulk transfer, and change to public display of Whois data
- 9 requests handled to date
  - 7 Approved, 1 Denied, 1 Pending

# Funnel Update (cont'd.)

- RSTEP has been used twice (wildcard and two-character names at second level)
  - RSTEP membership renewed on 6 Sept 2007, 23 panelists available
- Interested members of the community can sign up to RSS feed on ICANN website for information on Funnel requests
- Staff has commenced internal review of the Funnel and will publish report in January

# Funnel Update (cont'd.)

- Review is intended to report back to the Council on how the Funnel has operated since implementation; staff will seek Registry input
  - Noted weakness: Confusion over what constitutes a “policy” area vs. a “registry service”
  - Noted weakness: Contract amendment required or not based upon agreement language
- Potential improvements to website and registry interface
- Staff interested in scalability of Funnel with launch of new gTLDs; process and budget



# Single-Letter/Single-Digit Allocation



Craig Schwartz  
Chief gTLD Registry Liaison

Prague, Czech Republic  
12 December 2007

# Single-Letters/Digits at the Second Level

- Currently all single-letter and single-digit domain names at the second level are reserved in the ICANN gTLD registry agreements (a-z, 1-9, examples include a.com, 8.info, z.org)
- Names were placed on reserve by Jon Postel in 1993, all but 6 of the possible 144 names in .COM, .EDU, .NET, .ORG remain reserved by IANA

# Single-Letters/Digits at the Second Level

- 60 ccTLDs have at least one single-letter delegation, 1225 single-letter or number-names delegated in ccTLDs
- IANA has received a number of inquiries over the years to release single-letter names
- GNSO Reserved Names WG met from Jan. to May 2007, issued recommendation for release of single letters and single digits at the second level in new gTLDs and existing gTLDs

# Single Letters – RNWG Recommendation

“We recommend that single letters and digits be released at the second level in future gTLDs, and that those currently reserved in existing gTLDs should be released. This release should be contingent upon the use of appropriate allocation frameworks. More work may be needed. Examples include a.com, i.info.

In future gTLDs we recommend that single letters and single digits be available at the second (and third level if applicable).”

# Single Letters – Staff Implementation Notes

- Proposed implementation:
  - “The issue of single-letter and single-digit names [at the second level] in existing gTLDs to be dealt with by the Council separately.”

“ICANN staff to develop proposed allocation methodologies by posting on the ICANN website a forum soliciting possible allocation methods regarding single letters and digits at the second level in existing gTLDs.”

# Single-Letters/Digits at the Second Level

- 16 Oct 2007 – forum on allocation methods for single-letter/single-digit names at second level posted
- 7 Nov 2007 – forum extended until 15 Dec 2007
- Staff will publish summary of public comments in December 2007

# ICANN Contractual Compliance Registry Overview



Craig Schwartz  
Chief gTLD Registry Liaison

Prague, Czech Republic  
12 December 2007

# Purpose of ICANN's Contractual Compliance Program

- Enforce the terms of the ICANN Registry Agreements
- Promote order and consistency within the Registry community
- Provide information to assist community members in resolving complaints
- Preserve and enhance the operational stability, reliability, security and global interoperability of the Internet



# Contractual Compliance Dept. Duties

- Monitor Registry compliance with registry agreement
- Investigate claims of non-compliance
- Analyze data to assess registry compliance trends
- Develop procedures for consistent handling of registry contractual compliance matters
- Attempt to resolve contractual compliance related disputes before pursuing litigation

# Contractual Compliance Staff

- **Stacy Burnette, Director**

Stacy is a seasoned telecommunications attorney and manager with approximately ten years of contract negotiation, administration and enforcement experience.

- **Khalil Rasheed, Compliance Audit Officer/Manager**

Khalil is a corporate law, transactional attorney with technology products and corporate governance experience.

- **Constance Brown, Compliance Specialist**

Connie provides operational support to the Contractual Compliance team and manages the consumer complaint function.

# 2007 Contractual Compliance Overview

In 2007 ICANN conducted the following Registry Audits:

- Registry Fees Audit
- Registry Code of Conduct Audit
- Equivalent Access
- Performance Specifications Audit

To view audit findings go to:

<http://www.icann.org/compliance/reports/contractual-compliance-audit-report-18oct07.pdf>

# Proposed 2008 Registry Audit Schedule

Trimester One	Trimester Two	Trimester Three	
Reserved Names Compliance	Code of Conduct Verification	Performance Specifications Verification	

Audit descriptions can be found at: <http://www.icann.org/compliance/gtld-compliance.htm>

# 2008 Contractual Compliance Overview (cont'd.)

- In 2008, the Contractual Compliance Department will implement an Automated Complaint Tracking System.
- The implementation of this database will allow Department staff to uniformly track complaints and implement consistent solutions.
- In 2008, the Contractual Compliance Department will implement software to assist with the administrative audit functionality.

# Contractual Compliance Suggestions for Registries

- Know the requirements of your Registry Agreement
- Address compliance issues quickly
- Ask questions if a compliance request is not clear
- White-list ICANN compliance members' e-mail addresses to ensure that our e-mails reach you and do not go to your junk mailbox
- Provide feedback regarding compliance activities

We realize that we are inquiring about information not previously requested. To ensure a positive working relationship with ICANN, please respond in a timely fashion to compliance inquiries.

Thank you.

# GNSO Improvements



David Maher  
Chair, Registry Constituency

Prague, Czech Republic  
12 December 2007



# Coffee Break



**ICANN**

**Prague** 12-14 December 2007

# Outreach to Least Developed Nations

Craig Schwartz/Mandy Carver



Prague, Czech Republic  
12 December 2007

# ICANN Core Values

- #5 - Where feasible and appropriate, depending on market mechanisms to promote and sustain a competitive environment
- #6 - Introducing and promoting competition in the registration of domain names where practicable and beneficial in the public interest

# Global Partnerships

- Commitment to facilitating international participation in the ICANN process through education and outreach to governments, businesses and individuals
- Utilizes Managers of Regional Relations in the field as well as regional events to foster involvement
- Regions such as Africa and the Middle East have expressed interest in wanting to know more about ICANN, its processes and its role in coordinating the unique identifiers of the Internet

# Opportunities for Registries

- Through education about registry model, develop new markets to provide technical services
- Through education about registrar model, develop new markets for registrations
- Opportunity to positively impact the global Internet community and promote the security, stability and interoperability of the Internet


# Regional Challenges

- There is a uneven level of understanding about ICANN, the roles and functions of registries and registrars and in some cases no knowledge at all
  - Some governments are just now realizing the value of the Internet to their community and economy which has lead to a greater interest in learning more about the process.
- Where there is some understanding about ICANN, there is often little to no understanding about what it takes to be a business partner in the ICANN model
- A lot of education is needed

# Discussion Questions

- What is the view of gTLD registries about ICANN's responsibility to conduct outreach to least developed nations?
- What is the level of interest for gTLD registries to do more business in least developed nations?
- What is the level of interest for gTLD registries to commit time and resources to outreach in least developed nations?
- What is the level of interest for gTLD registries to participate in a one-day workshop with existing and potential businesses in Africa and the Middle East?

# Thursday | 13 December 2007

9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00
COFFEE REGISTRAR/ REGISTRY DAY	WELCOME / INTRODUCTIONS  CRAIG SCHWARTZ TIM COLE	ICANN STRATEGIC PLAN  CRAIG SCHWARTZ	NEW gTLD UPDATE  CRAIG SCHWARTZ	COFFEE BREAK	UPDATE POST INTERNET GOVERNANCE FORUM  MANDY CARVER	GLOBAL PARTNERSHIPS  MANDY CARVER	LUNCH	SPONSORED BY:   Internet Made Mobile
13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30
POLICY UPDATES  CRAIG SCHWARTZ	PROCESS FOR UPDATES TO REGISTRAR INFORMATION  TIM COLE	COFFEE BREAK	IDNs / EVALUATION STRINGS  TINA DAM	IDNs / POLICY  TINA DAM	REGISTRY PRESENTATIONS:			
						 Internet Made Mobile		
18:00	18:30	19:00	19:30	20:00	20:30	21:00		
NETWORKING FREE TIME	COCKTAILS	SPONSORED BY: 		DINNER	SPONSORED BY: 			



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# Welcome and Introductions



**ICANN**

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# Strategic Plan

Craig Schwartz  
Chief gTLD Registry Liaison

Prague, Czech Republic  
13 December 2007



# ICANN Planning Schedule

- FY 2007-2010 plan adopted in Sao Paul in December 2006
  - What we do, not how we do it
  - Environmental and organizational challenges
- FY 2008-2011 plan in final stages of development following public consultations
- FY 2008-2009 Operating and Budgeting plan development to commence in January 2008 following adoption of Strategic Plan
  - Activities undertaken to achieve strategic goals

# Strategic Plan

- Mission and Values
  - Ensuring the stability and security of the DNS;
    - Critical role of SSAC, RSSAC, IETF, and the ongoing work of IANA.
    - Role of policy development
  - Promoting competition and choice for users and registrants;
    - Internationalizing the name space to include new gTLDs and IDNs.
  - Facilitating the bottom-up, transparent policy development process; and,
    - Facilitated through GNSO, ccNSO, ALAC, ASO, GAC

# Strategic Plan (cont'd.)

- Engaging the participation of the global stakeholder community in the ICANN process
  - Outreach done by Paul Twomey, Global Partnerships, Regional ICANN events
  - Education and communication
  - Participation in IGF, IETF, etc.
  
- What does this mean? A tremendous amount of work is done, around the world, on a daily basis, by staff, volunteers, the technical community and everyone else participating in the ICANN process.

# Strategic Objectives

- Organizational Excellence in Operations
- Organizational Excellence in Policy Development
- Increasing International Participation in ICANN and the use of the Internet system of unique identifiers
- Increase Participation/Efficiency of multi-stakeholder environment
- Complete transition of technical coordination of Internet's system of unique identifiers
  - JPA inquiry and review launched by US DOC in November



# Environmental Challenges

- Meeting the needs of the increasingly diverse global stakeholder base
  - Participation in ICANN process
  - Capacity building for developing Internet communities
  - Policy development
- Ensuring security, stability and global interoperability of the Internet
  - More and more issues with attacks and malicious behavior
  - With IDNs and new gTLDs
    - More demands for management of root zone
    - Concern about scalability
- Taking an appropriate role amongst the international landscape of those involved in Internet functions
  - Ongoing education about ICANN and its role

# Organizational Challenges

- Resource requirements for policy development support, operations and client delivery work
- Development of stable sources of revenue
- Ongoing commitment to internal process review
- Maintaining effective communication with global audience of ICANN stakeholders

# Key Priorities

- Creation of process for new gTLDs
  - policy and operations
- Deployment of Internationalized Domain Names
  - policy and operations
- Continued improvement/automation of IANA operations
- Enhancement of contractual compliance program

## Key Priorities (cont'd.)

- Implementation of best practices in accountability, transparency and governance
- Improvement of cooperation and coordination of GAC activities with the ICANN Board and with other constituencies
- Implementation of independent reviews of Supporting Organizations and Advisory Committees
- Addressing challenges of significant growth

# New gTLD Policy Status & Implementation



Craig Schwartz  
Chief gTLD Registry Liaison

Prague, Czech Republic  
13 December 2007

# Status Update

- GNSO completed its policy development process and approved its recommendations on 6 September 2007.
- GNSO conducted a workshop at the ICANN meeting in Los Angeles to inform the community about its process for developing their recommendations.
- ICANN staff has been developing an implementation strategy in parallel with the GNSO's work. Staff has submitted two discussion points documents to the GNSO regarding implementation challenges associated with its recommendations.

## Status Update (cont'd.)

- At the 2 November 2007, public ICANN Board meeting, a resolution was adopted requesting staff develop an implementation issues analysis report no later than for its meeting in January 2008.
- Pending a review of the implementation issues analysis report and any associated follow-up or request for supplemental information, the ICANN Board will vote on the GNSO's policy recommendations.
- ICANN staff has engaged legal counsel for research around the procedures and standards that could be used to implement policy recommendations 3 (infringing legal rights), 6 (morality or public order) and 20 (community representation).

# Status Update (cont'd.)

- ICANN staff is engaging counsel to assist with the following activities:
  - Preparation of the RFP to include development of technical and business evaluation criteria and process, DNS stability criteria and process, comparative evaluation criteria and process, and contention resolution options which might include auctions.
  - Development of an algorithm to assist with policy recommendation 4 (confusing similarity).



# Status Update (cont'd.)

- Administration of the Dispute Resolution Process.
- Development of on-line application system.
- Economic analysis of value of and demand for TLDs as input to application fee.

# Status Update (cont'd.)

- Posting of draft RFP – Q2 2008
- Final RFP approved – Q3 2008
- Applications accepted – Q4 2008
- Successful applicants approved – 2009

# Implementation Issues Analysis

- **Confusingly Similar**
  - Development of algorithm
  - Challenges of ASCII and IDN characters
  - May need to have an independent panel for review and determination
- **Technical Stability**
  - Approach to max number of strings in the root
  - Should certain strings, such as file extensions, be prohibited?
  - Consultations with Advisory Committees and community pending
- **Reserved Names**
  - Follow RNWG recommendations
  - Challenges of geographic names or representations of country names, especially for IDNs

# Implementation Issues Analysis (cont'd.)

- Legal Rights
  - How to apply IP laws across international borders?
- Morality/Public Order
  - Relying on independent dispute resolution provider panels to adjudicate objections filed against an applicant for a string
- Community Based Objections
  - Relying on independent dispute resolution provider panels to adjudicate objections filed against an applicant for a string

# Implementation Issues Analysis (cont'd.)

- **Business/Technical Criteria**
  - Currently under development
  - Must account for needs of the community the TLD is intended to support (10k registrations vs. 10M)
- **Price and Operational Impact**
  - Currently under development and impacted by costs to support all components of gTLD project
- **Contract**
  - Currently under development...term, renewal, consensus policies, registrars
  - Scalability is an important element...what happens if/when we have 100, 500, 1000 TLDs?
- **Contention**
  - Comparative evaluation methods for community-based applications
  - Development of objective delegation methods to perhaps include auctions

# New gTLD Evaluation Processes

- Initial Evaluation is the first stage of review and intended to be short in duration to ensure qualified applicants are approved in a timely manner. The applicant will be approved if:
  - Application meets objective technical and business criteria;
  - String itself does not lead to technical instability in the DNS;
  - String is not a Reserved Name;
  - No contention exists; and,
  - No formal objection is raised.

# New gTLD Evaluation Processes (cont'd.)

- Extended Evaluation is the second stage of review and will be used to resolve issues identified in Initial Evaluation that required additional scrutiny.
  - This phase is time consuming, costly and has a high degree of uncertainty about the likelihood the application will be approved.
  - This process might include detailed expert studies, surveys, polls, consultations with external organizations and public hearings/comments. Process needs will be determined by the independent dispute resolution provider.
  - Based on RFP guidelines, the applicant will know from the start if their application is likely to require an extended evaluation process.
  - At the conclusion of the process, the panel will recommend that either the applicant be invited to enter into a contract for the purposes of establishing a gTLD or that the application should be denied. ICANN will publish the panel's recommendation and allow for public comment prior to Board action.

# Other Key Components of the Process

- The new gTLD program is an objections-based process. There will be a means for objections to be filed based upon pre-defined grounds for objections. Objections will be resolved through a dispute resolution process.
- A dispute resolution process will be administered by a dispute resolution provider. The provider will function in a UDRP-like manner and will likely have a broad range of authority to deploy resources to its review panels in order for them to render decisions.
- String Contention is required when there are two or more qualified applicants for the same string or confusingly similar strings.



# Proposed Grounds for Objection to a String

- The proposed TLD string relates to a defined community represented by an established institution and the applicant is not an appropriate representative of that community or there is substantial opposition from the community.
- The proposed TLD is string confusingly similar to an existing top-level domain, another application in the round or a Reserved Name.
- The registration or use of the proposed string will violate the existing legal rights of a third party under international law.
- The registration or proposed use of the string will be contrary to accepted legal norms relating to Morality or Public Order.

# Standing: Who Can Object?

- Inappropriately purports to represent a defined discrete community that is represented by an established institution.
- Confusingly similar to an existing top-level domain, another application in the round or a Reserved Name.
- Will violate the existing legal rights of a third party under international law.
- Will be contrary to accepted legal norms relating to Morality or Public Order.
- Established institution/ Governments/PA
- Anyone
- Rights holder
- Anyone

# String Contention

- Definition: one or more application for the same or confusingly similar strings
- Applicants will be encouraged to resolve contention, on their own, through negotiation or mediation at any point following string publication
- Applicants may not proceed to contract negotiations while there are any other pending applications for the same or confusingly similar strings at any point in the evaluation process.

# String Contention (cont'd.)

If at the conclusion of the evaluation processes there are multiple, qualified applicants for the same or confusingly similar strings, ICANN will select one of the contending applications through a process that might include:

- Applicant funded mediation/adjudication
- Comparative evaluation
- Auction

# Coffee Break



**ICANN**

**Prague** 12-14 December 2007

# Update on Internet Governance Forum



Mandy Carver  
Deputy General Manager,  
Global & Strategic Partnerships

Prague, Czech Republic  
13 December 2007

# Brief History of Internet Governance

- World Summit on Information Society (WSIS) Phase I

Internet Governance debate, declaration of principles and plan of action, creation of working group (WGIG)

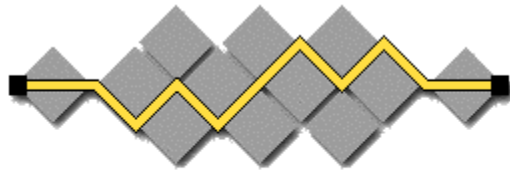
## WGIG Definition of Internet Governance:

The development and application by governments, the private sector and civil society, in their respective roles, of shared principles, norms, rules, decision-making procedures, and programmes that shape the evolution and use of the Internet.

# The Internet ecosystem

## Some of the organisations concerned with the Internet

### Internet Governance Forum





# ICANN and Internet governance

- ICANN has a limited, defined and global role in the Internet arena
- Numerous organizations involved – both governmental and private sector
- ICANN's approach to Internet governance discussions –
  - Engage regarding its limited area of responsibility

# Brief History of Internet Governance

- World Summit on Information Society (WSIS) Phase II
  - I. Invitation to SG to create Internet Governance Forum (IGF)

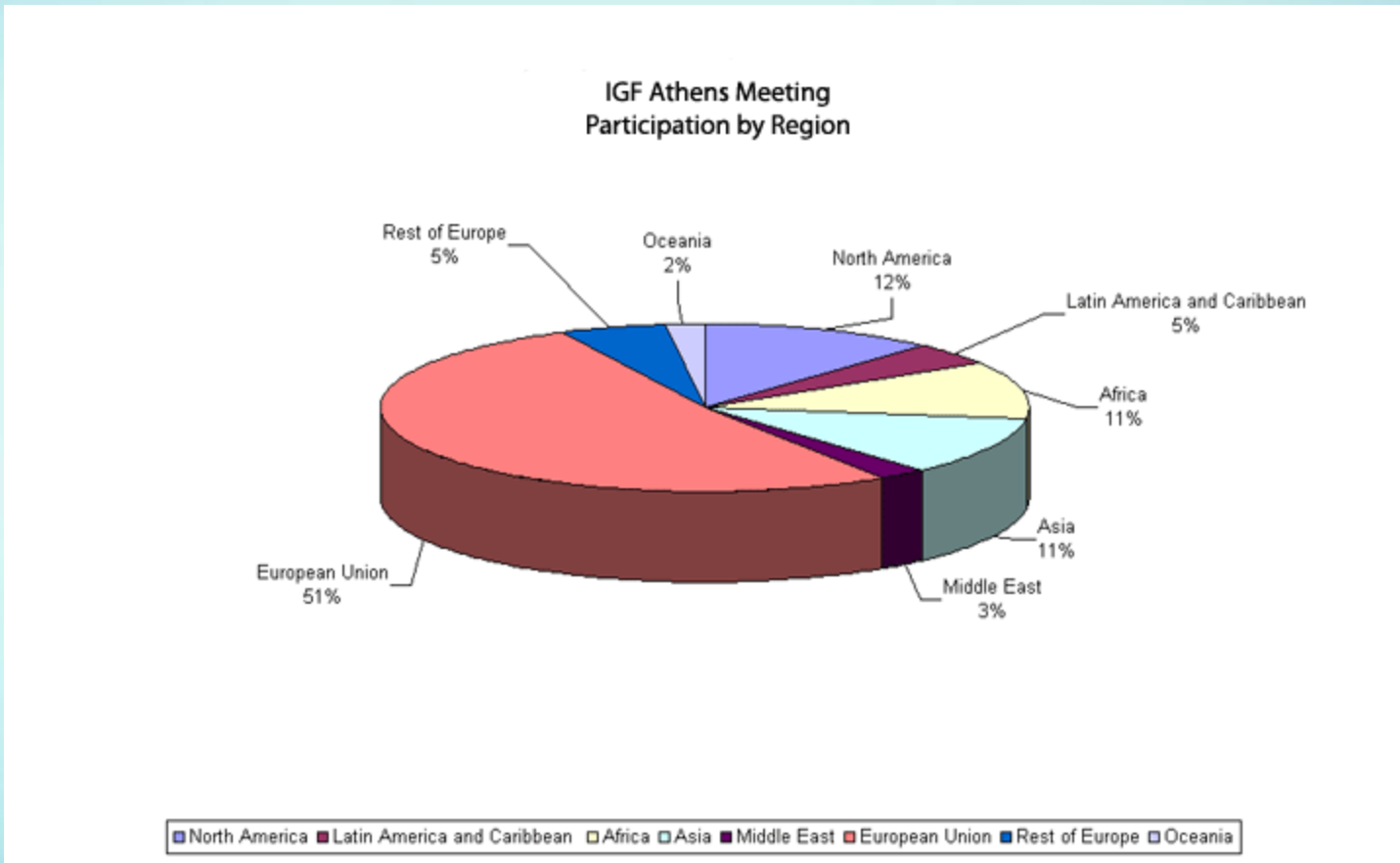
# Internet Governance Forum (IGF)

- IGF mandate:
  - Discuss public policy issues
  - Facilitate exchange of information and best practices
  - Facilitate discourse between international bodies dealing with international public policies
  - Enhance engagement of various stakeholders particularly those from developing countries
  - Identify emerging issues, bring them to the attention of the relevant bodies and, where appropriate, make recommendations
  - Contribute to capacity building for Internet governance in developing countries

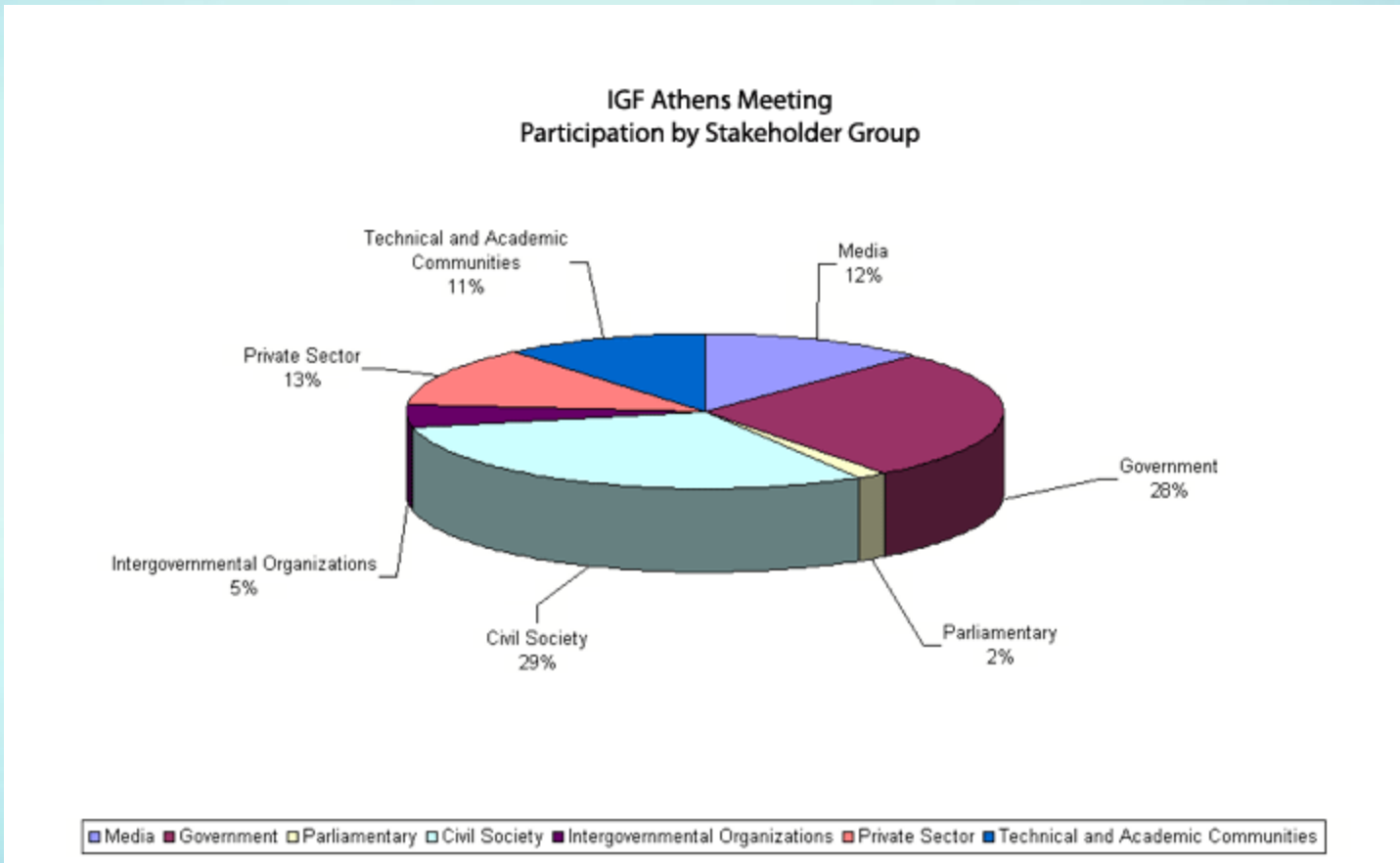
# First IGF meeting

- Held in Athens, Greece, from October 30<sup>th</sup> to November 2<sup>nd</sup> 2006
- Appointed the Advisory Group to help develop the meeting agenda, structure, themes, etc.
- Themes:
  - Access
  - Diversity
  - Openness
  - Security

# Participation in Athens



# Participation in Athens



# Dynamic Coalitions

- A key outcome of Athens

“A group of institutions or people who agree to pursue an initiative on one of the Internet emerging issues”

# Dynamic Coalitions

- There are currently “coalitions” for areas like:
  - Spam
  - Privacy
  - Open standards
  - Internet Bill of Rights
  - Access to knowledge
  - Freedom of expression
  - Online participation
  - Access for rural communities



# Second IGF Meeting

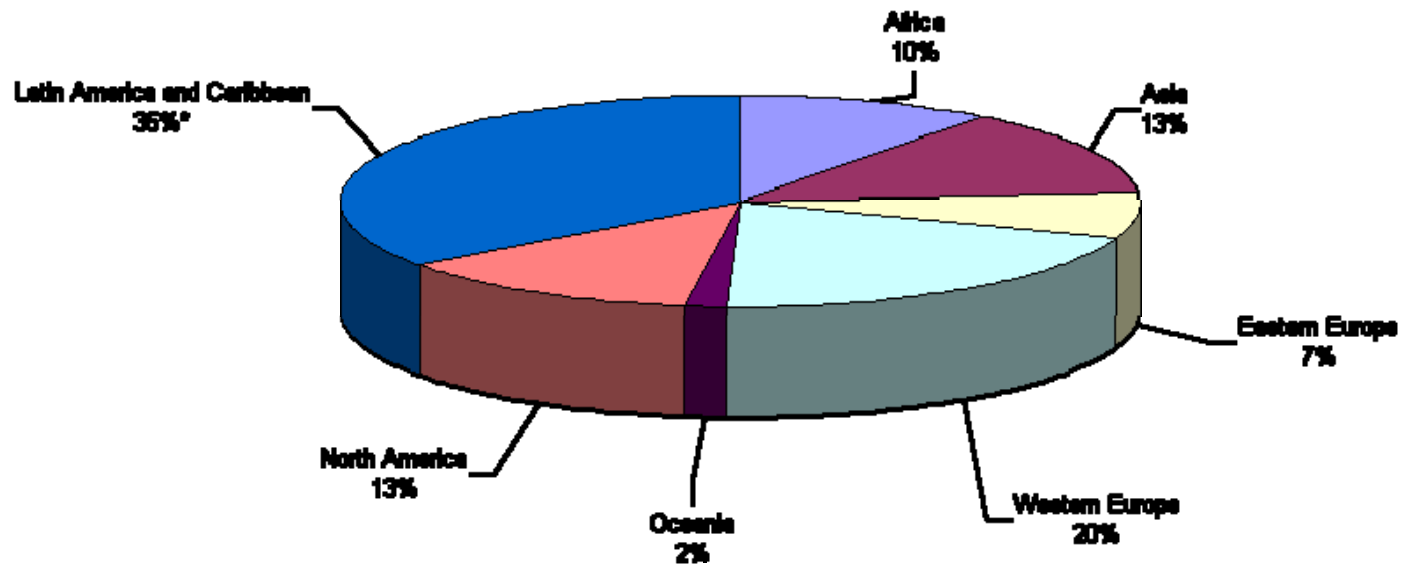
- Rio de Janeiro on 12–15 November 2007
- Built on lessons learned from Athens
- Rounds of open consultations were held in Geneva to discuss the meeting structure, format, themes, etc.
- Rio meeting included many of the same themes as Athens, it addressed specific topics more thoroughly

# Second IGF meeting (cont)

- Themes:
  - Critical Internet Resources (CIR)
  - Access
  - Diversity
  - Openness
  - Security

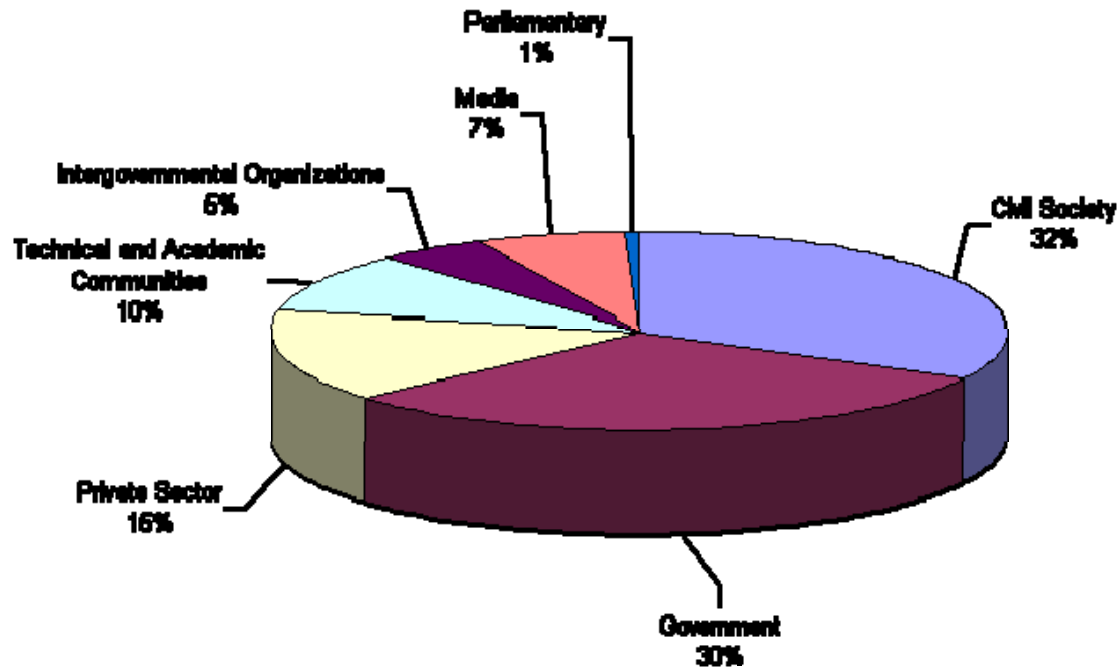
# Participation in Rio

**Rio Meeting - November 2007  
Countries' Participation by Region**



# Participation in Rio

**Rio Meeting - November 2007  
Participants by Stakeholder Group**



# Chairman's Summary

Outcomes for Existing themes:

- CIR - Role of governments
- Access – the 2<sup>nd</sup> billion users
- Diversity – in all its facets
- Openness – balance between the 2 IPs
- Security – multi-dimensional

# Chairman's Summary

## Moving Forward: Emerging Issues

- Demand and supply side initiatives
- Web 2.0
- Access
- Innovation, research and development

## Parallel Events

# Conclusions and observations

- The Internet as a powerful and pervasive technology for empowering economies and individuals.
- It's evolved due to collaboration and cooperation of an overall eco-system - technology does not recognize boundaries or politics.
- The Internet itself (in fact the entire communications system) and issues surrounding it are still evolving.
- Maintaining a single interoperable Internet is key to all of this -- ICANN and its' coordination role has some responsibilities in this regard.
- Any regulation and governance thus need to involve the stakeholders themselves, solving specific problems and building upon the already available experience.

# Conclusions and Observations

- Globalization of Internet governance must continue to build on existing and evolving international constituencies
- A billion-plus users require focus on stability, integrity and security of Internet operations
- Internet's coordination of unique identifiers must enable the continued innovation at the edge, the stability and integrity of a single interoperable Internet on which business, communication and development rely



# Links

- <http://www.itu.int/wsis/>
- <http://www.wgig.org/>
- <http://www.intgovforum.org/>

India will host IGF 3 in New Delhi 8-11  
December 2008

**Thank You**  
**mandy.carver@icann.org**  
**www.icann.org**



# Global Partnerships



Mandy Carver  
Deputy General Manager,  
Global & Strategic Partnerships

Prague, Czech Republic  
13 December 2007

# ICANN as a global organization

- Mandated by the bylaws:
  - Multinational Board
  - Multinational participation and representation
  - Accountability and Transparency to a global Internet community.

# Challenges and Opportunities

- Increased globalization of the Internet
- Increased threats to stability and security of the Internet
- The need to engage with a broader range of international entities
- The need to be closer and more responsive to all stakeholders
- The need to design appropriate structures and processes in completing the transition of technical coordination of the Internet system of unique identifiers

# Implementation of the feedback

- The Operational Plan implements the results of the strategic planning process and establishes a mechanism to engage on a regional level. The Global Partnership team is a product of this process.

# Implementation of the feedback

- S.P. sec. 4 (1) Improve and deepen participation in the ICANN process by stakeholders.
- S.P. sec. 5 (2) Formalize relationships with constituency and stakeholder groups

# ICANN as a global organization

- Implementing the “talk” of a global organization and operations
- Global partnerships is one part of ICANN’s global operations.



# Global Partnerships Goal

## Strategic Objective 3

Increasing international participation in ICANN and the use of the Internet system of unique identifiers (Section 3.3 )

# Global Partnerships

- The Global Partnerships Strategy has been designed to help meet these challenges through the deployment of an international team
- The role of the Managers - Regional Relations is to engage proactively with their respective stakeholders and end-user community in their respective regions and respond to the needs of the Internet community and ICANN staff ...

# Global Partnerships dept.



# Scope of Work

- Managers - Regional Relations are responsible for helping to bring ICANN to the world and the world to ICANN.
- Team works and reports against business plans that map to the operational and strategic plan of the entire organization.

# Fellowship Program

- To encourage participation in ICANN structures and processes from stakeholders from developing economies
- Create on-going involvement
- Mentoring

# Examples of some of the results of the team....

Highlighting a few examples ... more provided on request

- ccTLD AFs and EoLs
- ALAC
- Specific issue engagement (IDN, ccTLD trainings, new gTLD)



# Agreements

36 ccTLD Agreements have been signed since the Global Partnership Team was created including most recently in Europe:

- .it - Italy-ICANN Exchange of Letters (31 October 2007)
- .se - Sweden-ICANN Exchange of Letters (18 September 2007)
- .nl - Netherlands-ICANN Accountability Framework (28 June 2007)

# At-Large Organizations

- Of the 100 applications for At-Large structure status 62 were submitted since the Global Partnership team was created.
- All of the RALOs have been created since the GP team was created.



# Technical and operational events

- IDN meetings
- ccTLD trainings
- Support registry/registrar regional initiatives.
- Partnerships with respective organizations.
- Outreach and educational initiatives for IGF, international fora

# Report from the Region – Middle East

- 34 million users – just 17% population penetration yet that number reflects 920% growth 2000-2007
- Heavy investment in telecom infrastructures, IT systems, eSolutions in oil rich part of region
- Lack of knowledge about business of domain names

# Report from the Region – Africa

- 44 million users – less than 5% population penetration yet 874 % growth in usage 2000-2007
- Advances in mobile technology poised to greatly increase online access
- 3 registrars in Africa geographically dispersed
- G77 geopolitics may shape approaches to the market

# Report from the Region – Russia - CIS

- Territory spans parts of Europe and Asia
- Great variability in connectivity and usage
- Great interest in Cyrillic-based TLDs
- Building relations with ccTLDs and governments in the region
- Planning conference in 2008 for all ccTLDs from the region and Eastern Europe

# Report from the Region – Latin America and Caribbean

- 116 million users – 20% population penetration and 117% growth from 2000-2007
- 5 accredited registrars in the region
- Great variability in knowledge of Domain business opportunity across the region

# Report from the Region – Australasia/Pacific Islands

- 19 million users – reflects 55% population penetration and 149% usage growth 2000-2007
- 22% of PI joined CoCCA, 39% run locally, remaining 48% have some arrangement to outsource registry functions to overseas private registry/registrar

# What is next .....

- Working with respective departments to continue to build on regional engagement in ICANN and its mandate and mission
- Improve participation through remote means where appropriate
- Support regional engagement by assisting the networking between established entities and those new to the process or newly developing regions

# What is next .....

- Responding to respective requests
- Planning and Outreach for 2008



# How GP Activity Assists the gTLD Registrar/Registry constituencies


- Creates an educated consumer and increased demand
- Increases involvement in the Government Advisory Committee (GAC) helps maintain a deregulated business environment
- Maintains public private partnership model
- Works to diversify ICANN's revenue model

**Questions?**

**Mandy.carver@icann.org**



**Thank You**

<b>12:30</b>	<b>13:00</b>
<b>LUNCH</b>	<p>SPONSORED BY:</p>  <p><b>Internet Made Mobile</b></p>

# Policy Updates

Craig Schwartz  
Chief gTLD Registry Liaison

Prague, Czech Republic  
13 December 2007



# Current Policy Discussions

- Inter-Registrar Transfer Policy
  - PDP Launched
  - Future PDPs possible
- Whois Policy
  - PDP Terminated
- Whois National Law Procedures
  - PDP resulted in consensus policy recommendation
- IGO Dispute Resolution Procedure
  - Vote on PDP pending
- Domain Tasting
  - PDP Launched

# Current Policy Discussions (cont'd.)

- PDP Feb06 – Contractual Conditions
  - PDP concluded; awaiting Board action
- PDP Dec05 – New gTLDs
  - PDP resulted in consensus policy recommendation; awaiting Board action
- Other policy-related activities:
  - GNSO response to BGC WG recommendations on GNSO reform – submitted
  - Travel expense policy for GNSO participants
  - A group formed to define possible Whois studies
  - GNSO response to ccNSO-GAC Issues Report on IDNs

# Current Policy Discussions (cont'd.)

- IDNC – IDN ccTLDs
  - Consideration of a fast-track approach to introduce a limited number of IDN ccTLDs associated with the ISO-3166 two-letter codes
  - GNSO selected 2 reps and 2 alternates for IDNC and possibly more
  - GNSO name space vs. ccNSO name space in the context of IDN country/territory TLDs

# Inter-Registrar Transfer Policy

- Consensus Policy adopted in July 2004 to address name portability for registrants
- Defined responsibilities of parties to the transfer including nine grounds for denial of a transfer
- Following a review of the policies effectiveness, GNSO issued an advisory on 23 August 2007 that demonstrated the need for additional policy work
- GNSO Council voted on 20 November 2007 to initiate a PDP to clarify reasons for denial in the policy with subsequent work to be done in a series of scope-limited PDPs.



# Inter-Registrar Transfer Policy (cont'd.)

- Four specific issues to be addressed in PDP
  - Denial for nonpayment – Issue: ambiguity or lack of definitions for the terms “previous” and “current” as it relates to registration periods.
  - Lock/unlock procedures – Issue: unclear language regarding “readily and accessible” process for registrant to remove lock status.
  - 60 days of initial registration – Issue: what was the task force’s intention with the wording “initial registration”?
  - 60 days of previous transfer – Issue: need clarification of term “previous transfer” (i.e., inter-registrar transfer, registrant change, etc.)

# Whois Policy

- GNSO resolution on 31 October 2007 terminated PDP and provided for a possible series of studies to be conducted that could lead to future policy work. ICANN staff to provide cost estimates for studies by 15 February 2008.

# WHOIS National Laws Procedure

- 28 Nov 2005 – GNSO Council concluded work on WHOIS National Laws Procedure
  - Procedure intended to detail how ICANN will respond to situations where registry/registrar can demonstrate conflict with national law and WHOIS obligations
- 10 May 2006 – ICANN Board adopted recommendation of the National Laws Procedure; directed staff to develop the procedure taking into account GNSO advice and advice of any other SO or AC.

# WHOIS National Laws Procedure (cont'd.)

- Staff published draft procedure on 3 Dec 2006; implementation pending GAC advice
- GAC Principles on gTLD WHOIS published 28 Mar 2007; Section 3.2:
  - “gTLD WHOIS Services must comply with applicable national laws and regulations.”
- GAC Communique San Juan, 28 June 2007
  - “...in the interim, specific cases should be referred to the relevant national government for advice on the authority of the request for derogation from the ICANN gTLD WHOIS policy.”

# WHOIS National Laws Procedure (cont'd.)

- GAC Communique LA, 31 Oct 2007
  - “GAC does not believe a uniform process is workable and accordingly the interim solution [from San Juan] should be the basis of resolving any potential conflict.”
- Staff will publish in December a revised implementation of WHOIS National Laws Procedure based on the GAC advice and will provide 30 days notice of implementation.

# IGO Dispute Resolution Procedure

- 3 Sept 2001 - Second WIPO Internet Domain Name Process recommended protection for the names and abbreviations of International Inter-Governmental Organizations (IGOs) as domain names (as well as country names and pharmaceutical names)
- Between 2002-2004, WIPO 2 recommendations discussed within ICANN but no agreement on implementation
- Dec 2005 at ICANN Vancouver, Paul Twomey asked IPC to examine WIPO 2 recommendations

# IGO Dispute Resolution Procedure

- Small group and staff studied issue between Mar 2006-May 2007
- May 2007 GNSO Council directed staff to create issues report on disputes involving names and abbreviations IGOs as domain names, and potential implementation of WIPO 2 recommendations for IGOs (but not country names or pharmaceutical names)
- Issues report published 15 June 2007
  - Staff did not recommend PDP at that time, but that separate dispute procedure be developed for IGO names/abbreviations and framework developed for handling objections to strings in new gTLD process

# IGO Dispute Resolution Procedure (cont'd.)

- Once DRP developed, Council could consider PDP for application of procedure to existing registries
- GAC also interested in implementation of WIPO 2 recommendations in new gTLDs
- Staff published draft IGO DRP on 28 Sept 2007
- GNSO Council did not approve motion in LA meeting to create study group led by IPC to revise draft DRP



# IGO Dispute Resolution Procedure (cont'd.)

- IPC released revised proposed IGO DRP on 28 Nov. 2007
- GNSO Council action on whether to initiate a PDP is scheduled for 20 Dec. 2007 meeting.

# Domain Tasting

- Staff released an issues report on domain tasting on 14 June 2007 in response to ALAC request
- Small ad hoc group met between July-Oct 2007 to conduct additional research on domain tasting
- GNSO Council approved PDP on domain tasting during LA meeting
- Constituency statements due by 5 Dec 2007
- Initial report from Staff due by 25 Dec 2007

# Domain Tasting (cont'd.)

- Registries may also consider use of the Funnel (excess deletion fee or restocking fee, alteration of Add-Grace Period, or other efforts at reducing domain tasting)
- Community very interested in seeking action in this area

# Nominating Committee Process

Craig Schwartz  
Chief gTLD Registry Liaison

Prague, Czech Republic  
13 December 2007



# Nom Com Update

- ICANN's Nominating Committee selects all ICANN Directors except the CEO or those selected by Supporting Organizations as described in the ICANN Bylaws
- Nom Com also selects members of GNSO Council, ccNSO Council and ALAC
- 23 member committee, representative of ICANN's SOs, ACs, and Constituencies
- Designed to function independently and intended to act on behalf of interests of global Internet community

# Nom Com Update (cont'd.)

- Entering 6<sup>th</sup> year of the Nom Com
- New Chair for 2008 – Hagen Hultzsch
- George Sadowsky is an adviser to the Chair, Wolfgang Kleinwaechter is Assoc. Chair
- Nom Com held an initial meeting in LA following the ICANN Meeting
- Invitation for Statements of Interest in ICANN leadership positions will begin on 15 December 2007, running through 15 April 2008 (announcement posted on ICANN website)

# Nom Com Update (cont'd.)

- Nom Com will select:
  - 2 members of the ICANN Board (at least 1 must be from Africa to meet geographic Bylaw requirements; term 2008-2011)
  - 2 members of ALAC (term 2008-2010)
  - 1 member of the GNSO Council (term 2008-2010)
  - 1 member of the ccNSO Council (term 2008-2011)

# Nom Com Update (cont'd.)

- 2008 Nom Com selections to be made following the ICANN Meeting in Paris (27-29 June 2008)
- Selections will be announced 45 days prior to the ICANN Africa Meeting
- Nom Com website is <http://nomcom.icann.org>



# Process for Updating Registrar Information

Tim Cole  
Chief Registrar Liaison

Prague, Czech Republic  
13 December 2007



# Change is Inevitable

- New owner
  - Sale of entire company
  - Sale of registrar business only
  - Leaving business; transferring names
- New company name
- New company address
- New Primary Contact

# Change is Inevitable...

- RADAR designed to make it simple
  - Change all contacts except Primary Contact
  - Update public description and logo
  - Add TLDs, languages, IP addresses
- Contract changes (Primary Contact and Address) must be in writing
- Registries get changes from ICANN
- Keep your information current!

# Coffee Break



**ICANN**

**Prague** 12-14 December 2007

# Status of IDN Evaluations

Tina Dam  
IDN Program Director

Prague, Czech Republic  
13 December 2007



Script	Language	SLD.TLD U-labels	SLD A-label	TLD A-label
Arabic	Arabic	مثال.إختبار	xn--mgbh0fb	xn--kgbechtv
Arabic	Persian	مثال.آزمایشی	xn--mgbh0fb	xn--hgbk6aj7f53bba
Chinese, simplified	Chinese	例子.测试	xn--fsqu00a	xn--0zwm56d
Chinese, traditional	Chinese	例子.測試	xn--fsqu00a	xn--g6w251d
Cyrillic	Russian	пример.испытание	xn--e1afmkfd	xn--80akhbyknj4f
Devanagari	Hindi	उदाहरण.परीक्षा	xn--p1b6ci4b4b3a	xn--11b5bs3a9aj6g
Greek	Greek	παράδειγμα.δοκιμή	xn--hxajbheg2az3al	xn--jxalpdlp
Hangul	Korean	실례.테스트	xn--9n2bp8q	xn--9t4b11yi5a
Hebrew	Yiddish	פּרײַשׂן.טעסט	xn--fdbk5d8ap9b8a8d	xn--deba0ad
Kanji Hirigana, and Katakana	Japanese	例え.テスト	xn--r8jz45g	xn--zckzah
Tamil	Tamil	உதாரணம்.பரிட்சை	xn--zkc6cc5bi7f6e	xn--hlcj6aya9esc7a

# .test IDN wiki set-up

- Launched 15 October 2007
- Page requests
  - 45.000 page requests in first 24hr
  - More than 300.000 page requests today
  - Constant stats
- IDNwiki purpose:
  - Introduction to IDN TLDs
  - Applications test facility
  - Registry applicant test facility

**Demo at <http://idn.icann.org>**



Internet Explorer - IDNwiki - Windows Internet Explorer

http://مثال.إختبار/الصفحة\_الرئيسية/%D8%A7%D9%84%D8%B5%D9%81%D8%AD%D8%A9\_%D8%A7%D9%84%D8%B1%D8%A...

Opera - IDNwiki - Opera

File Edit View Bookmarks Widgets Tools Help

New tab الصفحة الرئيسية - IDNwiki

http://مثال.إختبار/الصفحة\_الرئيسية/%D8%A7%D9%84%D8%B5%D9%81%D8%AD%D8%A9\_%D8%A7%D9%84%D8%B1%D8%A...

Mozilla Firefox - IDNwiki - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://xn--fsqu00a.xn--0zwm56d/%E9%A6%96%E9%A1%B5

Mozilla Firefox - IDNwiki - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://مثال.إختبار/%D8%A7%D9%84%D8%B5%D9%81%D8%AD%D8%A9\_%D8%A7%D9%84%D8%B1%D8%A...

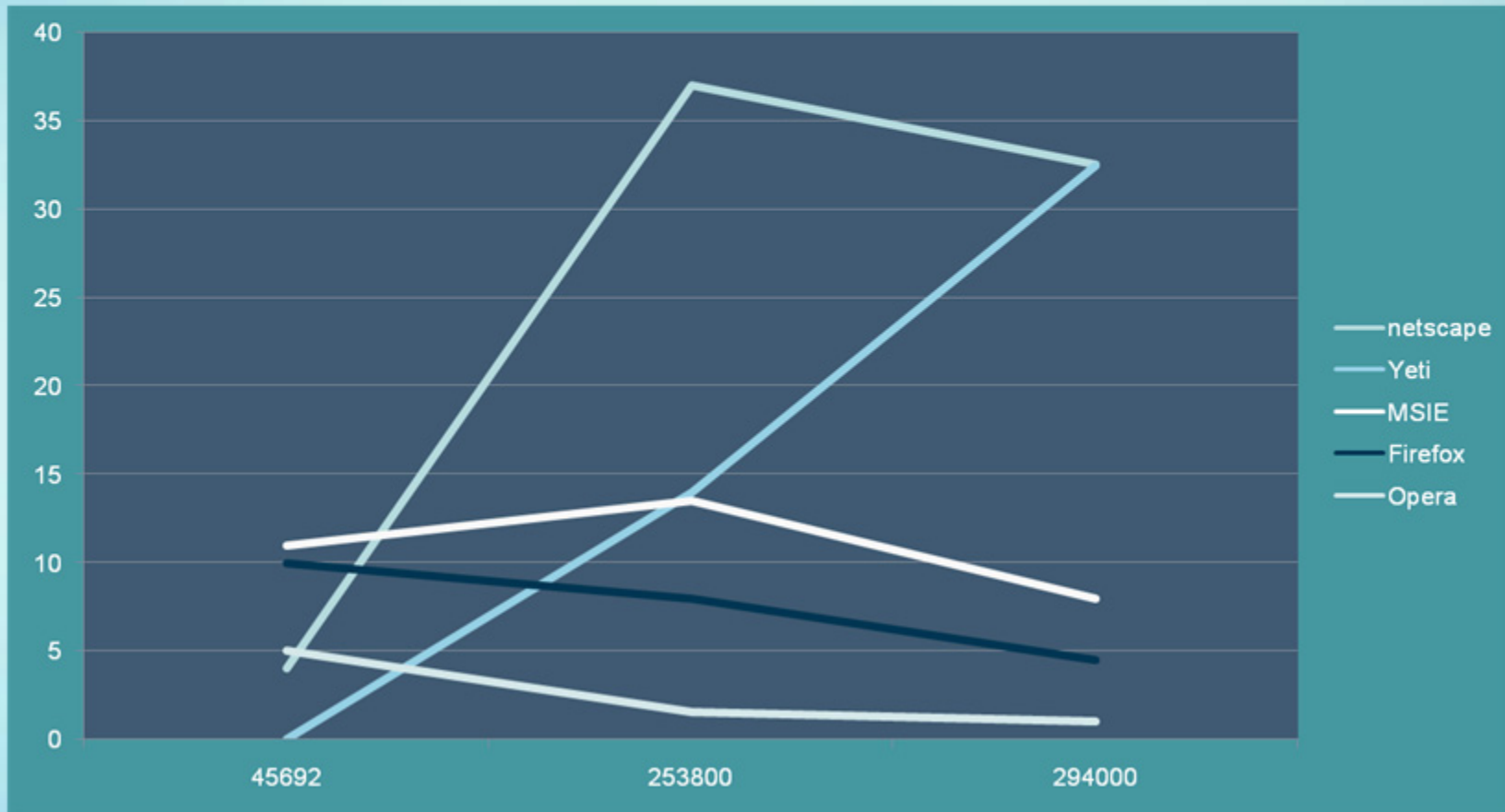
# IDNwiki initial test results

- Browser (previous slide & demo)
- Word and PDF
  - keeps formatting and url links work
- Invalid XHTML 1.0
  - Changed href to be RFC compliant
- Support of other languages
  - Amharic (Ethiopian script) is first addition
  - Others are pending moderators

# IDNwiki Initial Test Results

- Email Body
  - formatting is lost, but url functionality kept
- Email Protocol
  - Close to release as experimental standard (IETF70)
  - Encourage implementation → standard track
  - Clients implemented will be included in wiki

# Browser statistics



# IDNwiki Initial Test Results

- We need more streamlined results
  - Customer survey
    - Complicated to merge with the wiki
- We need better access to application developers

# Communication Plans

- More campaigns, brochures, factsheets, videos, tutorial material, events...
  - New Delhi campaign (feb08)
    - Focus on India languages and scripts
  - Dubai media releases (mar08)
    - Focus on Arabic script languages
  - International Mother Languages Day and/or International IDN/Internet day (mar08)
  - European day of languages (sep08)

# IDN Policy Issues



Tina Dam  
IDN Program Director

Prague, Czech Republic  
13 December 2007

# TLD Allocation and Delegation Policies and Processes

- Currently ICANN follows:
  - ISO3166 list for ccTLD delegation
  - Previous introduction of new gTLDs
- None are adequate for IDN TLDs
- ICANN staff does not develop policies or make decisions on policy questions



# Process for Introduction of new gTLDs

- Process aims at open for applications in mid 2008
  - Include IDN TLDs if technical requirements are in place
- GAC statement requires that application for a string with country or territory name needs government support
  - gTLD registry and ccTLD registry relationship with ICANN are *very* different, for example
    - Use of registrars
    - Policy development vs national legislation
    - Contractual relationship vs framework

# Process for introduction of 'IDN ccTLDs'

- ccNSO and GAC two-track approach
  - Board resolution at San Juan meeting
    - Address issues raised in Issues Paper
    - Explore interim & overall approach
- Overall Policy
  - ccNSO launched policy development process
    - Address issues in Issues Paper
    - Address institutional issues
- Fast track approach
  - Ascertain near-term demand IDN ccTLDs
    - Open letter from ccNSO Chair to ccTLD managers
  - Proposal for IDN WG and cross-community process
    - Supported by ccNSO, GAC, ALAC and GNSO
    - IDN WG to recommend methodology

# IDN ccNSO Fast Track WG

- Overall scope is to develop feasible methods for introduction of a limited number of IDN ccTLDs, considering:
  - Preserve the security and stability of the DNS
  - Compliance with the IDNA protocols
  - Input and advice from the technical community
  - Current practices for the delegation of ccTLDs

# IDN ccNSO Fast Track WG

- Members of the WG:
  - Members of the GAC including its chair
  - Members of the ccNSO including its chair
  - Two members of the GNSO
    - Edmon Chung (gTLD registry constituency)
    - Charles Sha'ban (Intellectual Property constituency)
  - Two members ALAC
  - One representative of technical community
  - One member of the SSAC
  - Two ICANN staff members

# IDN ccTLD Fast Track Timeline

- Dec-07: formation of WG & work plan
- Jan-08: meeting and training
- Feb-08: deliverable of initial report
  - Methodology for discussion in New Delhi
- Apr-08: development of interim report
  - Posting for public comment
- Jun-08: Final report
  - GAC and ccNSO support
  - Submission to ICANN Board

# ccTLD and gTLD Interdependencies

- Definition of DNS name space
  - What is a ccTLD vs a gTLD?
- Does introduction of IDNs change this?
  - GNSO, ccNSO membership
  - Contractual relationship with ICANN
  - Financial relationship with ICANN
  - Use of registrar
  - Policy development processes
  - Other requirements?
- GNSO disc group to formulate position

# Technical Interdependencies

- Development of variant tables
  - increase security
  - eliminate user confusion
- Definition of “ready”
  - a TLD registry is ready to implement IDN TLD
- What characters are valid
  - before/after IDNA protocol revision
  - gTLD registries are analyzing
  - Result will guide grandfathering decision

# How are the users affected?

- `<domain>.<tld>` = `<domain>.<IDN-tld>` ?
- Sunrise or other preregistration rights ?
- Why can't I register the IDN that I want ?
  - Invalid per the protocol
  - Not supported by TLD
  - Variant to an existing domain
- I don't understand Russian / IDNs are splitting the internet up!
  - Localization vs internationalization
- I can't type Arabic characters on my keyboard
  - and other hardware and software problems



# Some Other Future Activities

- IDNA protocol revision finalization
- IDN character registry & process for inclusion of new characters
- IDN lifecycle paper
- Guidelines revision
- IANA processes review (from test to production)
- Variant table process/decision point
- SSAC Study

16:30	17:00	17:30
REGISTRY PRESENTATIONS:		
		



Prague, Czech Republic  
13 December 2007

From Asia / For Asia:

# **Global Recognition. Regional Significance.**

Dec 2007 – ICANN Regional Gathering, Prague



# Building the foundation for .ASIA

- Core value propositions
  - From Asia / For Asia: Gateway to Asia Market
    - Natural Identifier / Rest of Asia / Commitment & Trust
  - World Searches Asia: “Asia” 20+ times than “EU”
    - Natural Type-in Keyword / Increase visibility & footprint
  - .Asia for the Asia Century
    - Asia surpassing US & EU / Driving force in Ad spending
- Landrush Mechanics
  - Focused portfolio (vs. fractured portfolio)
  - More favourable to driving traffic and creating value
- Pioneer Domains Program

# .ASIA Sunrise Update

- >15,000 by SR2a (90%+ success, 622 domains >1 app)
  - ~20,000 now (80%+ on last day in SR2a)
  - Previous Sunrises (~50% success rate)
    - Largest ccTLD Sunrise: .EU: ~71,000
    - Largest gTLD Sunrise: .INFO: ~30,000
- World wide participation
  - Natural Identifier (vs. “.EU”: political identification)
  - Global and local media coverage (CNN, BBC, ABC, etc.)
- Distribution of SR2a Applications:
  - CED (participating: 33): AU, HK, SG, CN, JP, KR, MH
  - Applicant (participating 79): US, GB, FR, DE, CH, NL, JP
  - TM Offices invoked: 115; Participating Registrars: 60



# Sunrise Process Update

- IPR Practitioners around the world indicate that 100% were Satisfied or Very Satisfied with the .ASIA Sunrise policies in protecting prior rights
- Verification for majority of Sunrise 2a applications complete
  - About 20% required additional information (many of which listed as “assignee” of TM)
  - Notifications (including information of other qualified bidders) for auction to be sent starting this week
  - Auctions start 2<sup>nd</sup> week of January

# Sunrise & Landrush Dates

- Sunrise 1: Government Reserved Names (on-going through Landrush)
- Oct 9 – Oct 30, 2007
  - SR2a (COMPLETED)
- Nov 13, 2007 – Jan 15, 2008
  - SR2b: General Marks Sunrise
  - SR2c: Extended Protection
  - SR3: Entity Name & Addendum
- Landrush: Feb 20 – Mar 12, 2008
- Go Live: Mar 26, 2008

# Sunrise Period Extended

- Sunrise 1: Government Reserved Names (on-going through Landrush)
- Oct 9 – Oct 30, 2007
  - SR2a (COMPLETED)
- Nov 13, 2007 – ~~Jan 15, 2008~~ **Jan 31, 2008**
  - SR2b: General Marks Sunrise
  - SR2c: Extended Protection
  - SR3: Entity Name & Addendum
- Landrush: Feb 20 – Mar 12, 2008
- Go Live: Mar 26, 2008



# Pioneer Domains Program

- Total Applications: 111
  - Total Domains Applied for: 1015
  - Yahoo.Asia, SonyEricsson.Asia, Metro.Asia, Movies.Asia, Cosmopolitan.Asia, T-Mobile.Asia, Time.Asia, Olympics.Asia, NOW.Asia
  - Applications from 30 economies/countries
- Pioneer Challenge Process
  - Developed and managed by WIPO
  - Concluded: Dec 10, 2007
  - Total number of challenges: 0

# Pioneer Domains Program

- Joint Announcements / Marketing with Pioneers
  - Develop awareness, drive traffic and build value for entire .Asia registry
  - “Anchor tenants” and “Vehicle” for mass marketing (“.Asia” too abstract)
  - E.g. Cosmopolitan.Asia – on cover of Asian versions of Cosmo magazines; Yahoo.Asia – developing Yahoo! Asia portal (now at [asia.yahoo.com](http://asia.yahoo.com))
- Extended Pioneer Categories!
  - Celebrity Pioneer / Social Pioneer

# Celebrity Pioneers Program

- Integrated with mass market activities
  - Activities with celebrities (usage of .Asia domains on CD covers, posters, concerts, movies, etc.)
- Landrush Parties!
  - ICANN Delhi: Bollywood Party!
  - Feb 15 in HK: Landrush Party!
- Media Events:
  - Jan 7: Hong Kong Celebrities
  - Jan 17: Beijing Olympic Gold Medalists

# Celebrity Pioneers Program

- TV Series Sponsorship
  - Aired during Chinese New Year
  - Featuring ~20 Olympic Gold Medalists
  - Over 30 City and Province level TV stations in China



张国政——张国政

[www.zhangguozheng.asia](http://www.zhangguozheng.asia)

顾俊——顾俊

[www.gujun.asia](http://www.gujun.asia)

谭雪——谭雪

[www.tanxue.asia](http://www.tanxue.asia)



# Marketing Support

- Beyond Tech Support
  - Development Support
  - Live Sunrise Registrations / Pre-registrations
  - Sunrise rules support / Customer support assistance
- Marketing Support
  - Joint Announcements / Events
  - Printed Materials / Email Templates / Banners
  - Reference materials, e.g. statistics, reports, etc.
- What other marketing support?

# Landrush Promotion Programs

- Landrush 24
  - Landrush Launch Day Discount
- Startup ABC
  - Startup Auctions Bonus Commission

# LANDRUSH 24

- \$10 OFF all registrations submitted in first 24hrs of Landrush
  - Feb 20, 12noon UTC – Feb 21, 12noon UTC
  - Regular pricing: \$10 per year (min 2 year term)
- \$10 OFF can also be interpreted as:
  - First year FREE / Half price registration
- Criteria: Enrolment Required
  - Implement pre-registrations & live registrations
  - Pass on discount in some form, in part or in full
  - Use at least 1 “.Asia” domain in outreach efforts

# Startup ABC

- Startup Auctions Bonus Commission Program
- Sunrise and Landrush Applications Counted
  - Oct 9, 2007 – 12noon UTC, Feb 21, 2008
  - Retroactive for Sunrise, to Landrush Launch Day
- Bonus Commissions:
  - Winning Auctions
  - 10,000 applications + → 10% more
  - 50,000 applications + → 50% more
  - 100,000 applications + → 100% more



# Startup ABC

Total Applications	<10,000	10,000-49,999	50,000-99,999	>=100,000
Bonus Commissions	Normal	10% more	50% more	100% more
Auction Winning Price	Total Commission to Registrar as a Winning Registrar			
<=US\$5,000	13%	14.30%	19.50%	26%
>US\$5,000	7%	7.70%	10.50%	14%

- Double your revenue!
- Criteria: Enrolment Required
  - Implement Sunrise, Landrush & pre-registrations
  - Provide some level of support for auctions
  - Use at least 1 “.Asia” domain in outreach efforts
  - Abusive submissions causes disqualification

# Landrush Promotion Programs

- Principles / Purpose
  - Reward Registrars implementing and promoting .ASIA registrations
  - Create and drive economic value for Registrars
  - Foster urgency and encourage pre-registrations
- Objectives
  - Spur adoption of .ASIA Domain
  - Develop PR Story for .ASIA early in Landrush phase
  - Drive “2nd wave” of interest within Landrush period

# .ASIA Landrush Features

- You don't pay until you get the domain
  - No application fee for submission of Landrush
  - Per domain year fee deducted upon delegation
- There is no gain waiting for Go Live
  - No auction for single application
  - Can always decide not to bid in auctions
  - Must apply to have a chance to bid
- Application information confidential
  - Regular WHOIS service not available
  - Will not be disadvantaged by submitting early

# Technical & Registrar Support

- [techsupport@nic.asia](mailto:techsupport@nic.asia)
  - Tel: +1 416.619.3035
  - Fax: +1 416.646.3305
- Customer Support
  - [support@nic.asia](mailto:support@nic.asia)
- Accreditation Support
  - [accreditation@registry.asia](mailto:accreditation@registry.asia)
  - Tel: +1.877.711.ASIA (2742)
  - Tel: +1.267.781.7299
  - Fax: +1.215.706.5701
- Verification Process
  - [asia@validation.deloitte.be](mailto:asia@validation.deloitte.be)
- Auctions:
  - [rarinfo@dotasia.pool.com](mailto:rarinfo@dotasia.pool.com)
- Direct Contacts:
- Finance & Compliance Officer
  - Rebecca Chan
  - [rebecca@registry.asia](mailto:rebecca@registry.asia)
  - Tel: +852.35.20.26.35
  - Fax: +852.35.20.26.34
- Registrar Relations
  - Leona Chen
  - [leona@registry.asia](mailto:leona@registry.asia)
  - Tel: +852.35.20.26.35
  - Fax: +852.35.20.26.34



# ICANN European Regional Gathering

## dotMobi update

Prague, 13<sup>th</sup> December 2007

Zico Moro  
Channel Sales  
Manager

# the .mobi domain

## the mobile web, guaranteed

.mobi is the first – and only – top-level domain designed to let consumers know "This site will work on my phone."

.mobi means “**trust**” – when a site ends with a ".mobi" address, mobile users can be sure that they will access a site that works on their phone

.mobi = Internet made mobile

# Mobile marketing is growing

“The world market for mobile marketing and advertising is expected to be worth about \$3 billion by Q1 2008, and likely to reach \$19 billion by 2011 when mobile search and video advertising are included

ABI Research, April 2007

1.3 billion people will connect to the Internet via mobile phones by 2008

IDC 2007

# .mobi today





## .mobi renewals

.mobi first renewals due in February

What can you do to maximize renewals?

**Reinforce the value of .mobi in your  
customer messages**



# Public Interest Registry

December 2007

**Nayla C. Foster**  
**Head of Global Sales**  
**Public Interest Registry**

# Do You See These Trends?

## On the cusp of a great social trend

- Being “Green” is good again
- Green has become a moniker for a larger trend, caring about people, environment, and making a difference.

The screenshot shows a BBC News webpage. The top navigation bar includes the BBC NEWS logo, a 'WATCH LIVE' button, and 'BBC News 24'. A sidebar on the left lists various news categories such as 'News Front Page', 'World', 'UK', 'England', 'Northern Ireland', 'Scotland', 'Wales', 'Business', 'Market Data', 'Your Money', 'Economy', 'Companies', 'Politics', 'Health', and 'Education'. The main content area features a headline 'Green issues 'concern shoppers'' with a sub-headline 'Consumers are becoming increasingly concerned about green issues when they are at the shops, research suggests.' Below the text is a photograph of a woman in a supermarket aisle looking at products on a shelf. A caption below the photo reads 'Shoppers are considering their purchases much more carefully'. The article is dated 'Monday, 6 November 2006, 16:44 GMT' and includes links for 'E-mail this to a friend' and 'Printable version'.

# Do You See These Trends?

## Convergence and dis-intermediation in media:

- ✓ Organizers can now connect and communicate directly with participants
- ✓ Individuals and small organizations can perform and accomplish like large organizations



### One Laptop Per Child LaptopGiving.Org

A growing community of people working to create a connected, educated, enlightened future for the world's most essential resource—its children.

**Nicholas Negroponte**  
*Founder and Chairman*  
*One Laptop Per Child*



What if your pet could volunteer ❄️  
to save the lives of homeless animals?



Help rescue  
our friends. Support  
our holiday campaign  
for the ASPCA.  
- Minnie & Travis



*Now you can set up a special holiday fundraising page featuring your favorite furry friend. Then use our email tools and a personalized web address to spread the word.*

**HERE'S HOW IT WORKS:**

- 1 **Create your fundraising page** using our quick form. Feature your own pet, a pet you miss, or any pet you think is irresistible!
- 2 **Send our sample email to your friends.** Edit it, forward it or post the link on your blog or personal web site. You can also donate through your pet's page.
- 3 **Thank to your donors.** You'll be notified whenever a gift is made and we've supplied a thank-you email. Personalize it or write your own.

If you like, you can also upload photo albums, write stories about your pets, receive guest messages from your loved ones, and more!



**Powered by CONVIO.org, the ASPCA offers tools & widgets using a social network for pet owners to support the Society in their Holiday Campaign**



# Have You Seen This?

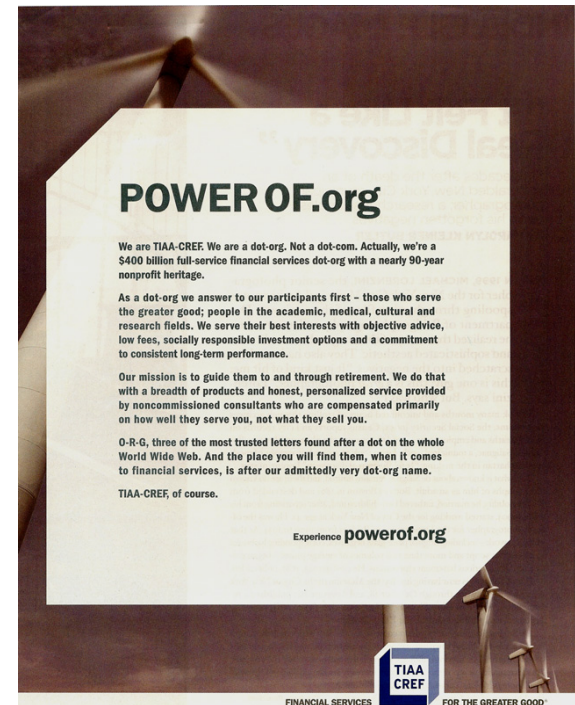
## TIAA-CREF

\$40 billion, full service financial services company for those who serve the greater good

\$20M advertising campaign:

*“We are a dot-org, not a dot-com.”*

*“O-R-G, three of the most trusted letters found after the dot on the whole World Wide Web.”*



# So What?!

- **MAJOR GLOBAL TRENDS**

- Green Movement / Environmental
- Advocacy
- Social Networking
- Corporate AND Individual “Doing Good”

- **.ORG is the home for these ideas in the marketplace**

- Why?
  - People expect to find this information on a .ORG domain,
  - Content providers prefer .ORG to match expectations of the users and to get their traffic

- **What this means for Registrars**

- More opportunity to sell .ORG as a differentiator



[www.makeitrightnola.org](http://www.makeitrightnola.org)

*“People down here call it ‘the fight of their lives’.”*

*- Brad Pitt*

# What We Care About





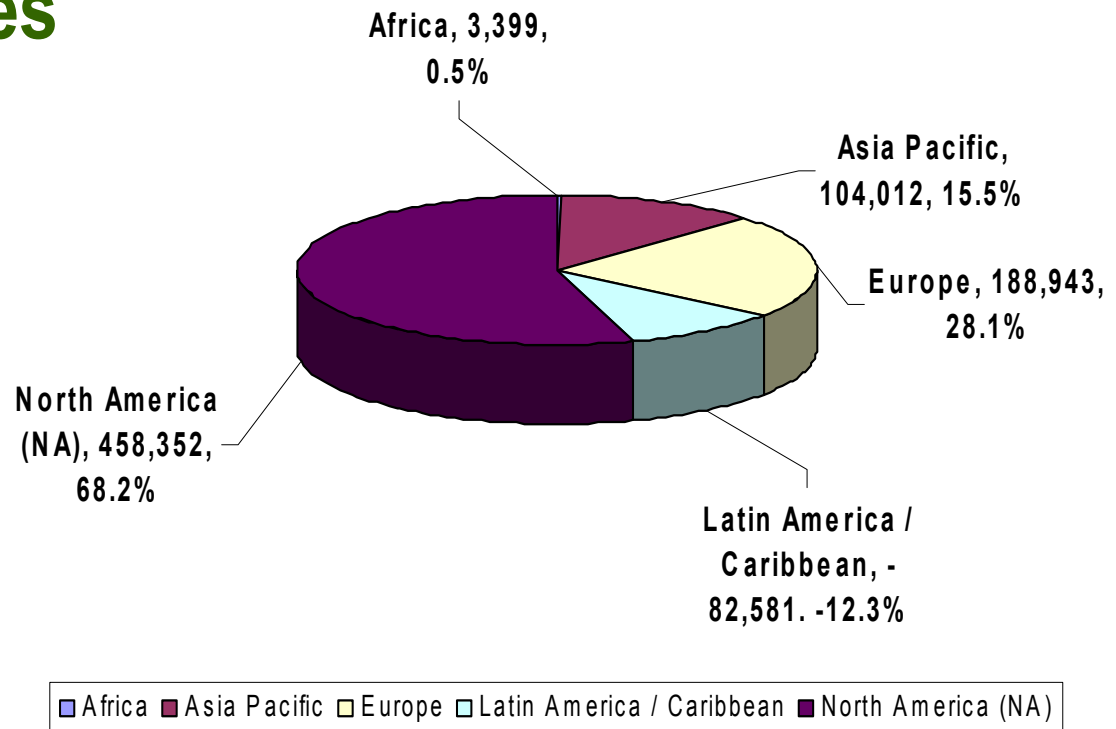
# The .ORG Community

- **.ORG is the Internet home of non-commercial organizations**
  - Worldvision.org
  - NPR.org
  - One.org
  - LakeAnna.org

# The .ORG Community

- Over 6 million domain names

YTD Net .Org Domain Count Growth



# What We Care About

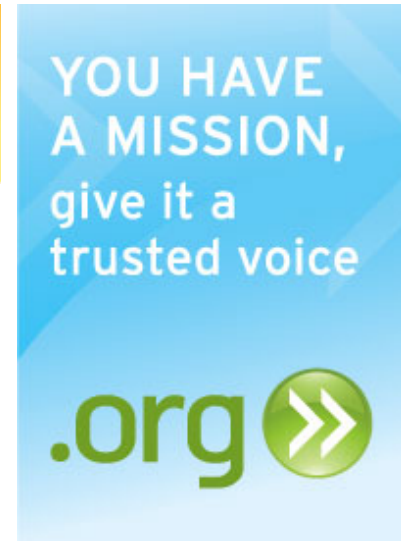


# Collaboration with Registrars

- **Building new markets**
  - Brand building
  - Focus on priority markets
- **Growing existing markets**
  - Nayla Foster- Head of Global Sales
  - More registrar focused activities
  - Monthly Score Card

# Collaboration for Growth

- **Selling incentives**
  - Sales promotions: incenting volume and growth
  - Localized marketing library: end user education on .ORG (newsletter/web content, banner ads, logo)



# .ORGanic Growth Incentive **org**

## Program

- **Program Period:**
  - 1 Jan – 30 June, 2008
- **Receive REBATES up to \$2.50 on new registrations (net of DELETES)**
- **Rebate amount based on percentage growth of overall Domains under Management month to month**
- **Sign Terms & Conditions by 21 December 2007**



**Grow your total Domains under Management  
and receive a REBATE on Net New Creates**

# .ORGanic REBATE Sheet

## EXAMPLE #1

### Percentage Growth Formula

Dec 2007 Domains under Management	Jan 2008 Domains Under Management	Percentage Growth	REBATE Type
500,000	510,000	2%	\$0.50

Registrar Net New Create Monthly Volume:

14,000 (net of DELETES)

TOTAL REBATE APPLIED TO MARCH 2008 INVOICES:

\$7,000.00

(Rebate x Net New Create Volume)

**Compounded Six Month Payout\*:**

**\$42,000.00**

\* Assumes monthly domains under management growth continues at 2% or higher

## EXAMPLE #2

### Percentage Growth Formula

Dec 2007 Domains under Management	Jan 2008 Domains Under Management	Percentage Growth	REBATE Type
5,000	5,500	10%	\$2.50

Registrar Net New Create Monthly Volume:

1,000 (net of DELETES)

TOTAL REBATE APPLIED TO MARCH 2008 INVOICES:

\$2,500

(Rebate x Net New Create Volume)

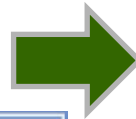
**Compounded Six Month Payout\*:**

**\$15,000.00**

\* Assumes monthly domains under management growth continues at 6.5% or higher

# .ORG Website & Logo

- Updated design and logo
- Conveys the value of a .ORG address



ENGLISH | FRANÇAIS | DEUTSCH | ESPAÑOL | 한국어 | 日本語 | 简体中文

ENG = available in English only

HOME ABOUT .ORG GET A .ORG DOMAIN STRENGTHENING THE INTERNET NEWS/ EVENTS PUBLICATIONS ABOUT PIR INTERNET SOCIETY WEB USER RESOURCES REGISTRAR RESOURCES SEARCH THIS SITE

**Where people go when they need to know**

**When people need to know, they go to .ORG.** .ORG is the Internet home of noncommercial organizations, including nonprofit and nongovernmental organizations, philanthropies, charities, religious organizations, educational and cultural institutions, arts organizations, sports clubs, and others, who create .ORG Web sites and e-mail addresses.

It is the people who visit .ORG Web sites, turning to them for information and assistance.

And it is the Public Interest Registry (PIR), which manages the .ORG top-level domain name and maintains the database of all .ORG Internet addresses.

[Find out more about .ORG >](#)

**WHOIS SEARCH**

Perform a WHOIS search:  
[input type="text" value=""] .org [GO]  
[advanced search >](#) [help >](#)

**GET .ORG NEWS**

**Sign up to receive the latest news about .ORG,** including our quarterly e-newsletter. [more >](#)

**WHAT'S NEW**

The latest issue of *The World of .ORG*, a quarterly e-newsletter with information and resources for the .ORG community, is available in the Publications section. [more >](#)

**A Dot-Org Stresses That It's No Dot-Com** Read a *New York Times* article about TIAA-CREF's new powerof.org Web site. [more >](#)

**.ORGS TO WATCH**

*MyGoodDeed*

MyGoodDeed, a nonprofit 501c3 organization leading the

**TAKE A QUICK SURVEY**

How can PIR help you use your .ORG domain name better?

Provide more information about the latest policies governing the Internet and .ORG.

Provide more events and workshops on how best to

**.org** advance your mission

contact us | glossary | privacy policy | terms of use | faqs

why.org sell.org become.org have.org know.org team.org

**trusted**

**Experience the distinction of .org**

fnieca njdi wlnoi nxiaocoi ncewo cioen awj cma a nciec wca jpa swc hdw pscn cw bnucf wsajk vsdedmif bnccha lkcbiu nxiaocoi ncewo cioen awj cma a nciec wca jpa swcnhdw pscn pscn cw bnucf wsajk vsdedmif vsdedmif bnccha lkcbiu nxiaocoi. >>

**Advancing Their Mission**

**TIAA-CREF and the Power of .org**

At TIAA-CREF, being a financial services dot-org means we're bound to do things very differently. We think these differences are what make us special. So go ahead and find out what makes us who we are and why we're proud to be a dot-org. >>

[more outstanding .org's >>](#)

**whois search**

[input type="text" value=""] .org [GO]  
[advanced search >>](#) [help >>](#)

**.org news**

**Sign up to receive the latest news about .org >>**

**.org survey**

How can PIR help you use your .ORG domain name better?

More information about the latest policies governing .ORG.

More events and workshops on how best to use .ORG.

More tips and resources in Web User Resources section.

[submit >>](#)



# .ORG Website

- Customer testimonials
- Registrar resource center
- Simplified navigation
- Improved Registrar Only Section



# Registrar Resource Center

**Web tools for the registrar to improve customer service and loyalty with .ORG customers:**

- **Tools/widgets for blogging, social networking, wikis, and online payments**
  - > **Supporting online communities, advocacy, and fundraising**

*...Accelerate and ease the development of .ORG non-commercial websites and social networks, motivating new domain registrations and renewals*

# What We Care About



# Internationalized Domain Names

- **Currently offering ten IDN.org language scripts**
  - Danish, German, Hungarian, Icelandic, Korean, Latvian, Lithuanian, Polish, Swedish, Spanish
- **We'll be conducting end-user market research to determine end-user behavior and use of IDNs**
  - IDN.org & IDN.IDN

# What We Care About



# GNSO Reform

# What We Care About



# Safe and Secure Internet

- **Anti-Phishing Working Group**
- **Enhanced protection of personal privacy in WHOIS**
- **DNSSEC review and operational support**





# Where We've Been

- **Events Attended:**
  - ICANN mtgs – San Juan, Los Angeles
  - ICANN regional – Hong Kong, Prague
  - Registry constituency – LA
  - APWG – Pittsburgh
  - CENTR (Legal, Reg) – Latvia
  - TRAFFIC – Las Vegas
- **Drafted Registry Constituency Statements:**
  - WHOIS Task Force
  - PDP Registry Agreements
  - ICANN Strategic Plan
  - new gTLDs
  - IGO names (WIPO2)
- **Presented at:**
  - Studienkreis – Warsaw
  - APTLD – Dubai
  - CFP – Montreal
  - CENTR – Paris
  - ICANN

# Where We're Going

- **ICANN Registry/Registrar Regional Meeting (Dec 2007)**
- **ICANN New Delhi (Feb 2008)**
- **NTEN – Technology for non-commercial organizations (Mar 2008)**
- **ICANN Paris (Jun 2008)**
- **ICANN Africa (Nov 2008)**

**.org** 

**Thank You!**

# Registrar and Registry Issues and Wrap-up



Prague, Czech Republic  
13 December 2007

# Friday | 14 December 2007

9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00
COFFEE - REGISTRAR ONLY DAY	WELCOME / INTRODUCTIONS  TIM COLE	REGISTRAR DATA ESCROW  TIM COLE	REGISTRAR DATA ESCROW  KRISTA PAPAC, IRON MOUNTAIN	COFFEE BREAK	RAA CHANGES  TIM COLE JON NEVETT		LUNCH - REGISTRIES/REGISTRARS	

13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30
REGISTRAR CONSTITUENCY  JON NEVETT, CHAIR, REGISTRAR CONSTITUENCY	COMPLIANCE  TIM COLE	FINANCE/ INVOICES  TIM COLE	COFFEE BREAK	SECONDARY MARKET- HOW IMPORTANT IS THAT FOR YOU? MATTHIAS MEYER-SCHÖNHERR, SEDO	REGISTRAR ACCREDITATION IN NEW TLDs  TIM COLE	REGIONAL ISSUES - OPEN DISCUSSION	NETWORKING / FREE TIME	

18:00	18:30	19:00
COCKTAIL RECEPTION LOCATION TBD		

# Coming up

	18:30	19:00	19:30	20:00	20:30	21:00
COCKTAILS	SPONSORED BY: 			DINNER	SPONSORED BY: 	

# REGIONAL GATHERING



of ICANN-Accredited  
Registrars and gTLD Registries



**Prague** 12-14 December 2007

# Friday | 14 December 2007

9:00	9:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00
COFFEE - REGISTRAR ONLY DAY	WELCOME / INTRODUCTIONS  TIM COLE	REGISTRAR DATA ESCROW  TIM COLE	REGISTRAR DATA ESCROW  KRISTA PAPAC, IRON MOUNTAIN	COFFEE BREAK	RAA CHANGES  TIM COLE JON NEVETT		LUNCH - REGISTRARIES/REGISTRARS	

13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30
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18:00	18:30	19:00
COCKTAIL RECEPTION LOCATION TBD		



# Welcome and Introductions



**Prague** 12-14 December 2007

**ICANN**

# Registrar Data Escrow

Tim Cole  
Chief Registrar Liaison

Prague, Czech Republic  
14 December 2007



# Data Escrow Program

- Registrar Accreditation Agreement ¶ 3.6
  - Registrars deposit data with ICANN (no cost) or Escrow Agent (at registrar's expense)
  - Escrowed data includes: domain name; name servers; expiration date; registrant, admin contact, technical contact, and billing contact data; and (optional) whois privacy customer data
  - Data released to ICANN upon termination of RAA or expiration of RAA without renewal

# Data Escrow Program

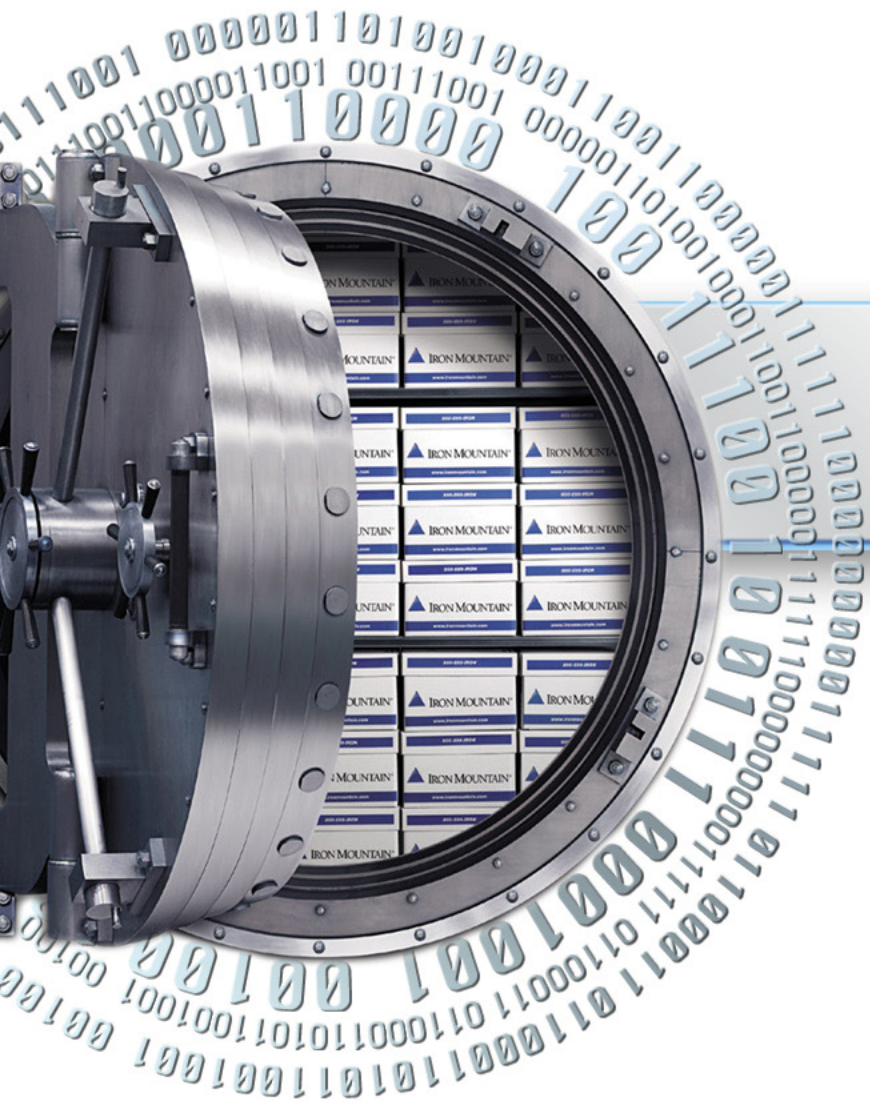
- Technical Specifications Document
  - Specifies Format, Terms, and Schedule
  - Created with Registrar Working Group
- Data Deposit Schedule
  - All registrars: Full deposits every week
  - High-volume registrars: Incremental deposits every day
  - High-volume = 100,000+ transactions per quarter

# Data Escrow Program

- File Format Requirements
  - CSV text files
  - Split: 1 GB or 1 million domain names per file
  - SHA1 or SHA256 checksum
  - Any standard compression (zip, rar, gzip, bzip, unix compress)
  - PGP encryption
  - Secure transmission (HTTPS, SFTP or SCP) or physical delivery (courier or post)

# Data Escrow Program

- Implementation Status
  - ICANN has retained Iron Mountain to receive data and contact all registrars
  - Third-Party Escrow Agent Application is available on ICANN's website
  - ICANN has begun sending notices to registrars by fax with required start date and required deposit frequency (weekly or daily)
  - Registrar volunteers are needed to help perform testing of RDE system
  - All registrars on board by July 2008



# Registrar Data Escrow

**Krista Papac**  
**Sales Executive**  
Iron Mountain Digital

*December 2007*



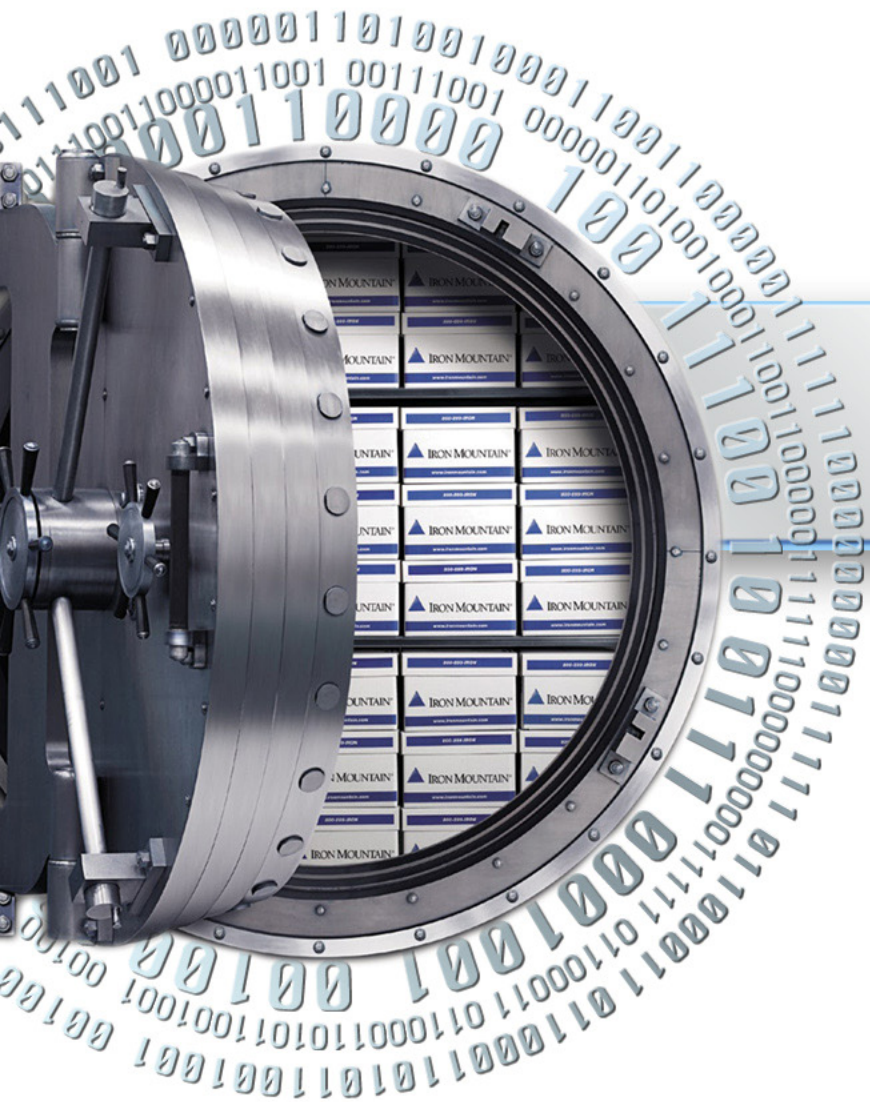
# Agenda

- Why Iron Mountain
- Iron Mountain's Role
- What is the Process?
- Additional Information



**CONFIDENTIAL AND PROPRIETARY INFORMATION OF IRON MOUNTAIN.** The information set forth herein represents the confidential and proprietary information of Iron Mountain. Such information shall only be used for the express purpose authorized by Iron Mountain and shall not be published, communicated, disclosed or divulged to any person, firm, corporation or legal entity, directly or indirectly, to any third person without the prior written consent of Iron Mountain.





DIGITAL™  
IRON MOUNTAIN

**Why Iron Mountain?**

# Iron Mountain – The Company



- **Founded 1951**
- **Offers comprehensive services to reduce the costs and risks of information protection and storage**
  - **Records Management**
  - **Data Protection and Recovery**
  - **Information Destruction**
- **Strong business and financials**
  - **Traded on NYSE:IRM**
  - **#780 on the *Fortune* 1000 list**
  - **2006 Revenues: \$2.4 Billion**
- **100,000+ corporate clients in 37 countries**
- **18,500+ employees**

# Global Network, Local Service



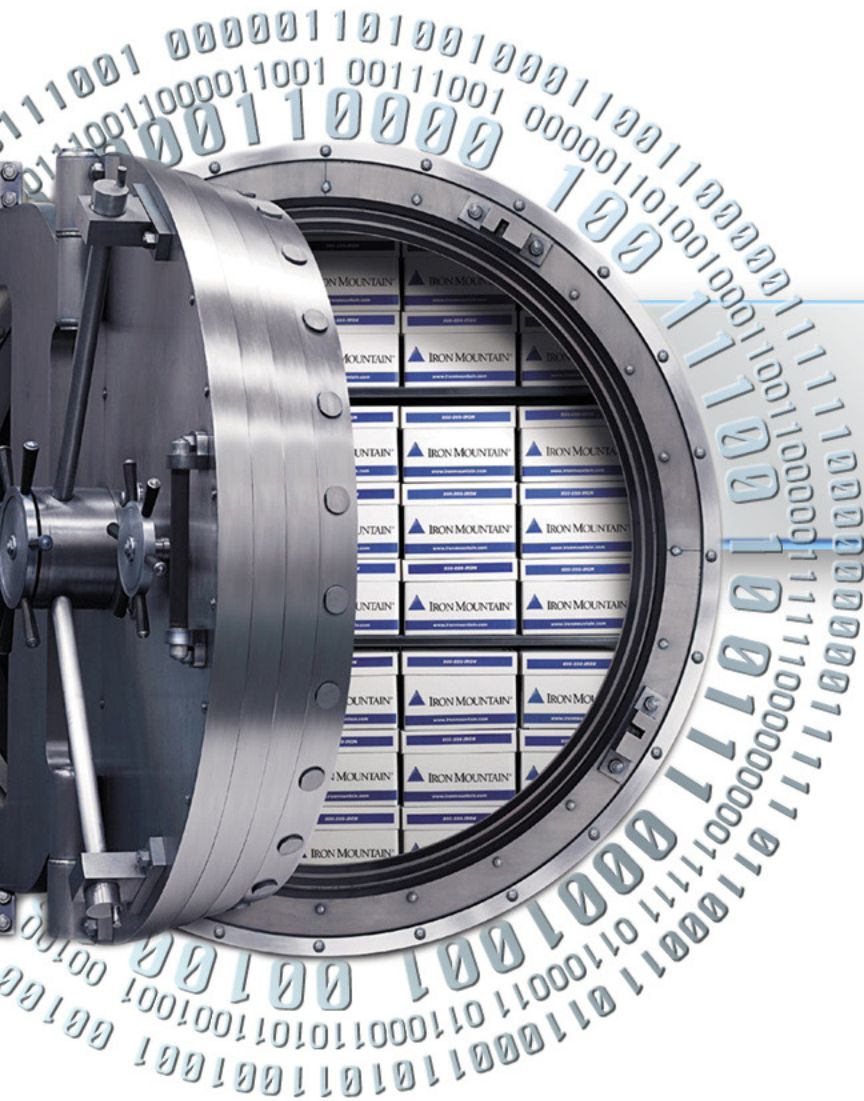
**Promoting consistency across media *and* geographies**



# Why Iron Mountain

- **Expertise**
  - **First and Largest Provider of Registry Data Escrow**
  - **Largest Records Management, Technology Escrow and PC Backup Provider**
- **Technical Infrastructure**
  - **Receive Data in Redundant Underground 24x7 Facilities**
  - **Store Data in Underground 24x7 Facility with Tape Backups in Fire Safe Vaults**
  - **Enterprise Class SFTP & DMZ Environment**
  - **Asymmetric Key Encryption**





**DIGITAL™**  
**IRON MOUNTAIN**

## **Iron Mountain's Role**

# Iron Mountain Role – Initial Communication



- **Required to Notify Registrar's of the Program by 31 December, 2007**
- **Make 5 Attempts to Obtain Registrar's Election**
  - **2 Emails**
  - **2 Phone Calls (required)**
  - **1 Postal Letter (required)**
  - **Will use Fax if Other Options are Unsuccessful**
- **Explain the Process and Requirements to Registrars**

# For Registrar's Who Elect Iron Mountain

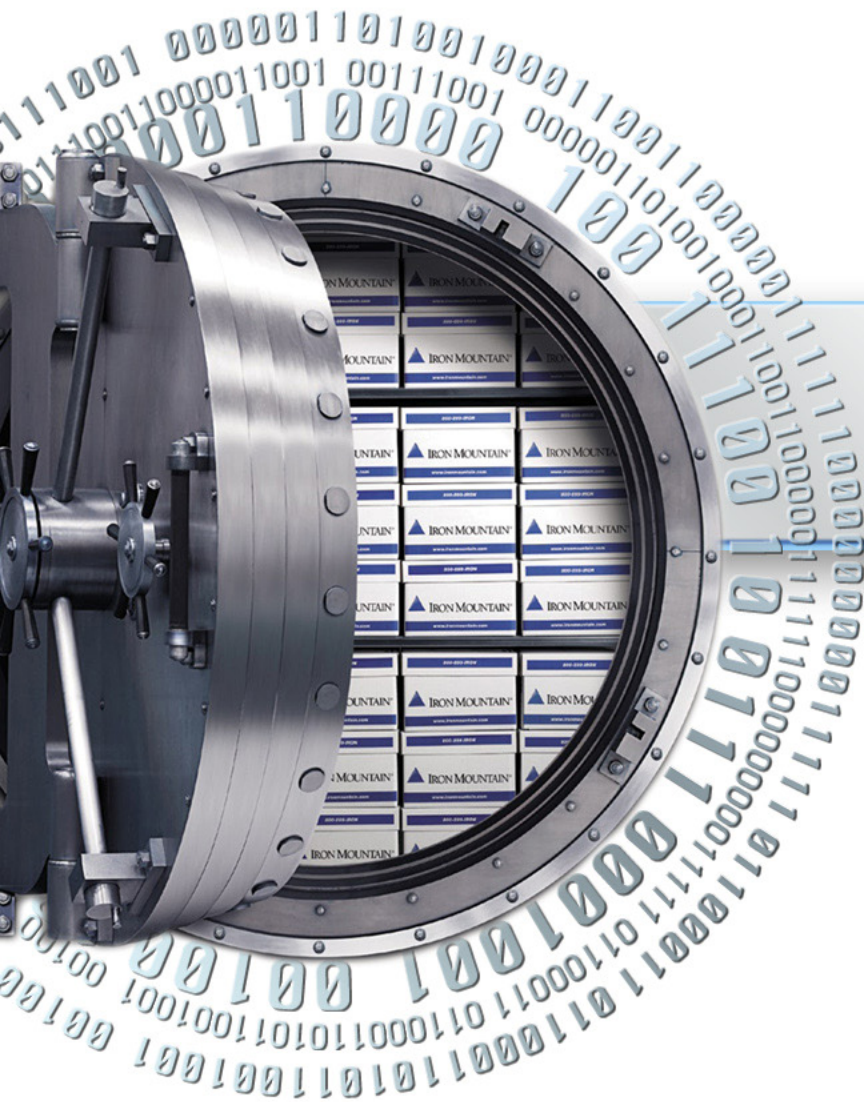
- **Provide Implementation Instructions**
- **Receive Data**
- **Store Data**
- **Utilize Scripting Technology (provided by ICANN) to Determine Deposit Viability**
- **Communicate with Registrar's and ICANN when there are Issues with Deposits**
- **Monthly Reporting to ICANN**



# Additional Iron Mountain Participation

- **Participate in Registrar Outreach**
- **Work with ICANN to make Registrar Data Escrow as Valuable as Possible to the Community**
- **Partner with ICANN and the Community to Drive the Stability and Security of the Internet**





## Registrar Data Escrow Process – High Level

# The Process for Registrar's

- **Elect an Escrow Provider**
  - **Iron Mountain ~ or ~**
  - **Third Party Provider**
- **If Electing Iron Mountain: Download Registrar Data Escrow Agreement from ICANN Website and Execute in Triplicate for Each Unique Registrar (IANA ID)**
- **Send all 3 Executed Agreements to me**
- **Iron Mountain will Execute, Send to ICANN, and ICANN will Send Your Fully Executed Version to You**
- **ICANN will Notify You 60 Days in Advance that ¶ 3.6 of Your RAA is Being Invoked**
- **ICANN's Technical Specifications are Posted on ICANN Site**
  - **Once Registrar has been Invoked Iron Mountain will Provide More Specific Implementation Instructions**





# Additional Information

## ICANN Announcement -

<http://www.icann.org/announcements/announcement-2-09nov07.htm>

## ICANN RDE Agreement -

<http://www.icann.org/rde/registrar-data-escrow-agreement-09nov07.pdf>

## ICANN RDE Specifications -

<http://www.icann.org/rde/rde-specs-09nov07.pdf>

## ICANN TPP Information -

<http://www.icann.org/rde/tpp-approval-criteria-09nov07.pdf>

<http://www.icann.org/rde/tpp-approval-process-09nov07.pdf>

## Iron Mountain Information Sheet -

[http://www.ironmountain.com/resources/escrow/rde\\_infosheet.pdf](http://www.ironmountain.com/resources/escrow/rde_infosheet.pdf)

## Iron Mountain Frequently Asked Questions -

[http://www.ironmountain.com/resources/escrow/rde\\_faq.pdf](http://www.ironmountain.com/resources/escrow/rde_faq.pdf)

## Iron Mountain RDE Program Press Release -

<http://www.ironmountain.com/news/2007/impr11282007.asp>



# Thank you!

- **Questions?**

**Contact Me At:**

**Krista Papac**

**[Krista.Papac@IronMountain.com](mailto:Krista.Papac@IronMountain.com)**

**Ofc: +1.323.269.0200 x 103**

**Mob: +1.646.379.4689**

**Fax: +1.323.443.3573**

**Iron Mountain Digital**

**5530 Bandini Blvd.**

**Bell, CA 90201 US**

# Coffee Break



**ICANN**

**Prague** 12-14 December 2007

# Registrar Accreditation Agreement Possible Changes

Tim Cole  
Chief Registrar Liaison

Jonathon Nevett  
Chair, Registrar Constituency

Prague, Czech Republic  
14 December 2007



# Registrar Accreditation Agreement Amendments

- Two issues associated with this topic are:
  - Substance of the Amendments
    - Potential RAA Amendments are being discussed following Paul Twomey's announcement (<http://www.icann.org/announcements/announcement-21mar07.htm>) during the Lisbon meeting.
  - Process of Implementing New Agreement
    - Discussions are ongoing on how to make the changes effective for new and renewal agreements, as well as having them apply to existing agreements while meeting ICANN's commitment to transparency and bottom-up goals.



# Actions on Amendments

- ICANN met in Lisbon and San Juan with the Registrar Constituency to discuss amendment issues.
- ICANN provided the Constituency with “one-pager” summaries of each proposed area of amendment.
- The Registrar Constituency has created a working group to work with ICANN to develop a method for taking community input and completing draft amendments.
- The RC Working Group and ICANN have engaged in both face-to-face and telephone meetings.
- ICANN Staff and the Registrar Constituency discussed the potential changes during the RC meeting in Los Angeles.



# ICANN Board Resolution on Process

- Direct staff to solicit and consider the input of the Internet community, including the At-Large community and the GNSO constituencies, regarding proposed changes to the RAA, registrar accreditation process, and related policies
- Request that staff engage with the Registrar Constituency in order to arrive at, and post for public comment, a set of proposed amendments or alternative version to the RAA, that is intended to address to the extent feasible the concerns raised by the Internet community
- When the RAA is published for public comment, that notice be provided to allow the At-Large Advisory Committee, the GNSO, and other interested parties to review the proposed revised RAA and provide advice to the Board in its review

# ICANN Issues

# ICANN Issue: Group Liability

- **Issue**
  - ICANN wants to address the responsibilities of a registrar when one or more of its affiliates fails to comply with ICANN requirements.
- **ICANN's Proposed Solution**
  - Add text making each registrar responsible for RAA compliance by all registrars under its common control.

# ICANN Issue: Contractual Relationships with Resellers

- **Issue**
  - ICANN wants to augment registrar responsibilities with regard to reseller relationships.
- **ICANN's Proposed Solution**
  - Require registrars to add terms to their reseller agreements that:
    - Prohibit abuse of the ICANN logo
    - Require reseller service agreements to include all RAA registration provisions and notice requirements
    - Reseller must identify the sponsoring registrar

# ICANN Issue: Accreditation by Purchase

- **Issue**
  - ICANN wants to clarify the terms under which a registrar can retain its ICANN accreditation after being sold.
- **ICANN's Proposed Solution**
  - Add text to §5.9 that requires notification to ICANN of any changes in officers, senior managers or > 5% owners of the registrar. Also must demonstrate that registrar continues to meet accreditation criteria.

# ICANN Issue: Operator Skills Training & Testing

- **Issue**
  - ICANN wants to require operator skills training and testing for all ICANN-accredited registrars.
- **ICANN's Proposed Solution**
  - Add text to §3.13 requiring registrar's primary technical contact (or designee) to pass a free online training course to be developed by ICANN in consultation with registrars.

# ICANN Issue: Escrow of Private Registration Data

- **Issue**
  - ICANN wants to require the escrow of contact data for registrants using private/proxy services.
- **ICANN's Proposed Solution**
  - Add text to §3.4.1 requiring the inclusion of underlying registrant data of private/proxy services.

# ICANN Issue: Enforcement Tools

- **Issue**
  - ICANN wants to develop a graduated sanctions scheme to enforce contract provisions (not just loss of accreditation).
- **ICANN's Proposed Solution**
  - Add text to §2.1 allowing ICANN to suspend accreditation for one or more TLDs following uncured and repeated breaches.
  - Add text to §5.7 creating liability of 5x ICANN's enforcement costs for repeated willful material breaches.



# ICANN Issue: Notice Provision

- **Issue**
  - ICANN wants to update the existing Consensus Policy notice provision (i.e. separate written notice to every accredited registrar) to accommodate technology changes and scale of program (~900 registrars).
- **ICANN's Proposed Solution**
  - Allow ICANN to provide notice to registrars by both email and posting an announcement on its website

# ICANN Issue: Arbitration Stay

- **Issue**
  - ICANN wants to make clear that if a registrar initiates arbitration to challenge its termination, there will be no stay of the de-accreditation decision if ICANN determines that registrants are being harmed.
- **ICANN's Proposed Solution**
  - Remove existing text in §5.3 and §5.6 that allows a termination to be stayed during arbitration proceedings.

# Registrar Constituency Working Group Issues

# Registrar Issue: Consensus Policies

- Consider changing the RAA to add the same “picket fence” around the areas that are subject to Consensus Policies as currently exists in the new registry agreements.

# Registrar Issue: Use of Registrars

- Add a clause to the RAA that states that ICANN will include in all registry agreements a requirement that registries must use only ICANN-accredited registrars in registering domain names, and they must not discriminate among such accredited registrars. (Recommendation #19 from the New TLD Task Force)

# Registrar Issue: Bulk Whois

- Seeking the expiration of the Bulk Whois requirement in §3.3.6. Under the current RAA, Bulk Whois requirements expire once no one entity or individual is able to exercise market power in the domain registrar market. ICANN has announced that the registrar market enjoys vibrant competition.

# Registrar Issue: Retention of Data

- §3.4 of the RAA requires registrars to keep all registrant data for three years after the term of the agreement. The concern is that if the agreement continues to renew, registrars could be required to keep the data forever. We have suggested only keeping the data for 3 years after the customer relationship is terminated.

# Registrar Issue: Yearly Accreditation Fee

- Seeking a permanent waiver of the \$500 fee per TLD registrar is accredited to sell. This amount has been waived in the past three ICANN budgets.



# Public Comment

- Issue Contributions Also Received from
  - General Public
  - At-Large Advisory Committee
  - Intellectual Property Constituency
- These have been discussed between ICANN and Registrar group
- Some may be considered for potential inclusion

# Timetable for Going Forward

- Continue meetings between ICANN and Registrar Constituency representatives to advance this issue
- Development and publication of proposed amendments
- Iteration of amendments in accordance with public comment
- Target further dialogue with public and Board at Delhi meeting

# Lunch



**Prague** 12-14 December 2007



Jonathon Nevett  
Chair, Registrar Constituency

Prague, Czech Republic  
14 December 2007

# Why Do Registrars Join?

- Communicate with Peers
- Attend Constituency Meetings
- Use Mailing Lists
- Learn First about Issues that Affect Registrars
- Participate in ICANN Policy Development
- Elect Representatives to ICANN GNSO
- Vote on Issues of Importance to the Community
- Participate in Petitions to the ICANN Community
- Represent Registrars on Task Forces and Other Working Groups

# Why Join -- Hot Issues

- Contract Issues – Registrar Accreditation Agreement, Registry Agreements, & Registry-Registrar Agreements
- Recent/Active GNSO Task Forces/Working Groups
  - Transfer Policy
  - Domain Name Tasting
  - New TLDs
  - Contractual Conditions for Registry Agreements
  - Whois Issues
  - IDNs
- GNSO Reform – Impacts on registrar influence
- Compliance Efforts
- ICANN Budget – How much registrars pay to ICANN

# How to Join?

- To Join Contact the Registrar Constituency Assistant – Cristin Donahue – at [cristin@icann-registrars.org](mailto:cristin@icann-registrars.org)
- Constituency Officers
  - Chair: Jon Nevett
  - Vice Chair: Rob Hall
  - Treasurer: Margie Milam
  - Secretary: Bob Connelly
- Cost: US\$750 per year for 2007-08 Fiscal Year (July-June)
  - Dues will be pro-rated for partial year and may be reduced with demonstrated need
  - Paid to Constituency (not ICANN)

# Contractual Compliance: Guidance for Remaining in Compliance with RAA Requirements



Tim Cole  
Chief Registrar Liaison  
for  
Stacy Burnette  
Director Contractual Compliance

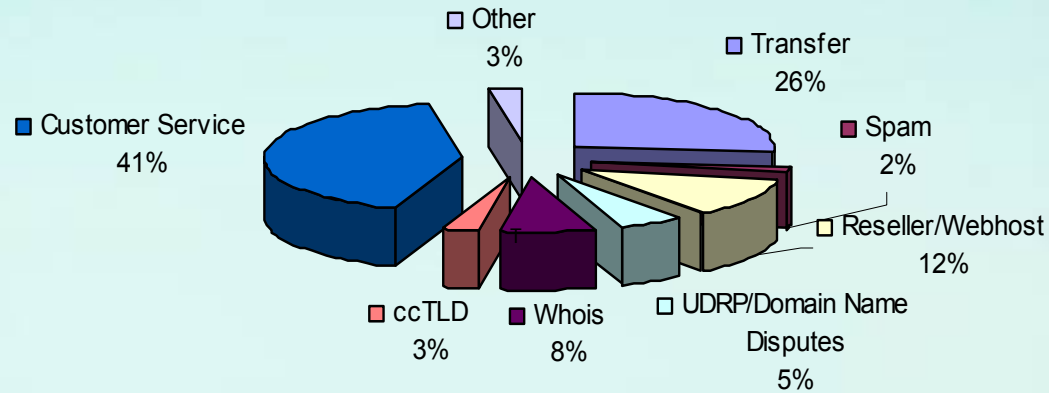
Prague, Czech Republic  
14 December 2007



# Purpose of ICANN's Contractual Compliance Program

- Enforce the Terms of the RAA and ICANN's Registry Agreements
- Promote Order and Consistency
- Provide information to assist community members in resolving complaints
- Preserve and enhance the operational stability, reliability, security and global interoperability of the Internet

## 2007 Consumer Complaint Analysis



■ Transfer   
 ■ Spam   
 ■ Reseller/Webhost   
 ■ UDRP/Domain Name Disputes   
 ■ Whois   
 ■ ccTLD   
 ■ Customer Service

ICANN compiled the data from 5,748 consumer complaints submitted between 1 January and 30 September 2007.

# Topics

- Transfer Policy Compliance
- Whois Compliance
- Reseller Issues
- Delinquent Fees
- Closing Thoughts

# Transfer Policy

- The purpose of the Inter-Registrar Transfer Policy (Transfer Policy) is to quickly facilitate inter-registrar transfers upon request.
- As a result of the Transfer Policy, consumers have options if they are not satisfied with the services of a registrar.

# Transfer Policy Complaints

- Failure to provide authorization codes within 5 days as required by the Transfer Policy.

## Recommendations:

1. Respond to customer inquiries in a timely manner.
2. Ensure that your Resellers are providing authorization codes in a timely manner.

# Transfer Policy Complaints

- Failure to unlock domain names

## Recommendation:

Respond to consumer inquiries in a timely manner to avoid complaints regarding unlocking.

- Unauthorized Transfer Denial

## Recommendation:

Restrict Transfer Denials to the 9 reasons set forth in the Transfer Policy

# Whois

- The purpose of Whois service is to provide information sufficient to contact a responsible party for a particular domain name who can resolve, or reliably pass on data to a party who can resolve, issues related to the domain name.

# Whois Complaints

- Failure to consistently provide port 43 Whois service for free public query based Whois access as required by Section 3.3.1 of the RAA.

## Recommendations:

1. Regularly check your servers to ensure proper functioning.
2. Invest in a more robust system if your registrar experiences frequent problems with malfunctioning servers.



# Whois Complaints

- Failure to take reasonable steps to investigate and correct inaccuracies after receiving notice as required by Section 3.7.8 of the RAA.

## Recommendations:

1. White list ICANN's Whois Data Problem Report e-mail address.
2. Take these complaints seriously and immediately investigate the claimed inaccuracies.

# Reseller Issues

- ICANN holds registrars responsible for the actions of resellers.
  - Screen resellers appropriately to ensure accountability to registrants
  - Periodically review all resellers' websites and registration contracts to ensure compliance with RAA requirements

# Reseller Issues

- ICANN holds registrars responsible for the actions of resellers.
  - Ensure that resellers' customers receive timely support
  - Ensure that resellers are adhering to the transfer policy (unlocking domain names and providing auth codes)

# Delinquent Fees

- Section 3.9 of the RAA states in relevant part, “As a condition of accreditation, Registrar shall pay accreditation fees to ICANN.”
- Section 5.3 of the RAA states, “This Agreement may be terminated before its expiration by ICANN if... 5.3.4 Registrar fails to cure any breach of this Agreement within fifteen working days after ICANN gives Registrar notice of the breach.”

# Delinquent Fees

- ICANN has developed a process to initiate breach proceedings for all delinquent accounts.
- Failure to timely cure breaches may result in termination of your Registrar Accreditation Agreement.

Recommendation:

Pay ICANN fees on time.

# Closing Thoughts

- Know the requirements of the RAA
- Address compliance issues quickly
- Study the practices of other registrars
- Don't be afraid to ask questions
  - [stacy.burnette@icann.org](mailto:stacy.burnette@icann.org)

# Finance/Invoices



Tim Cole  
Chief Registrar Liaison

Prague, Czech Republic  
14 December 2007

# Is your registrar eligible for “forgiveness”?

- Some Registrars can have 2/3 of the per-registrar variable fee waived
- Must request and qualify for this waiver each quarter
- Send request to <accounting@icann.org>



# How does a Registrar qualify?

- Review “forgiveness” provisions in annual budget:
  - Registrar must have fewer than 350,000 gTLD names under its management
  - Registrar must not have more than 200 attempted adds per successful net add in any registry
  - Registrar must not have more than five percent (5%) of added names deleted during the add-grace period from any registry that offers an add-grace period

# Other Invoice/Finance Questions?

# Coffee Break



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# Secondary Market Presentation



Matthias Meyer-Schönherr

Sedo

Prague, Czech Republic

14 December 2007

# Registrar Accreditation in New gTLDs



Tim Cole  
Chief Registrar Liaison

Prague, Czech Republic  
14 December 2007

# Process

- Use RADAR interface
  - gTLD section
  - Check boxes that apply
  - TLD marked “Pending Request”
  - Message sent to Accreditation Department

# Requirements

- Review conducted by ICANN
- Registrar must be in “good standing”
  - No past due invoices
  - No outstanding Compliance issues
  - No incomplete Compliance Audit
- Registry notified of approval by ICANN
- Registrar gets Registry approval

# Approval Granted

- RADAR and ICANN Public Lists Updated
- gTLD section on Registrar RADAR Interface reflects TLD without “Pending Request” notice
- Registrar eligible to do business in TLD



# Regional Issues & Additional Discussion



Prague, Czech Republic  
14 December 2007

# Thank you for joining us



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