DURBAN – Africa DNS Forum Day 1
Friday, July 12, 2013 – 08:30 to 17:30
ICANN – Durban, South Africa

UNIDENTIFIED:　　　　　And for the record, this is the African DNS forum, the ICANN, ISOC and ATFLD joint initiative. Friday, July 12th, 8:00 local meeting time.

UNIDENTIFIED:　　　　　For those of you that have been asking about the wireless network, it's ICANN, or the password for the WPA network is just Durban. Durban, capital D, 47.

UNIDENTIFIED:　　　　　Good morning. May I ask you to sit down since we are – the session starts now.

UNIDENTIFIED:　　　　　Good morning and welcome to the first African Domain Name Forum, which is organized by the Internet Society, ICANN, and ATFLD. I trust you all had enjoyable trips to Durban. We are going to start the first session that has four distinguished speakers.

I will start with the first speaker who is [? 0:43:00] … member of [dead-ni 0:43:05], and he's background is in applied physics. He has experience with Nokia and [? 0:43:13]. He's serves in numerous ITT Boards, and he's currently in ITT review panel, and chairperson for ITT review panel, South Africa. [? 0:43:30] you have the floor.

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UNIDENTIFIED: Honorable Chairperson, the President of the FTLD [? 0:43:42], Honorable ICANN Vice President for Africa, Mister Pierre Dandijinou. Our friends from ISOC, especially [? 0:43:55] and [? 0:43:57]. The *Star Wars* of internet hall of famer, Professor [Neil ? 0:44:03], attendants of this first DNS forum, ladies and gentlemen, I welcome you all to South Africa.

On behalf of the dot ZD domain name authority, I would like to welcome you to this first Africa DNS Forum. It is our honor that the forum is held in the city of Durban, the city were we popularly call South Africa's playground. We hope you find a lot of positive things to do while you are here, and equally we hope that you finally agree with us that this is indeed South Africa's playground.

Durban is the land of the Zulu people, I'm a Zulu. And because of this, I would like to say to you all [? 0:44:55]… So you will realize that around here when you say [? 0:45:04] …this is a greeting which you need with yourself all of the time, when you walk around our beautiful Durban. We note with great joy that this forum is yet another outcome of AFTLD's partnership strategy, which in the last seven years has grown so much good fruit for the African Domain Name industry.

Since its revival in 2006, AFTLD has regularly worked closely with ICANN and ISOC in a number of projects. As it is our desire to seen gradual improvement in the African code top level domain names, in terms of their governance, operational frameworks, this would not have been achieved had AFTLD not been this active.

It is also being achieved with our partnership with the likes of ISOC and ICANN. It is natural that this DNS forum should be expected to lead

more positive outcomes towards the improvement of the African Domain Name community. As [ZEDNA 0:46:18] in partnership with [ZDCR 0:46:19], we wish you a very good and fruitful meeting here in Durban.

Remember that you come at a crucial time in South Africa. A time where we find ourselves facing what we have always dreaded, at that is the illness of our honorable former president, President Nelson Mandela. We hope that his life and that of African forefathers, such as the great [? 0:46:50]… will always inspire African Domain Name community to strive for excellence in what it does.

This is the kind of excellence that our forefathers pushed us towards. We owe this to our forefathers. Their sacrifice for our freedom and the development. We know we are able to unite and work together, let us therefore use this opportunity to work together to organize better, to use the current opportunities in the domain name industry, to make Africa's domain name authority better.

We wish you a fruitful discussions. We hope you will have a wonderful experience in the city of Durban. [? 0:47:47]. Thank you, and welcome. [Applause]

UNIDENTIFIED: Thank you so much Doctor [? 0:47:56] for the speech, and thank you for your welcoming remarks. The next speaker is [? 0:48:08], with President and CEO of the Internet Society. And before joining ISOC, he worked in various international positions at leading ITT companies around the world.

I'm delighted to invite [Lynn 0:48:29] to speak now. Thank you.

UNIDENTIFIED: Thank you [? 0:48:33]. I'm Doctor [? 0:48:35], Doctor [? 0:48:36] Doctor Crocker, ladies and gentlemen, I'm very, very happy to be back here again in beautiful South Africa.   It's such a pleasure to be here, particularly since this is the inaugural Africa DNS forum, which I'm pleased to say is the first of what we expect will become an annual event.

The Internet Society, throughout many years of work in the region, and now particularly through our African Regional Bureau, led so ably by [? 0:49:03] and the rest of the ISOC African Regional Bureau team. And of course, there are many dedicated chapters here, all recognize the importance of building a platform for the DNS community across Africa.

We believe this forum can make a significant impact on advancing the domain name, infrastructure, and industry here, which is critical to the internet and its growth. As a cause driven organization, the Internet Society works to keep the internet open, thriving, and benefiting people across the world.

We have five regional bureaus covering the globe, that work closely with our more than 90 chapters, to advocate for access to an open, global internet and to build local collaboration and engagement in supporting this mission. One important area for Africa, and hence for our African regional bureau and chapters, is ensuring strong, robust ccTLDs across all of Africa.

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This is important as the ccTLDs are a very important part of the internet ecosystem. They are a natural place to help build strong, local communities, to drive innovation, and to encourage the development of local content. Local content in particular is very important, and frankly long under-appreciated, for the very positive impact it has on the internet's utility value and contribution to social, cultural, and economic development.

A robust and thriving internet in Africa, requires reliable, resilient, and sustainable ccTLDs. Some straightforward ways to accomplish this includes increasing the use of online, automated solutions; as well as the adoption of new technologies, such as the adoption of DNSSEC. For many years, we've been collaborating with AFTLD and ICANN to support African ccTLDs in various ways.

Yet despite these efforts, and those of many others, the growth and sustainability of African ccTLDs, and the adoption of new technologies, remains low, quite low actually, when compared to other regions of the world. This is exactly why we all came together to develop a multi-year ccTLD and DNSSEC development program for Africa.

This program encompasses many initiatives, all working together, to complement each other, including commissioning a ccTLD assessment study for Africa, that will enable the development of a focused and needs based approach, for support to individual ccTLDs. The study will also provide information that will be used to establish a ccTLD observatory that will be maintained in collaboration with AFTLD and ICANN.

It should come as no surprise that the Internet Society believes strongly in a multi-stakeholder approach for all areas related to the internet's development and governance. As such, this program seeks to promote multi-stakeholder best practices with respect to ccTLD management and community engagement. This, and capacity building, will form large components of the program to ensure that the recusant technical capacity exists in a global best practices continue to be shared.

Equally, it is important to recognize those that have made significant contributions to the development and the growth of the internet, as they serve as leaders and inspire others to emulate their achievements. In this regard, the Internet Society is in discussions with AFTLD and ICANN to constitute a DNS award that will recognize those ccTLDs that have made significant progress and achievements in providing service to their community at large.

We're excited about these initiatives and humbled by the support that we have received from AFTLD and its members on this program since it was first presented at the AFTLD meeting in Zambia last year. The DNS Forum is an important component of this comprehensive program.

We hope that by convening registries, registrars, DNS experts, government representatives, civil society, and policy makers that this event will identify the roadblocks that are holding the industry back, and also provide a catalyst for action. The Internet Society was pleased to take the lead in organizing and in bringing this event to fruition.

We are very proud to collaborate with great partners and have AFTLD and ICANN as our co-hosts, and of course, a special thanks to [ZADNA 0:53:48] as our local host. I'd like to thank AFTLD and ICANN for their

engagement and support, specifically, Doctor Paulos Nyirenda, Pierre Dandijinou, [? 0:54:02], Cedric [? 0:54:03], and Barrack Otieno for their commitment in making this forum possible.

We also need to recognize the efforts of AfriNIC and virtually all that happens in internet matters here in Africa. They are always with us, and the regional internet registries, RIRs, are one of the best, true multi-stakeholder models in the internet ecosystem.

In addition, I would like to recognize the sponsors who believe in our mission here and a long term impact of accelerating the growth of the African Domain Name industry. We could have not held this forum without their considerable support.

Special thanks go to Afilias, [Uni-forum 0:54:42], AfriNIC, Africa dot com, and PIR, who in full transparency is a supporting organization of the Internet Society and whose surplus funds many of our activities. In the last few years, Africa has defied all expectations by scoring major economic and social gains, bringing great hope to the continent, possibly more than any other region in the world.

This progress has also been evident in the advancement of internet connectivity, which is growing at a very fast pace. Submarine cables have increased the continent's international connectivity hundreds of times over, and the last mile access problem, that has been a major bottleneck, is being resolved with wireless solutions and increased terrestrial fiber infrastructure investments by both the public and private sectors.

However, there is still many unsolved issues. For example, the limited amount of traffic interchange in the continent. I'm especially proud that the Internet Society is associated with the African Union on the access project, to help establish internet exchange points in 30 African countries.

The Access Project is extremely important to the continued health of the internet ecosystem in Europe, sorry, in Africa. Building the technical infrastructure, and training the people to sustain it, are fundamental to extending the internet here. Partnering with the African Union on the excess project is central to the Internet Society's core mission.

It has been nearly a year since we were selected by the African Union to support access, and we've seen great progress. Thus far, we have successfully conducted 13 best practice workshops, and seven technical aspects training workshops for a total of 20 workshops in 14 African countries.

All of this would not have been possible without support from AfriNIC, [AF-NOG 0:56:39], European Internet Exchange Point Association, EUROIX and their members, and many other organizations and exchange point experts. We are currently seeing a lot of progress in setting up ISP in Gambia, Namibia, and Côte d'Ivoire.

Other countries continue to develop the framework and structures to establish and run sustainable exchange points. This project has also given us a new perspective about the region, and an opportunity to understand more deeply the different challenges, to develop new relationships with governments and stakeholders, and most

importantly, working with our chapters to strengthen our relationships with our existing contacts, networks, and partners in the region.

Relationships and partnerships are, and always have been, critical to ensuring the internet is all it can be. An important point to underscore is the mutual dependence between an exchange point and a ccTLD. The presence of a ccTLD at a local internet exchange point, not only enhances its resilience and reliability, but also enhances the end user experience and service continuity for domain name resolutions during international connectivity outages.

Equally, internet exchange points increase their value proposition by having a DNS service provider participating at their facility. This presence attracts more networks to interconnect with the local ISP and benefit from the resilience that they offer.

The domain name registrars in countries with full online ccTLD registry services, connected to a local exchange point, have a significant advantage over those not similarly connected. We have a great opportunity here today. Only a few ccTLDs in Africa have automated registry systems or have implemented IPV6 or DNSSEC.

The deployment of DNSSEC in all ccTLDs is critical for the stability and trustworthiness of the internet. And unless we have strong and sustainable ccTLDs, it is not possible to deploy DNSSEC. We need to break this cycle and strengthen the DNS industry and the sustainability of ccTLDs in Africa.

It is therefore our hope that through these two complimentary programs, the Access Project and the ccTLD and DNSSEC program, we

can all make a significant contribution towards these objectives. We have an exciting forum ahead of us. And on this note, we would like to extend a challenge to everyone here today, that by the end of the event you will have identified at least one initiative that you would like to implement upon returning to your country as your contribution towards enhancing the state of the domain name system and industry in Africa, and enhance the internet across the world.

We hope that our time together will open doors to greater understanding of these challenges, provide opportunities to learn new ideas, and share best practices, and build and enhance business relationships that you can carry forward to extend the very positive momentum of the expansion of the internet in Africa, and therefore benefit and enrich people across the world.

Thank you very much. I'm delighted to be here. [Applause]

UNIDENTIFIED: Thank you very much [Lynn 1:00:14]. The next speaker is Doctor Paulos Nyrienda. Doctor Paulos teaches at the University of Malawi in physics. He also leads the Malawi dot MW ccTLD. He's chairman of AFTLD. He started the first [foot-un net 1:00:38] in Malawi.

He is chairman of Malawi ISPA and ISP, and he's the former member of the counsel of the ccNSO, and Board member of AfriNIC. And he told me that he still have some time to sleep [laughter].

[AUDIO BLANK 1:01:02 – 1:01:13]

PAULOS NYRIENDA: Thank you. It's like, much later, director of SADNA, the South African Domain Name Authority, and our host this week. Steve Crocker,

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chairman of ICANN. [? 1:01:31], President of the Internet Society, and Doctor Dawit Bekele, head of Internet Society Africa Bureau.

And [? 1:01:42] … in this session, ladies and gentlemen, all protocols observed. I would like to welcome you to Africa, and to this DNS forum held here in the beautiful city of Durban in South Africa. We are grateful to SADNA, the South African ccTLD, for hosting us in this defaced Africa DNS forum.

This even has been jointly organized and sponsored by three partners in the following partnership: the Internet Society, ICANN, and the African top level organize it – top level domains organization, AFTLD, which I chair.

This event starts solidifying our partnership in this legacy that we have so far partnered in holding. The sitting for internet services in Africa has been outlined. Although Africa has shown greatly that she be holding internet related events, like this one, in the first few years, it faces a number of challenges and lags behind in several internet liberated performance indicators.

With an appropriation of [? 1:03:16], which is about 12% of the work population, we still host only about 5% of the global internet users, and less than 2% in domain names. In the [? 1:03:34] national economy, which we are in today in South Africa, with an appropriation of nearly 51 million, the national ccTLD is still has less than one million domain names, representing less than 2% of penetration.

So we do realize that we have a lot of work to do in Africa, in this areas. It has already been shown that internet users catalytic in socioeconomic

development and to establish the growth of the GDP in our countries. It is the largest, the internet is the largest collaborative effort that we have in the world today, and we in Africa need to take part of it, but in it effectively.

We can use this to significantly move forward into better socioeconomic future by using the information, the comments, and the innovation that better internet access brings, and better internet use provides. It is well known that domain names, and in particular country code top level domains have become critical internet infrastructure globally, and particularly at the international level.

The Africa top level domains organization, acting as the focal point of top level domain name activities in Africa, is aware of this opportunities and challenges. It is working with other partners to assist to seize the opportunities and mitigate the challenges.

So in order to develop the DNS industry and its business, we need to come together with all the stakeholders so that we can consider how to work together as partners, and this is what we are doing this week and today. These partners include the registries, the registrars, the country code top level domains, the generic top level domains, the registrants, and the end users, the partners that we have, the regulators that we have, and the connectivity and content providers, and others.

It is our hope that we have assembled many of these stakeholders for these meetings so that we have a productive outcome. Coming to assist AFTLD, I will speak mostly on ccTLDs, which are the main stakeholders for domain names on the continent, since we still don't have a GTLD on the continent.

Since 2008, FTLD has been conducting some research to look at the status of ccTLDs in Africa. And the picture looks a little bit challenging. We find that most ccTLDs in Africa are small, they have yet to reach sustainability in their business operation. There is an entire need of development and partnership so that they can develop to serve their communities better.

Areas to be developed that we have identified include the development of a governance model for the ccTLD. And in many of the meetings that we have heard, the multi-stakeholder model has been recommended, including some of those meetings that we had in [? 1:07:46] in 2009, together with the Africa dot publications Union as one of our partners.

These need to develop and automate the registries in many of the African ccTLDs. There needs to be a well regulated system for growing the registrant base. There is need to develop reliable DNS infrastructure to be more resilient. So indeed, we are still facing some challenges.

For example, it has been reported this week that one of our major ccTLD, dot UG, Uganda, has disappeared for the past few days. In the past week – in the past year, we saw a similar incident with Chad, which also disappeared for a few months. We need to develop security for the registries.

In the growing internet ecosystem, many of our ccTLDs are facing persistent hacking attacks. We need to develop a market to sustain ccTLD, provide services to the registrants and the end users. We need to build our own national focused plans and strategies to implement reliable technology and infrastructure.

We need to build capacity, and FTLD is doing a lot of training to do this so that ccTLDs can run properly within the country. In the last few months, we have seen a few ccTLDs in Africa which run their operations abroad, mostly in countries of their former colonial masters. And this year, Mali moved out of its territory and started over its national ccTLD abroad, which we take as a very negative development.

So we are seeking some improvements in countries that have participated in African sponsored activities, many on capacity building. And we're seeing quite a bit of improvements from these activities. Since 2008, we have seen major improvements in ccTLDs like Malawi, Nigeria, Tanzania, Kenya, Somalia, [? 1:10:44], and others.

So we are making some progress. In 2013, Africa is running capacity building initiatives in Nigeria and Madagascar.   The Madagascar workshop will be held with partnership from others, AfriNIC, ISOC and support from other partners. And it will be based on security operation of registries.

In the recent past, we have joined partnerships with others under the African Internet Summit which was held about a month ago, and we are partnering with AfriNIC, [AfriSet, AfrFranc 1:11:36] to plan and run further activities. However, even with those ccTLDs that are considered as well established, like the one here in South Africa, or those in Kenya, Nigeria, and [? 1:11:52], we see the need for registries to assist and consider a few critical areas.

Some of these are to rethink their business models, to adopt a strategy that ensures sustainability, and to set achievable objectives and projects that grow their local capacity and motivate their staff. An example of

this, we've seen a reported example, dot KE, which did the rethinking of their business model over the last year.

And so a growth of over 21% over a period of six months, and recently, of course, we're seeing major rethinking of this effort. South African dot ZD registry by moving closer to the new GTLD program, which we think, would offer new opportunities. So it appears that this rethinking needs to extend African regional organization like ourselves, FTLD. They need to consider their objectives, their organization models, their constituencies.

For example, regional organization like AUC, the African Union, is now more and more involved in the dot Africa TLD project, to establish the first GTLD on the continent. We find that in planning such activities, good data is needed. It is observed that such required data is very scarce on the DNS industry in Africa. It is for this reason that FTLD in partnership with others, and ISOC is a good example, has projects to collect and present the much needed data and information that we need to support development imitatives.

This year, FTLD is running the Africa ccTLD base line study project, as already mentioned in partnership with ISOC. With these observations however, some factors that ccTLDs are outside of the control of these ccTLDs. One of these is the development of viable permit systems in the countries of the ccTLDs.

Factors like these require partners, other partners like governments and the private sector. In many other countries, online permit systems are still not available, and it takes a long time to create permit through the

[? 1:14:55] system.   This adds a barrier, for example, to prompt processing domain registrations and renewals.

Some ccTLDs have been forced to resolve these by using permit systems outside their territories, and this creates its own complications as already outlined. So quite a few challenges and opportunities exist for ccTLDs to develop data business models to grow the DNS industry and business in Africa.

And hopefully they can work – we can work on these by taking advantage of and participating in forums like this one that we are running this week. It is with this mind, that I welcome you to this DNS Forum this week, and look forward to your contributions on the rich agenda that we have before us. Thank you. [Applause]

UNIDENTIFIED: Thank you very much Doctor Paulos. It is an honor, and at the same time very difficult to introduce the next speaker in just a few seconds, but I will try to do so. Doctor Steve Crocker is currently Board Chairman of the ICANN. He has a degree in Computer Science from UCLA, and he has an honorary doctorate in mathematics from the University of San Martin de Porres.

He's CEO and cofounder of Shinkuro Inc. Doctor Crocker is one of the few pioneers of internet, since he was involved in the development of IP Protocol in the late 1960s and 1970s. Doctor Crocker was awarded the 2002 I triple E internet award.

His experience includes research management at DARPA, the CISI, and the Aerospace Corporation.   He was vice president of Trusted Information Systems, and co-founder of CyberCash, INC, and Longitude

Systems INC. He has served as area director of ITF on several occasions, and led the IEB and IAOC.

Doctor Crocker, you have the floor.

STEVE CROCKER: Thank you. Well, it is often a disadvantage to go last but in this case, from my point of view, it is a distinct advantage. First of all, let me welcome you but not repeat all of the welcomes that you've heard from Lucky, from Lynn, and from Paulos.

I'll simply echo them and add that it truly is a privilege, from my point of view, to be here. And I think that all of us will look back some time from now and realize that this meeting here is a pivotal moment in time, a pivotal session, and that multiple initiatives flow from this session.

And at the same time, this session is – this meeting is the result of an enormous amount of work that has gone on over the past years with an increasing focus on how to build strength in this region. And indeed, everybody here is committed to helping build capacity.

And the capacity, as you've heard, is needed in at least two distinct areas. One is technical expertise including security related matters, I'll come back to that in a second; and the other is, capacity with respect to business plans, business skills, business expertise, and in general, building up strength and sustainability of the businesses that are represented here.

ICANN is – was formed to provide a home for overseeing and coordinating the unique names and numbers, and other identifiers, in

the internet, and to provide some coordination of the so-called generic top level domain namespace. Our hallmarks are trying to build trust and stability within the internet, and we very much view that as a service to the community that is done with partnership, and indeed in response to the needs of the rest of the community.

And thus, as I said at my beginning, going last in this sequence is very much in keeping with our posture of being in support of and working with the Internet Society with all of the regional organizations and indeed, all of the other global organizations that support the internet.

On the regional level, we initiated a major effort focused on Africa almost exactly one year ago with leadership from a number of well-known people within Africa. And you've already met, and known for many years, Pierre Dandijinou, who is our Vice President for the region.

And [? 1:21:08] is a long time, sort of what we think of as the dean of the African internet community, a prior Board member as is Mohamed Diop. And we also have, and I suppose viewed from the perspective of the southernmost part of Africa, questionable one as to whether one admits Tarek Kamel, an Egyptian, as part of Africa but I'll try not to get wound up in the details of intra-African politics.

The… Our posture, as I said, at ICANN is to be as helpful as we can, both in a local and regional way and in a global way. From a global perspective, I suspect most are aware of our new GTLD program, and as has been mentioned, there is little or no representation and involvement from Africa.

This has been noted more than once, and is a subject of concern and discussion. We expect that as we move forward with a second round of applications sometime in the future, that we will take a very close look and try to understand how to tailor that and see what's relevant for this region.

From a security point of view, DNSSEC has been mentioned several times, that's very close to my heart. I've put a lot of work into that. But there are other elements that are also important, the robustness of the operation of the registries and registrars are paramount. We also are quite concerned about the relationship between external providers and local control.

There is long standing guidance coming out of the IATF that pre-exists the formation of ICANN, that the ultimate control of a ccTLD has to rest within the country. And that is one of the things that we look at very closely whenever our IANA group receives a request for a re-delegation that raises a question about whether the continued operation of a TLD is consistent with those policies.

It also has raised a question of whether or not we have our policies up to date and responsive enough to the ongoing needs. Many of those policies were created at a time where things were just getting started, and as is very normal, there is a lot of evolution and maturation so that… Whereas in the early days of the internet, most governments had no idea what the internet was and it was difficult and challenging to find local pioneers who would start local ISPs and local ccTLDs.

Now most governments are keenly aware of the internet, have strong feelings about it, and that is causing an evolution in the relationship

between governments and all parts of internet operation, whether we're talking about ccTLDs or ISPs or others. So one of the things that is of concern to us, and that is getting some attention, is how to bring policy making processes into line and involving all of the relevant players.

And in that respect, I expect we will be reaching out to the ccTLD community in particular, and to regional organizations in general, to provide guidance for some of the decisions that come our way where we're trying to be both responsive to the immediate needs, and consistent with the general principles that have been set forth in the past.

I think that's the main things that I want to say. It is, as I said at the beginning, a pleasure to be here with many old friends and definitely with many new friends. And I look forward to looking back, not too long now I think, to seeing the fruits of this quite historic session that has been put together here.

And I congratulate everybody here on a great start. Thank you. [Applause].

UNIDENTIFIED: Thank you very much Doctor Crocker. With this, we conclude this first session. I would like us all to thank the speakers for their first welcome, and welcome in production session. I think we go directly to the next session, so I invite the speakers of the next session to come.

And thank you all for your speech.

UNIDENTIFIED:	Okay before we start directly the second session, which is on trends, opportunities, and challenges of the DNS industry, the first speaker is Adrian Kinderis, who is CEO of ARI Registry Services.
ADRIAN KINDERIS:	Good morning folks. I'm going to come around here to try and get the conversation going. I'm not sure how long I have, I think I've got six hours so it shouldn't be that long. What I thought I would do this morning is try to give you a perspective of entrepreneur, somebody that has established businesses in the past, and really looks…

Maybe I can give you a set of eyes on Africa that says, "Why would I invest here?" And if you came to figure that English – what is it? The Dragon's Den, whereas if you had an idea for a business, you want to start a registrar and I had money, would I support you?   What infrastructure would I want to see in place that made me think that that was a good investment?

So I think really this is why we need to be looking at the conversation. Next slide, thanks. So why do I feel that I can talk to you about this? Well a couple of things about me very quickly, [? 1:29:56] in the domain name industry, founded a registrar back in 2000 that was ICANN accredited, I've built a registry system, I've been running dot AU with currently 3 million names under management since 2002.

I've done work with the United Arab Emirates, with Inman, with Qatar. And now currently, 161 applications for the new GTLD program have my registry system supporting it. So I know a little bit about the caper. I

have attended over 40 ICANN meetings. I can't tell if I was awake for a lot of it, but have attended them for my sins, and speaking of sleeping, I served on the GNSO counsel for five years.

Don't recommend it. Probably a little shorter if you ever want to get involved, but there you. So a consultant, I've worked on policy development, I've worked with [? 1:30:47] to do that, and have done a lot of business strategy input to many, many country codes and indeed registrars.

The important point there is that I co-founded all of those companies, used my own money on every occasion to start all of these businesses. So I think I bring a pretty unique perspective to the conversation here today. So my topic, and the topic of my colleague here, are trends, challenges, and opportunities in the DNS industry.

Interesting part. Let's have a quick little move, thanks, next slide. This is really hard to see, but you're going to see this slide a lot more at this ICANN meeting this coming week, what is the DNS industry? It's an interesting question because I think the words get tossed around a lot.

Are we supposed to understand exactly who belongs to what? With the help of ICANN and Fadi, a couple of the CEOs for the major industry players got together and set about answering this question. And there will be a session on this specifically latter in the week, on Chris? Thursday? Wednesday. Wednesday at 5PM, where we're going to talk about how we came up with these and some of the other work that was done.

I know it's very hard to see, but let me talk you through it a little bit. The outside circle is the internet coordination layer. Okay? And there are clearly the organizations that are responsible for the coordination of the internet. And so we see ICANN is up into there. One little down from that, what we've termed the ICT sector.

The ICT sector, everything that touches the internet is in there. And so a subset of that, we see what we're not calling not the DNS industry, because I think that that is far too broad, what we want to term is the domain name industry. And I do not think that but are interchangeable. So I think that we are all representatives of the domain name industry.

The DNS industry is far broader. We have some very specific focus and some challenge ahead that are particular to the domain namespace. So I think going forward, the domain name industry is the better term, and this is something we've circulated. This isn't just some hair brain scheme that I've been coming up with.

Just back for one more second, sorry. Within that domain name industry, you'll see we've described four parties. We've got registry service providers, which are becoming more and more prominent; we have registry operators, which are ones normally that are contracted or that are the delegate, so ccTLD; we have registrars, those that are responsible for the provisioning of domain names directly from the registry; and then, of course, resellers, which most times are not contracted to the higher bodies.

So let's get into the value chain very quickly to see how these guys operate with each other, because it is important for the next two days when we discuss the domain name industry, that we understand the

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value chain and the roles that each entity plays. So very quickly, that coordination layer we were talking about earlier, we have ICANN and IANNA sitting at the top.

For clarity, ICANN are the people sitting around the table talking, and IANNA are the servers behind. So then we have the wholesale layer, and you can see these are the factories that are producing the dot, and of course, ccTLDs are in here as are GTLDs. This is meant to be all encompassing, as inclusive as possible.

They then coordinate with the distribution layer. Now that distribution layer, your registrars can deal directly with the consumer or the registrant, or they can go through the resell layer, or what we call a reseller. Okay. Pretty straightforward, but it's important to get the fundamentals right here as we're going to continue our discussions, and we want to focus on which particular – or we want to understand which particular layer we're going to focus on as we go forward.

So some very basic establishment stuff that I thought that I would take you through before we get too further in. Thank you. All right. So let's have a look at the African domain name industry, not the DNS industry. So make sure that I don't say DNS for the rest of this thing because I'll probably slip up at some point.

Let's stay on domain name industry. First of all, let's look at a mature domain name industry. On the left hand side, there is the United States. There are 16 gTLD registries currently within the United States, and 645 ICANN accredited registrars. Now I'm going to focus for the purpose of this slide on ICANN accredited registrars, it is by no mean an

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indication of all of the registrar capacity, the people that are doing the distribution.

But it is a good starting point. We turn to Africa, with one billion people, with 54 countries, zero GTLD registries currently. We have seven ICANN accredited registrars throughout the entire region, and some of those are doing so for more sort of tax benefits than anything else.

And we have only 17 new GTLD applications coming from this region, which I think a couple of the earlier speakers touched on. So this is our starting point. We're well behind the game. We have very well established players, and I think this is something to think about as we start asking questions later.

Very well established players when we talk about distribution, or registers, that are cross-border. The location of their systems and services doesn't mean anything. They can come in and service your markets. So I think we need to be realistic about what we're focusing on. So I'll come back to that point. Let's get moving.

I realize I'm pushed for time. So trends. A couple of slides on trends just to set the statistical… You'll probably get a whole lot of numbers thrown around at this conference, here is something to get you rolling. Next slide please.

All right, we know that Africa has a low internet penetration rate, it therefore has the greatest potential. Once again, I won't spend too much time on these statistics. [Avery 1:37:10] has experienced the greatest percentage of growth, increasing from 4.5 users in 2001 to 167

million users in – did I say 4.5 users for start? Sorry, 4.5 million users to 167 in 2012.

But really, starting from a small number going to a larger number, your percentage growth doesn't really count for much. It's still very much an underdeveloped market, all of you are aware of this. Trends, mobile. Okay.

Clearly as we reach the periphery of the internet as it exists today, the easiest way to access is through handheld devices. And so I think once again as we continue to talk about the industry, we need to make sure that we are setting ourselves up and utilizing the appropriate channels of communication.

How do we make the industry accommodate the way that people are going to be interacting with the internet? And in this case, through mobile devices. Lastly, I just want to throw something up, it's pretty… Amongst little kids, we're all talking about social media, I must include a social media slide.

Here we see the average use of social media within – around the globe. And you can see that Africa has the lowest social media utilization. Which really talks more about connectivity, I think, and interaction with that connectivity. Thank you. So what are some of the challenges then?

This is where we are going to get into the nitty-gritty, and I do not propose to solve all of the problems today. We've already heard in the opening speeches this morning an outline of some of the challenges, I maybe repeating those. But really, I think that the way that we are

speaking so early in the presentation, this is about turning the rocks over.

And I think spending the next two days working out how to solve the problems that we find, yeah? So I'm certainly not going to come with any magic wand, but let's have a look. So, you already know that we've got the lowest zone size and market penetration. The cc's have less than five domains per thousand people.

We also have the highest average price per domain name for ccTLDs in this region. Pricing is a fact. We are starting to see alternate methods of navigation, search, Facebook, apps, all of them are taking the limelight away from the domain name industry, even though they underpin it.

Barriers to entry for local retailers, I'll come back to that point. And as I said earlier, there are already global players in the market offering, for example, registrar services and they are doing it better and cheaper than you can. So what's the incentive to setup a registrar if someone in the US can offer to my market, locally, better than what I can?

I think this is one of the major questions we want to put up in the parking lot here and look at how we can solve. Next slide. Barriers to success. So the applicant domain name is so… What are some the key to leverage to then take the next step? Well clearly language is going to be a problem.

In the United States, for example, one language, as funny as it is, with that funny accent. I'm saying that, but half of you are understanding every word that I am saying, I get that. So language is a problem

because in Africa, many languages are spoken within the region. So that's one barrier you've already got against you.

The second one is, especially when we talk about ICANN, and I certainly don't won't to speak despairingly, but we're applying mature market governance to an emerging market. I think it's fairly funny to sit here and say we want X amount of registrars in this region, ICANN accredited, by year 2000 and blah, at the same time, we're seeing the compliance that is put upon registrars, the barriers to accreditation, increasing regularly.

The new GTLD program has seen it become far harder for you to be a registrar. The requirements put upon you as an ICANN registrar have never been more than what they are now. And we're expecting more registrars from this region that are immature to take that step forward? That's a tough ask. Another thing for our parking lot is, how do we get an answer to that?

What do we do? I'll keep moving. Sorry, through the bullet points, unless you're trying to wind me up already. Am I up? Is this what's happening? Just hold up a sign or something and I'll get off. Not too long to go, I promise.

So distance is clearly an issue here. You are far away from the epicenter of the internet, the American wide web is strong and fighting. So we're far away from that. So how do we coordinate? Now we're already seeing ICANN make the efforts here with its engagement centers, but the fact of the matter is, we're far away.

I'm from Australia, we're also far away. So we need to work at how we can accommodate that distance. Lack of education or compliance and accreditation, we don't know what we need to get there. Who is helping us? Who is supporting us to get ramped up to the level of understanding we need? Which is really the next point, support and interaction.

Government support for innovation and business. Don't forget, these are commercial entities, all through their value chain, registries, registrars, resellers. There's got to be a commercial interest here. So what is the government doing to support local business? How can governments work better to make, to incentive local businesses to get up and have a crack at this industry?

And lastly, is really just a baseline requirement, unfortunately for this region, we're in a poor socioeconomic environment. Thanks. All right. There are some opportunities. We're going to turn these things around and work out how you…

Because if you can overcome these, there are some opportunities that lay before us. One simple fact, we've got a billion people here, and the internet is pushing out further and further each day to interact with those people. That's a good thing.

So how do we get to them? We need to address governance to simulate growth. So as I said there, focus on the value chain. Focus on those businesses, how do we make those businesses… How do we make it easier for those businesses to do business?

You know, I think it's interesting, and once again I don't want to speak disparagingly, but DNSSEC has been tossed around… The DNSSEC is great to say in the region. I'm sorry, from a commercial point of view, I don't see how that's going to sell more domain names. I don't see how that is going to see more registrars become accredited.

By making the requirements harder upon them, that they must offer DNSSEC. So, it's nice to have DNSSEC, I'm not saying that it's not, it's of benefit to the internet for security, but it's not necessarily a benefit to commercial enterprise. It's a chicken or the egg situation here.

Mobile connectivity growth is on our side. More people are getting connected, they are doing so through handheld. We've talked about that. Content is going to be important. The more content there is, the more that focus will want to go – and local content is going to be important.

And lastly, new GTLDs will add a new dimension. And as I said earlier, we're now going to see some new GTLDs, some cross-border TLDs offering up a dot Africa is certainly one of those, it will be at the forefront. Next slide, thanks.

So very quickly… How am I doing for time? We've got a couple of minutes? Okay, great. So I come up with four fundamentals that I see will make a successful investment for me to come and play, in this hypothetical world where I have money.

So innovation, internet connectivity, navigation of content – I'll quickly speed through these folks.   First one, innovation and entrepreneurialism. Click on that slide for me please. So we need some

ideas. We need to work out an incubation mechanism where we can grow ideas locally. The more ideas coming through, the more entrepreneurs we get, the better we can see the market grow.

So that the number one. We need to foster ideas within the region, and make sure that they stay within the region. So a vibrant venture capital market, and of course, government issued its help with respect to the IT sector. Next slide, thank you.

As I said earlier, connectivity is clearly important. Probably said enough about this, but the more folks we can get to, the more we can sell products to. The more we can build our industry. Next. Content breaks down into four pieces.

I talked about earlier as being important. We need vibrant and active content on our local internet. We've got to keep it local. It has got to be trusted and secure. This is going to be something we come back to, an ecommerce, I've got a quick slide on each one of these.

Africa lacks volume in content. What it does has is good, but there is not a lot of it. How do we promote more local content? You see some stats there. We keep moving. Top 10 websites hosted in Africa here. You can see the Alexius ranks, pretty poor.

So we need to get this local content up. Couple of examples that I saw when I was researching this presentation today, around MTM, building an online content system. And we can see here, it's a fully-fledged digital platform. Fantastic. That's a great response to the content. Morocco, it is dubbed Africa's Netflix. Once again, this is great. It builds

content locally within the area. Helps drive this industry that we are a part of.

Next slide, thank you. Okay. We've touched on this earlier. Navigation clearly is important, okay? And we need to make sure that domain names remain the default way by which we get to this content. So in order for it to do so, we need to have a robust registry system, sorry just go back one more slide.

Robust registry systems and robust DNS. And we already heard from some speakers this morning talking about the fact that registries need to be more available. But for me, it is sort of a little bit of the chicken and the egg, it's a little bit rich to turn around and say, "Guys, you need to go away and invest in your infrastructure please. Go away and spend all of this money building out world class infrastructure within your local country, when there is no one getting on and using it."

When you've got low volumes of domain names to support it, which is generally the way that you receive your income. So it's sort of the chicken and the egg. Do you build it and they will come? Somewhere we've got to work out where the answer is there, and an approach because I don't think it is feasible to go out there and invest millions into infrastructure waiting for the fact that it will come.

Lastly, domain names, we want to make sure that – that hasn't rendered well. That domain names, as I've said, remain relevant but also now with the onset of IDNs, we've already seen them rolling out through country codes throughout the region.

They now come out in GTLDs, which will be fantastic, and we'll be able to push forward and to end experience within one script. For a long time, the internet has been western, ASCII, Roman characters. And even now, we can't send emails in scripts outside.

You see business cards all of the time with the names and all of the content, the business address written in Arabic, for example, get to the email address and it's in ASCII. This needs to change.

In order to support this region, we would want to make sure that we can support the local language and scripts. So there is a lot of work to be done at the protocol, a lot of which to be done at the tech level to make this happen.

So that we can… I can tell you, the next… Where all the next internet users are coming from, but the edge of the internet now, at the periphery, don't speak English. If they did, they would be on the internet already. We need to make sure that we're creating an industry that reaches those people as easily as possible.

Thank you. Just thought I would do applied for dot Africa, I know the boys are here. Neil, we'll get a drink at the bar later. Thank you. But we're excited by this initiative, and I think you should be too. And we wish them well. And in summary, as I'm going, so the periphery matters, I said earlier, as we reach the edge of where the internet is reaching into right now, we need to make sure we tailor our industry in offering to support the edge.

We want to support the stakeholders with education and direction. That value chain I talked about earlier, we need to make sure that, at

the end of the day, if the commercial enterprises that we're supporting them commercially. Remember that content is king.

The more content we have, the localized content, the more stimulation we'll have with the industry locally. Infrastructure and predictability is key. Predictability of your services continuing to stay up and supporting the registrants that have registered domain names.

The registrars that have built businesses around your industries. If you are continually up and down, or changing policy, or moving around, it doesn't make commercial sense for them to play. Uniformity across policy regimes is helpful. Within this region, to get one registrar that can support all ccTLDs is easier if you can create uniform policy where appropriate.

And I get that countries are different, but think about it commercially. Price is important but value is imperative. So where there is price… I mean, you don't want to price yourself out of the market, but ensure that at all times you are delivering value. You don't have to be the cheapest, by any stretch, but bring value to your namespace.

And lastly, work together as an industry. And we've already seen the great work of the AfTLD, and I think for the presentation this morning. Lastly, the newly formed Domain Name Association, I will get in big trouble if I do not promote them as I am their Chair at the moment.

You'll be hearing more about us this week, which is an attempt to pull the global industry together. And we certainly want input from the African region within that domain name industry. So you'll learn more

about us this week, doing various presentations to the ccNSO, to the GAC, so on and so forth. So you will hear more about that.

And with… And I'm sorry I took up so much time this morning. I hope you found it beneficial. As I said, it was not about necessarily answering all of the problems, but at least raising them and getting the conversation started. Thank you very much for your time. [Applause]

UNIDENTIFIED: Thank you Adrian. I think we'll have the question and answers sessions later on, after all speakers have completed their speech. I have been told that the translation, the interpretation does not work today for technical reasons.

I apologize for that. I hope that you can still follow the presentations. The next speaker is [? 1:52:41], I'm sorry if I don't pronounce your name correctly. [? 1:52:47] is a senior policy analyst at CENTR

UNIDENTIFIED: Okay. Thank you. Good morning. Well we will do the presentation together so we will both go, Carolina and I will present on this one. So I will be happy to introduce Carolina who is the general manager of LACTLD, Latin American TLD organization.

So well thank you for inviting us again to speak at the conference. I think it's my third or fourth AfTLD meeting. I mean, it's always great to come back and to see that there are more and more people in the room, and that the – well, the meeting is getting more interesting.

Even now you see that ICANN is asking to have its Africa meeting joined to the AfTLD meeting. I mean, that is great progress. Like I said, we will talk about trans-opportunities, challenges, next slide please, in the industry. Our aim is basically to get from the ccTLD perspective in Europe and the Latin American region, little bit of an overview.

I hope that… And I think we think that can be very useful in the next two days, in the panels and the difference – maybe can go back and see what is happening in the rest of the world. It's a lot of statistics, figures, but off of this there is a coffee break. Okay. Well, the slide is… First let me introduce CENTR.

At the first, CENTR is the European ccTLD organization. We are based in Brussels, in Belgium, and we have 51 full members. CENTR full members are only ccTLDs. We have it in our bylaws that – well, GTLDs registries are welcome to join us, but they can only be an associate member.

We also have a couple of observer organizations. For example, ICANN, AfTLD, also the European Commission is an observer with CENTR, because you want to have close ties with them and have a good dialogue. What is CENTR? Well, for once, it's quite easy to give an explanation on what CENTR is.

Well basically we're at the same as AfTLD, but then in Europe. So we try to bring the ccTLDs all together, organize meetings, collect information for our members about our members, and give information on what the DNS is doing, and what domain name system is about.

Next slide please.

CAROLINA AGURERRE:	Okay. So this about LACTLD, and I'm sorry that my voice is really not well, I have laryngitis. So we are basically the sister organization of AfTLD and CENTR and Europe in Latin America and the Caribbean. We comprise mainly the whole of South America, Central America, Mexico and an interesting portion of the Caribbean, with a third of our members are our members coming from that region.
	We've got six AFLEC members, and observers, and we basically we have maintained the same organizational structure as our sister organizations of ccTLDs in the world. And we do provide training and capacity building, that is an essential and the most highly valued function by our members.
	We also provide news, information, and build on what our members have in order to provide sort of intelligence of them to make decisions for the future. And we also have this representative function when we attend external meetings and report about them.
UNIDENTIFIED:	Okay. So a lot of [? 1:57:35] promised, so let's start with them. Next slide please. Well, let's look to the current – well, at this moment, the TLD landscape. Let me see, where there are 280 delegated ccTLDs in the zone, and 20 delegated GTLDs.
	So we're still able to say that at this moment. But if you look at the market share, then you see that the ccTLDs have quite a large market share, which is growing. You see in the 2012, ccTLDs still had 20% of all domain names sold in the world.

And that even went up relatively to GTLDs to 44% in the most recent figures we have from April 2013. You want to… on this one? Well, the little table goes a little more in detail, which splits up like the ccTLDs, and IDN ccTLDs. Put them next together and that also shows that there is a relatively high level of growth within ccTLDs compared to higher within ccTLDs, compared to GTLDs.

Next slide.

CAROLINA AGURERRE: Okay. So here we have a breakdown for top five GTLDs and of course, this information might be obvious for most of you, but when we see which are the top five ccTLDs in the European region and in the Latin American and Caribbean, then we just see the relative weight of ccTLDs in each region and how different both regions are at the same time.

And this will be even more greatly perceived in the next slide please.

UNIDENTIFIED: So in this slide, we really see the breakdown, the presentation of GTLDs, within the GTLD region. We see, of course, everybody knows that dot com is the most predominately GTLD. What's approximately 75% of all GTLDs, GTLD domain names at this moment, being dot com, and the others a little bit less.

We see something similar, although not that extreme, if you top largest – the 20 top largest ccTLDs in the world, because they make up the 20 of those 280 make out 70% of all domain names. Of course, if you

remember the previous site, you saw, okay, there are a number of large, very large, ccTLDs in the world. Next slide.

CAROLINA AGURERRE: And this is precisely what my colleague was mentioning, and you see the very dramatic change with respect to both regions. You see the extreme concentration of the top five players, ccTLD players in the Latin American and the Caribbean region, which they comprise 93% of the total cc market share.

So the top five you saw in the list before, dot BR, dot AR, dot CO, dot MX, and dot LL, and dot CL, they comprise 93% leaving the other smaller medium-sized ccTLDs for our regions, the smaller ones just into that little portion of 7% breakdown.

This is a little bit more balanced when we look at the European market.

UNIDENTIFIED: In Europe, we have I think a couple of larger ccTLDs, so if you look within the CENTR membership you have roughly the top five makes 60% of the domain names. So the biggest ones, of course, nominate [2:02:04] so dot EE, dot UK, are taking a fairly large share.

But the top five, I think within Europe is responsible for roughly 60% and all the others, 40% of the names. So what can we conclude about looking at global TLD breakdown statistics? Of course, everybody knows at this moment there is one very strong GTLD, but what some people don't realize, there are also a couple of strong ccTLDs.

ccTLDs that are on global level, as strong or can be compared, with the GTLDs that follow dot com. So if you have dot come, and then there is a space, let's say, nothing, and then you have a couple, dot org, dot net, they are as large as a number of domain names as the largest ccTLDs in the world.

And that's something some people don't realize, don't have an idea of. I think both our regions, we saw that there is a bit of a concentration of – around the largest players. A little bit more in the – more concentration in the LAC region than in the European region.

But we also saw, and I go back to one of the first slides, that ccTLDs are growing and at this moment, ccTLDs are gaining more and more – well, a little bit more of the share compared to GTLDs. So they are growing a little bit faster than GTLDs at this moment. Next slide please.

CAROLINA AGUREERE: Okay. So what we see now, this is the yearly rate of growth, total domain name growth in the CENTR region and the LAC region. As you see, I mean the figures in red they are talking about millions of domain names, so the actual European ccTLD zone size in an aggregated figure for all ccTLDs, will be around these days, over 65 million domain names.

And currently in LACTLD, we are reaching 9,300,000 domain names in our zone sizes. And in the chart please, you will see some patterns regarding how this grow is achieved by ccTLDs in Latin America and the Caribbean and Europe, with respect to GTLDs… Sorry, no the previous one.

UNIDENTIFIED: This one. So in this slide you can see the monthly growth, so the growth per month of GTLDs. The CENTR region is the red one, I don't know if it's – the colors are clear in the back. And the yellow line is the LACTLD one.

I think, like I mentioned before, you can see that the monthly growth figures of the ccTLDs are a little bit higher, or higher, than the GTLDs at this moment, all the GTLDs together. What I think is interesting to see from an European perspective, is that the… While European ccTLDs are developing or growing, it's more or less following the line of GTLDs.

There are no huge differences. I think that it is a little bit more different for the LACTLD region.

CAROLINA AGURERRE: Yes. You see a more… It's a very… It follows a line of its own, in a way, but we can basically say that since August of last year, it has been following a stable pattern, it's a stable pattern of growth of – around 1.5 to two, I'm sorry.

1.5 monthly average growth in the region.

UNIDENTIFIED: You can, well… These are statistics for last year, but I can say that for this year, more or less the same trends for CENTR and GTLDs is going on. You see, of course, both growth of IDNs in December go down and while [? 2:06:45] … but I see that's something we see every year around the end of the year, statistics go down and at the beginning of the year, they are going up again at the same level.

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CAROLINA AGUERRE: So I want to correct myself, it's 0.75 on a monthly average basis in the LAC region, but we do take – make up our reports on a bimonthly basis, so it's around 1.5% on a bimonthly basis. Thank you.

UNIDENTIFIED: Okay the next slide please. If you look now to how ccTLDs are growing in the CENTR region, we try to split them up into zone size because what we saw is that there is a difference. Of course, the larger ones are still growing but are growing a slower basis than the small ones.

So in the CENTR region we split them up and less than 500,000 domain names between 500,000 domain names and two million, and more than two million. And it's interesting to see that the smaller ones still have – well, some of the smaller ones still have general two digit growth, while the larger ones has, still growing, still growing well, but a little bit slow.

And next slide, but you have to click, sorry for that, to where – yeah. Once more. So, comparing the growth, these are figures for CENTR region for 2011. If we spread out the membership in number, into growth rate, you will see that okay, we – most ccTLDs are growing, let's say between 5% and 20%.

That was in, well, 2011 we have one or two very lucky ones still growing over 30% due to a specific campaign, or for a policy reason they open, so that can – the difference between those figures. Next please.

If we look one year later, we still see more or less influence of the fact that the growth is maybe slowing down a little bit. You see the biggest group is – ccTLDs that grow between five and 10%. But overall, that said, most of them are between five and 20%.

But if we look at the next figures, that is the forecast for 2013, you see that maybe there is some evidence that okay, maybe the growth is slowing a little bit down. But it's always difficult to say, "Okay, growth is slowing down," because it sounds so negative.

In fact, you still have to realize that nobody is expecting to grow less or, well to have a negative growth. And the number of registries that say, "Okay, we will grow between five – zero and 5%," are still the smallest ones. So the biggest group, the biggest group of registries still says, "Okay we are expecting to grow between five and 10%."

So I think that's – can give one conclusion, okay, growth is slowing down but our ccTLDs are still doing well. No, you have to click…

CAROLINA AGURERRE: Okay. So this is the LACTLD region. As you see in the chart, the mid-sized ccTLDs, are those that are growing the fastest annual rate. For 2012, there is rate of mid-sized ccTLDs, which this region comprises those ccTLDs with its own size ranging from 10,000 domain names to 70,000 domain names.

They grew by nearly 16% on a yearly basis. That was followed by the largest five ccTLDs that you saw before, they grow out of 39% during last year, and they showed a much more stable pattern of growth. And the smaller, small sized ccTLDs, they registered in 2012 a 10%, nearly 11% increase.

Next slide please. This is the average yearly growth for the LAC region in the past four years. And it is interesting to note, Latin America had a very interesting growth rate in the past years. And we should note,

never underestimate the effect of a powerful ccTLD, which operates as a G as well which is dot CO.

So dot CO explained this extremely powerful drive and increase of the aggregated region's figures, but since dot CO is also stabilizing its growth rate, it's now growing at a two rate digit, not a three rate digit anymore, so this will make the aggregate regional growth become more stable, and the average rate is currently around 15% for 2012.

This can be seen on the slide, so next slide. So what we can say basically about both regions on an aggregate basis is that there is still a healthy growth. We still that ccTLDs are growing and that they are expecting – we don't see one single case of a negative, example of a negative rate growth.

And as it has been stated before, ccTLDs growth rate is higher than that of GTLDs, although it is slowing down, but the dot CO case was already mentioned. Next slide please.

UNIDENTIFIED: Next slide. Okay, let's look to the [? 2:13:24] in Europe off the ccTLDs registries in their country versus the GTLDs. I'm not sure if this slide is really clear in – seeing from the back.

On top, we have GTLDs and at the bottom, the market share of the national and local ccTLD. But it's clear on the next map for Europe, where you can see basically the same growth but in… What you see in red is the market share of the ccTLD in its country, versus the market share of the ccTLDs, of GTLDs.

It is remarkable that in most European countries, you can conclude the local ccTLD as a very good position in its own country. There are a few exceptions, or a few countries that are quickly making a lot of progress because they have been opening up their registry, their TLD later on than the others.

I think a perfect example is Spain, but also France which has been one of the strongest growing ccTLDs within Europe for the recent years, just because they are open up relatively later than some other TLDs in the country. But overall, you can see really good examples like 60%, 71%, 80%, of the market share compared to GTLDs in the country.

Of course, we have one extreme example, which is dot ME, Montenegro, which if you would calculate has a market share of 99% ccTLDs sold within the country compared to GTLDs. But it also gives a good idea that okay, opening up your registry outside the country or not limited to a specific categories, or a specific limitations.

I think there is only one registry left in Europe that says, okay, there is only a limited number of ccTLDs, of domain names that can be registered by one person or by one company, but all the rest have opened up.

So let's see now…

CAROLINA AGURERRE: Okay. So this is the landscape for the Latin American and Caribbean region. You see extremely high penetration rates of cc domain names in these territories, meaning dot CO has a little bit to grow, like Montenegro's rates in Europe. But…

So here we see this whole blue area is dominated by cc domain names in each of the registries. The registries that are performing less well in terms of the ratio G's versus cc's, are mainly in Central America. And the Caribbean has extreme cases of extremely high rate, high penetration rate of country code top level domain names and the extreme cases as well, the reverse cases as well.

So I mean, there is no overall large conclusion about this, but the ratio is 72% of cc domain names versus GTLDs in the Latin American region as an aggregate percentage of ccTLD domain name penetration. And this leaves ccTLDs in this region in a good starting position for what is coming next with the new GTLDs.

They still have to get ready and prepare. As we're mentioning, so national country code have strong positions in the local markets, and as [? 2:17:45] was mentioning earlier, the influence of historical factors, such as the moment of liberalization, have been crucial.

I have to say that in the Latin American region we still have country codes that are not operating at the second level, and those that have done in the past year, there were three that have performed extremely well. So opening up registration under the second level domain name is an extremely important factor as well as liberalizing the global market, or not restricting registration names per person or per organization.

In that respect, I have to say that one of the 20 largest ccTLDs in the world, which is dot AR, it restricted its domain name registration to 250 per person dash organization two years ago, because dot AR is still – has still not implemented a fee collection for its domain names.

So since it receives no revenue for its registry operations, I mean it is trying to restrict its growth by not – by imposing some kind of sanctions to cyber squatters by limiting this number. We also still need to discuss… We share our own methodology and how to calculate GTLD registrations in each country, but we still have scope for improvement in general, not just in our regional organization in terms of how that information is public and how we can make better estimates to calculate GTLD growth in each country.

UNIDENTIFIED: Okay. Looking now at the registries in the different regions, I think in Europe you can say, okay, most of the registries are non-for-profit organizations. That doesn't mean that there are not run in a professional way. That doesn't mean that are not run with for profits, but I want to say, mentality.

Because there is a big change that has happened in the last couple of years I think. But what you say, okay, 80% of ccTLDs registries are non-for-profit, but like I said, roughly 60% are still made as profit companies or still for profit companies. Just 33 smaller percentage of the registries are either part of a public institution or public institutions.

So that can go from part of the regulator, part of the ministry, parts of a specific institution. There are also some combination forms going on. Next slide.

CAROLINA AGURERRE: So, in the Latin American Caribbean region, the majority of ccTLDs are not for profit, but in – I'm sorry. In the LAC region, most are not for

profit, but differently from Europe most of them engage into some kind of public institution format.

And we have to remember that the institutional legacy of ccTLDs in the region is still very much university based, both public universities and private ones.

UNIDENTIFIED: Okay. Let's go and see, look a little bit closer to the registrar landscape, how it is together. So we see that dominantly in the Europe, registries work with registrar model. There is, I think, one or two examples that are still, don't work, which are just registered.

But what is important to see is the graph on the right. There is a large group of – in that, at least, in that sort of a large group of registries that say, "Okay, we don't sell any domain name directly anymore." It is growing group.

Next there is a group that says, "Okay, we don't like to sell domain names directly anymore. But we still do for sometimes that want to spend a lot of money or that says we would like to have that preferential relationship with you."

But they usually pay a lot more than for direct registrations, sorry for registrations via registrars. So that's one of the striking observations for Europe. If we look now at the total number of registrars, you see a huge difference depending on the registry.

They go from, let's say, eight, a few registrars, to really huge numbers like 1,000 well, 750, 1,000, 1,900. Also for… I mean, in some registries

it is due to historical factors where they still have a lot of small registrars. But there is a huge difference.

More interesting to see is the market share of the top three registrars. Where you can see that in some registries, the largest registrars although they can have a huge number of registrars, but in some registries the top three are the few largest ones are really important compared to the large group of others.

And this is the last slide about registrars in Europe. I think it's important to see because it was also a surprise for me to see the comparison between ICANN accredited registrars, a number of ICANN accredited registrars and non-ICANN accredited registrars.

It was a surprise for me to see that in some countries, the number of ICANN non-accredited registrars are registrars that only sell ccTLDs and will not sell a dot com, will not sell other GTLDs is still relatively small. If you even look to some of the larger domains like, dot NL, dot UK, you see the importance of the local registrar markets, or the local registrars compared to the ICANN accredited ones.

CAROLINA AGURERRE: The landscape in Latin America is completely different from that of Europe and very much similar to that of Africa. Most ccTLDs perform their own direct registration. There is no registrar market, and they are not even sort of planning to work and implement any kind of changes in most cases.

I mean, we would only have one uses TLD in our region this year, going to the registry/registrar model. But the rest will still perform, will be

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performing direct registrations. We don't have the precise data, as [? 2:25:39] showed for CENTR, but in Latin America when we look at the amount of ICANN accredited registrars in the region, it is only slightly higher than those figures in Africa.

And here you see the distribution of registrars, ICANN accredited registrars per country in the region, and it's really a very low number. This does not mean that there are – approximately two to 200 to 300 non-ICANN accredited registers operating in the region.

And the reseller market is quiet interesting as well, but still the… When I was looking at some of the figures is that, it represents approximately 2% of the overall domain name sales for resellers such as [C-DO 0:26:38], this Latin American and Caribbean market.

Yeah, so as we mentioned before in the case of Europe, there is a growing trend to directly not stimulate or involve any more direct registrations with the registry and as mentioned earlier, there is a surprisingly high number of non-ICANN accredited registers, particularly within the larger ccTLDs.

It's also interesting to note that many of this, what are called registers in the UK and France, would not typically be conceived as a registrar in the ICANN model, but they are sort of private companies wanting to see how they stimulate their own domain names and protect the brands in a way.

Yes, so next slide please.

UNIDENTIFIED:

Okay. Then we come to the last part of our presentation. I think there were a couple of extra statistics or slides, we really wanted to give to you because they are important also in discussions and link to discussions that are going on at this moment.

The first one is about DNSSEC. It's pretty easy to say this map represents the countries that are ready to provide the DNSSEC names in 2008. Of course, you recognize Sweden and the Czech Republic, which clearly, if you came to ICANN meetings and ccNSO meetings have been pushing for DNSSEC to develop.

If we see, next slide, what the situation will be at the end of this year, you will see that well, that most of Europe is ready for DNSSEC. The light blue, if you can see the difference, are countries that say, okay, by the end of 2013, we will have finished.

This means that DNSSEC is provided by, well will be provided by most of the registries in Europe. That doesn't mean that DNSSEC is already a big success, or that all the work has been done so far. Because like, I think Adrian already mentioned, there still is a lot of work to be done.

Also to cooperate and work together which registrars, and stuff to produce are still make DNSSEC work. Next slide.

CAROLINA AGURERRE:

This are total figures for the Latin American/Caribbean region from a survey that we conducted at the end of the year. So 2013, as you see, is a big year for DNSSEC implementation in the region. We will have full registries, one of them is one of the largest registries in the region with DNSSEC implementation.

But the landscape for the near future is not so promising or optimistic. Not taking into account that this is data from a survey report, we still are not perceiving in the work that we do every day with ccTLDs that DNSSEC is one of their highest priorities in terms of security for registries in our region.

So it's still an area of improvement for us.

UNIDENTIFIED: Next slide. IDNs in Europe, it's well, more or less the same. The most registries in Europe are already providing or already offering IDN names, with special characters. Others are not. I think there are only one or two examples that clearly say okay, there is no interest from our community and we will not provide that.

Development on the right, is dot EU, the ccTLD for the European Union. So there are also in offering IDN names. Next slide.

CAROLINA AGURERRE: This is the landscape of IDNs in Latin America at the moment. So there is still… I mean, there is the same amount that have IDN implemented and those that haven't, but in this year and the next, we have many more registries with IDNs.

Taking into account that our region is really not very much affected except by a couple of characters, and those registries that have implemented IDNs have really not seen much interest from their local community of registrants, it's something that is to be expected that it is not a high priority for ccTLDs in our region.

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UNIDENTIFIED: Okay. This is the, well I think the slide – more – a lot of people will be interested in. What are ccTLDs are doing in Europe with regard to the new GTLD process? It shows the involvement of ccTLDs, and you see there are a couple of registries involved, either as backend provider, can see that among the map, or as an applicant.

But also, I think two ccTLDs dot SE, involved in the pre-delegation testing by ICANN and dot UK, who was selected, which was selected as the emergency backend – emergency, sorry, backend registry provider. So in case anything goes wrong.

So you can – or you can see your case. There is not that many ccTLDs involved as really an applicant. But if they are involved as in backend provider, or somewhere else, in the process.

CAROLINA AGURERRE: In Latin America, it can be expected… I mean, as in Africa we had really a very low record of new GTLDs, new GTLD applications only 24, and I could have thought to list 24 names that have been put forward by the Latin American and Caribbean region.

Only two ccTLDs are involved with any of these projects. One of them is dot MXE, for dot LAT, which is the only cultural new GTLD that is being promoted in the LAC region. And dot DR has directly applied for two strings, will also be providing backend services.

And basically that's it. If you look at the new GTLD landscape in the Latin American region, you will see that there was not even an interest in registry city names, except for only one city. There's no cultural interest either. So I mean, it is quite a very dramatic landscape of how

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the new GTLD program performed in terms of local players in the Latin American/Caribbean region getting involved with this new program.

Thank you very, very much. [Applause]

UNIDENTIFIED: Thank you Carolina and [William 2:34:42]. I find it very interesting to have the two statistics together. I would, in fact, would like to have the same thing next year with Africa included, and probably Asia/Pacific as well.

So I hope that you can work on that with the HTLD. I think we started late, so we can start a break – so we can have about ten, 15 minutes of questions and answers. So I would like to ask the participants to ask questions to all of the presenters.

If you ask questions, please come here at the center where you have the mics.   Questions? Comments? Please introduce yourself.

UNIDENTIFIED: Yes. May name is [? 2:35:58] from the public interest registry. Carolina, I would be interested to understand why you think we have not enough registrars in the Latin American region.

CAROLINA AGURERRE: I'm sorry. Why there are not very many…

UNIDENTIFIED: Registrars…

CAROLINA AGURERRE: Okay. Basically what… Basically there is lack of awareness of the opportunities for registrar business. And then those registrars that are ICANN accredited, when we attend seminars and talk to them, I mean, what do they say? It just has been such a hassle for them to go through the whole ICANN accreditation process.

I mean, in Latin America for example, getting this insurance that ICANN demands, I mean is very difficult. We had to go and apply to the United States. I mean, it's a very problematic issue. Particularly insurance bit is very problematic. But there is also a step that has to be taken before that, and that is raising awareness on how the business opportunities for new entrepreneurs in this area.

UNIDENTIFIED: Muhammad from Senegal. I have a question. It's a little embarrassing that we don't have the translation. Just arriving this morning and declaring that there is no translator is very disturbing for people who [? 2:37:31]…

So I will ask my question in French and English, in order to allow people to understand what I am saying. The CENTR presentation and LACNIC was very useful and full of a lot of information [? 2:37:48]. I was expecting to get more information from the [complaint 2:37:52] I mean, in the system that will happen with the registry and the registrar, I'm eager to see what presentation of complaint you got from the registrar.

And how you start out with it, in the sense of how many cases that, when a problem [? 2:38:11], how would you solve? Do you have any strategies available for that? Because it's…

When the number of registration is very slow, would it not see many things happen? When will we start going, the distributors which become [? 2:38:29]… How would you solve problems when it occurred that the fact that the reselling, the market did not happen in [? 2:38:36], link between the registries so.

This is really something I want to see, but I did not see showing up in your presentation, just the numbers on the registration [? 2:38:48]…

CAROLINA AGURERRE: [FRENCH 2:40:25 – 2:40:32] We don't have, unfortunately, in my region I couldn't provide an overall statistics for complaints and problems unfortunately. I mean, I could run a survey and get more information about that these days.

It is interesting to know that not even half of our registries are going through direct UDRP process, [? 2:41:00] so, many registries are facing with their complaints, directly. I mean, and they are addressing them directly and in case they have to go to court, etcetera, it's all managed by their own judicial process for the country.

But thank you for your very interesting question.

UNIDENTIFIED: Okay. Well, I… Unfortunately, I have to say the same. I don't have updated statistics, I should look them up. I mean, we could have them,

but we would have taken more with just statistics, and I don't know if that would be, I don't know, fair enough.

But luckily, I presented – I was ask to present on this last year in Livingston, and if I go back to that presentation, yeah. I tried to find the right… Well, there you can see… Maybe you would prefer…

It's up on the website with last year's, because in that presentation I remember I gave an overview who is having an ADR procedural and how many complaints they are dealing with, how many are successful, show many are not successful. But there are also some that in there who has to pay for it, who is bearing the cost?

Is it a registry? Is it the registrar? And also, the number of successful cases. So that… In that survey of internet presentation last year, I mentioned a figure of 74% of all start up procedure that ended up in a transfer of the domain name in the end.

But to have the full details, I will refer to the presentation I gave last year, and contact me offline to have detailed information on how it is going at this moment.

UNIDENTIFIED: Thank you. Maybe to comment on what Mohammad said, with regard to the translation, I would like to apologize once again. We really wanted to have the translation, but unfortunately the equipment is stuck at the customs.

And we are trying to find some solution for this obstacle. So hopefully we'll have interpretation at least starting this afternoon. Paulos.

PAULOS NYRIENDA: Thank you. I would just [? 2:43:57]… explanation of the translation. We did arrange for this, and we are apologize for the technical problem. I have two questions. I was interested to hear about the sustainability of ccTLDs and compare it between the two regions.

One of the things that we see in Africa is that most of the ccTLDs are not sustainable, and they have to have some support either from the [motivator 2:44:37] or something like that, to make sure that they can access their operations.

What is the [queue like 2:44:45] in CENTR and in LALAC GTLD? My second question is on re-sales. I don't know if you did some data collection on resellers, because where there is no real supportive registrar/registry system, like in many of our ccTLDs, we find that resellers are an important component of the market.

And I would to extend this question to the keynote speaker, if you could comment on the position of resellers in the industry, and for you to show the picture of the industry? Where these resellers are? Are they… Could we consider them as close enough to registrars to be in that category? Or in a completely different category? Thank you.

UNIDENTIFIED: Sorry. If I could take the first question in regard to the sustainability of registries. We don't have clear data on that, but I assume that most – well, in general most European registries are sustainable and are not subsidized in whatever way.

There are two differences. We have, of course, non-for-profit organizations on the one hand, but a part from that, I think there are

one or two registries that are for profit, really as a company so they have to have a positive end result by the end of the year.

Although there are for-profit, and I think that, and specifically the to be the case of, for example, [NIC AT 2:46:58], what you will see the registry itself is run as a for profit organization, but at surplus or the company itself, is owned by a non-for-profit organization. That is still… Well, for example, in Austria, it's still has its main aim to support the internet development and internet community.

Specific also for Europe, is that if your registry is a non-for-profit organization, depending from country to country, but overall the rules and regulations, what you can do, what the surplus you have are very strict. So what you will see most of the registries are at the end of the year, have to go to their [x 2:47:53] authority and show clearly who they reinvest why they came in their own registry.

So they can't just start to sell extra services or put it aside as a profit. I don't know [? 2:48:10]

CAROLINA AGURERRE: For the LAC region, the majority of registrars – of registries are self-sustainable, but we do have some cases, for which I have no data, precise numbers to disseminate. But because they are either very small or because they are part of a larger business unit, or department, with the regulator, then actually that money is sort of subsidizing other areas.

And what I do know in fact is that a couple of ccTLDs and universities in Central America, they know that they are able to be self-sustainable and

they are now pushing for independence to become independent units from the university so that their revenues don't go to the central university budget.

And in that way, they can develop the ccTLD more fully according to its own needs. So, fortunately, it's not a big, big issues, although for the smaller ones in some areas it is problematic.

UNIDENTIFIED: Since we have to go for the break in a few minutes, so I ask only two questions very quick. And I'll ask speaker to make their answer short. Thank you.

ADRIAN KENDALL: Yeah. There was one more question to answer, I think, from a previous question. It was about resellers being included within the domain name industry, I believe, if I understood the question correctly. You can't really see it on that diagram, but they are there.

They are listed, and I include them as part of the domain name industry. I know on the next slide, within the value chain you see them at the resell layer, so the resellers are the second layer from the bottom. So yes, certainly consider resellers as part of the ecosystem.

They are an important, and we have certainly included them in our thinking and mapping of the industry. Does that answer your question? Thank you.

UNIDENTIFIED: Also within CENTR, there are a lot of question resellers, but not on our… I mean, I don't have figures on them. The discussion focus on the fact well, what is your relationship as a registry? What resellers? But it all falls back – okay, there are actually not our responsibility if they go bankrupt or they don't have the service that they should have.

It is a responsibility of the registrar they are working for. So basically, if something goes on with the domain name, it is the fault of their reseller from a registry's perspective, it's the registrar that has to solve it or it's the registrar's responsibility.

And in some it also mentions in the registry contract, that resellers have the full responsibility of the registrar, and the registrar has to make sure that they follow the rules.

UNIDENTIFIED: Thank you.

UNIDENTIFIED: Okay, thank you. My name is [? 2:51:45] from dot TZ registry. Mine is not real question, but I wanted to have comments from other regions about accredited registrars. When we hear about registrars, we think of ICANN accredited registrars. But in our region, we do have some local registrars accredited by ICC.

And sometimes you do have also ICANN accredited registrar. For the case of Tanzania, we have a number of local accredited registrars and one ICANN accredited. Now I would like… How is it in the two regions, LAC Caribbean and CENTR?

If they have got those two categories, and if they do, how do they treat the ICANN accredited registrars such as that they follow the registrations within the registries? Thank you.

UNIDENTIFIED: Well, if you look – look to Europe, I mean you have both, you have the ICANN accredited registrars and two registries only selling ccTLDs. What you will see there, basically there is no difference.

I mean, a lot of registries work with their own accreditation, and with their own contracts, so even if you are an ICANN registrar that doesn't mean that you automatically can become registrar for the ccTLD, so they have their own rules, their own contracts.

I don't see a reason why because a registrar is also an ICANN accredited registrar, should get – or should have a [dollar 2:53:34] position or an over treatment.

CAROLINA AGURERRE: This is exactly the case in Latin America. Those ccTLDs that are operating with registrars, they just don't… I mean, they go through the ICANN… They work with the ICANN accredited registrars in the same way as they would do with another local registrar.

VICTOR: Thank you. My name is Victor [? 2:54:04], I'm the member of [? 2:54:09], LATNIC, I'm also a member of the Internet Society, Cameroon chapter. So I first would like to thank the panelists for their great

presentation, and particularly Adrian can we – very, very interesting presentation on trends [? 2:54:28]…

…domain name industry and particularly in Africa, show that – clearly show that the area is US centric on housing of accredited registrar, more than 600 are based in US. My question is, faced with that, can we think that we can have an accreditation – a register accreditation for Africa, for Latin America.

Because this picture clearly show that one size cannot fit all. So it's not easy for an Africa company to provide, the lady talk about insurance, the same insurance that is quickly real easy for an US business company to produce.

So can we think of having different accreditation document for several regions? Thank you.

ADRIAN KENDALL: Yeah, thanks very much for your question. I think it's a great one to put before ICANN.   How can you assist local businesses to become accredited registrars?   How can you localize the experience for them such that the barriers to entry are appropriate for this region? I think that's a great question to carry with you for this week, and to be proposing whilst ICANN is here and you have their ear.

I know you also have a regional contact with ICANN that you should be pushing. This should absolutely be on the agenda, because as I said in my presentation, the barrier to entry for registrars is only getting higher. The 2013 registrar accreditation agreement that is being forced upon

registrars, if you want to sell GTLDs, the new ones, is indeed a lot more strict than it has ever has been.

And the requirements are, for better or for worse, and there are reasons that those requirements have gone in, but there are a lot more requirements and compliance that a registrar would have to fulfill in order to maintain their accreditation or indeed, get their accreditation.

So I think your question is fair is, where is the balance? And how can we possibly support this region and getting you registrars. So, I know this question is on ICANN's agenda, and I think it is the responsibility of everybody in this room, to take the opportunity of the next week, to push very hard to ICANN to get answers to that, and to get some balance flow put back into the industry.

So it's not really an answer, I know, but I think one that I – certainly I don't think it's appropriate for me to provide a response, one we should be putting before ICANN.

UNIDENTIFIED: I think this is a very important question, and I hope we'll hear more about that during this week. I remember that ICANN still made a commitment to have more registrar, many more registrars in Africa at the February ICANN meeting in [? 2:58:13].

So I hope we hear much more about what is ICANN's plan with regards to supporting registrar in Africa, but other people can reach it. I think with this we'll stop this session. I would like to thank all of the presenters for very interesting presentations.

I think it is – we have really important idea that can help us during the whole forum. Now we have the break. I suggest [applause]. Since we are 30 minutes late, is it possible that we have only a 20 minute coffee break? Then we come back at 11:20? Okay. Thank you.

And I would like to ask that presenters of the next session to come here and give us their presentations. Thank you.

UNIDENTIFIED: We will get started in just one moment. We are getting the Adobe Connect room up for the remote participants.

DAN: Okay. Good morning. Welcome to our first panel session. We are now up in the Adobe Connect room for the folks who are remote. We, once again, we will apologize for those who are on Francophone, we do not have the translation going.

Unfortunately, my French is limited to *Je m'apelle Dan*. *Je suis American.* And beyond that, I can order a grapefruit so that will not help me very much here. So we do have one presentation though that will be in French here, that is part of what we are doing in this session.

But I would like to welcome you all, ladies and gentlemen, where we are going to talk a bit about the registry business model, technologies, and pieces like that. For the sake of our panelists, I would like to ask a couple of questions though.

How many of you in this room are looking out here with registries? Could I see a show of hands? Registries or ccTLDs? Okay. How many of

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you are with registrars? Okay. And how many of you are with other vendors? Or what else? Governments? Okay. Academics? Other people who randomly wondered in here. Okay.

[Laughs] DNS hosting providers? Okay. All right. Some good things there. We're going to begin with a presentation from [? 0:02:44] with PIR, who is going to be speaking about the successful registry models from the experience he's seen with dot org.

The format we're going to follow is, [? 0:02:55] is going to speak first for a few minutes about what he has seen, we're going to be followed by Nicholas Raft who is going to speak about the experience with dot MG, and then we're going to open up to some questions around business models.

And I had some questions prepared, but I'm also going to invite all of you to be ready to ask questions. What we'll do is there will be a microphone here that will be open, and you're welcome to participate here. Then after that, we're going to kind of extend that and talk a bit about marketing and awareness as it relates to business models, etcetera.

We have [? 0:03:27] from dot NG, she'll have some comments, and we'll also ask the other folks that are here. And then the final part of the session will be a discussion around some of the technology and Mark Elkins, Rick Lamb, and Alan [? 0:03:40] will be here to talk about DNSSEC and some of the other technology.

So that's the flow of what we're doing in this next panel. And so I'll begin by asking [? 0:03:47] to start.

UNIDENTIFIED:	Does it work? Yeah. Now it works. Thank you very much Dan. Good morning. I'm very happy to be here with you all today, and actually I would like to show you a little bit of who I work for, and how we operate.
	Maybe it's too generic, maybe it has the right energy for others, so I hope I find the middle ground there. So if we could move to the next slide. So I'm working for the Public Interest Registry, which is a non-profit organization based in West Virginia in the US.
	But as you might here by my accent, I am German working out of Frankfurt. So I'm the international island at PIR has. PIR is operating the dot org namespace since 2003. We've applied in the new GTLD realm for domains such as NGO and dot NOG, which stands for non-governmental organization.
	And the same in the Roman's language equivalent. We also have some transliterations of IDNs in there. We are one of the original TLDs, which has been in operation since 1985. We have 407 registrars in 53 countries, am I right? Yes. And registrants in about 175 countries. And to put this into perspective, 60% of our registrations come from the North American market, the US and Canada, where as 40% come from the rest of the world, being Europe mainly, India has a very high rate, but also Africa.
	We see growth happening. We see the growth happening more outside the US than inside. And we have right now 10 million registered domain names. We've been growing over the last couple of years at an average rate of 7%. It's a nice success story, but I have to admit, you remember the numbers from the CENTR presentation just a couple of minutes ago,

we also saw a slight decline at the end of last year, but it has been picking up ever since.

I would say among the GTLDs, we have been very well performing even at the end of the last year. This is how we work. We are an ICANN – we have a contract with ICANN. We're the Public Interest Registry as said. We mainly have retail registrars and wholesale registrars. The difference is that the retail registrars cater directly to the end customer, where the wholesale registrars have resellers.

And there are also, of course, those registrars that have a mixed – they cater directly and via resellers. Our internal structure at dot ORG is also pretty simple. We are about 20 people, and we do the domain and business administration for the dot ORG namespace. And that is the public interest registry.

The entire technical backend is done by our longtime partner, Afilias, they do technical management and the customer service. There are our first line of customer – of technical customer support. They are there 24/7. They manage our servers. They do it with excellence in a world where [? 0:07:23] are ever growing. I'm very happy to have them.

So going back to our side, or to my side of the public interest registry, we have, of course, executive level. We have four groups underneath, very classic groups. We have frontends, we have legal and a larger policy department because we are proud to participate at ICANN and other policy groups globally.

We have an operations and a compliance section in the business. And, of course, we have sales, product, and marketing, all-together, 20, 20

something people. We identify a couple of point that is making us successful with just so little people, growing over the last couple of years about 6 million domain name registrations.

And the first one is efficient operations, the second is we think about sales, and we've heard it also from our registrars, that we are easy to do business with. We focus strongly on the channel because we don't do direct interaction with our end customers, although that might be changing over the next couple of years as we're moving into this new GTLD world.

And last but not least, I think we're really available, we're really constantly trying to be with the customer, be with the registrar, interact vividly with them. Let me spell it out for you further. One of the things that we do quite well is our ORMS.

It's an acronym, please forgive me. It was such long word, it's our Online Registrar Management System. So it basically does everything online, all of the documentation that you need to provide to become a registrar can be executed and completed online. We are only open to ICANN registrars, but once you've done that step, everything will move into that portal.

The contact management, the insurance updates, the registrar name changes, the transfer of registrar accreditation. And that means from the first step to the last step, it takes you about three days to become a dot ORG registrar.

The benefit, of course, is you save postage, you save time, and all the hassle. And that's all I think what we heard makes us quiet good with

our registrars and it has helped us grow to 407 registrars overall. Admittedly, I would like to say, that we work – intensively work with 25% of those 407 registrars.

Because there are small ones, there are one that are just on paper, but really 25% of those are those that we work with. We are… Can you just go back for a little bit? We are available 24/7, every day of the year via our technical support, via Afilias, but also from our finance department side.

Because we… Our billing works in the way that you either have a cash deposit in a bank account where we withdraw the necessary amount, or you have line of credit with us. Now sometimes it happens in the bank account that you run – it runs out. Right? Nobody has noticed in time, or it just happened.

In that scenario, you just simply call, for example, our finance department and we place an emergency credit for you so that you can go on selling domain names for us. And that is something you have to actually, organizationally reflect, and that's what we're quite very well proud of.

What we also do, is we have a registrar relations area. By the way, not everything is done online, that's right, you can interact with us as humans as well. But we have an area where we keep all of our information and market research. So whether you want to sell in India, in China, in South Africa, you go there, you find the information on your market, how we see, how we think you can be positioned, dot ORG, in your region.

Let me give you one example. You might think that dot ORG is a perfect space for people with a mission, people with a cause, people who are having a non-profit organization, but that is not the case. For example, in India, we focus on small medium enterprises and our tag line there is, "I'm more than a business, I'm an organization."

And that has worked phenomenally for us, so we adjust to each market and that's maybe the key thing from here.   We also provide our registrars with promotions. That means we have discounts in place. If you, for example, have our registrar in Africa and you have African registrants with dot ORG, right now you will see a significant discount of about six dollars for the wholesale price of 825.

You also can apply for marketing funds at PIR that help you sponsor an event, buy swag, print documents that might help you sell domain names. And even there, I would say, we are very fast in turning things around.   Usually it will take us a week to get all the contracts and everything done.

We try to be easy to do business with. Last but not least, the – I think we are regionally quite available. I mean, again, we are a small team. However, we have three people dedicate to global regions, such as the US, Europe and Africa, and India, and China.

Which basically means we do a lot of travelling, you can see us around everywhere. And we try to be close to our registrars. I think that's a key thing, be with the customer at the end of the day makes the big difference.   In case something slips and we don't notice how badly we've been managing something, we want to do.

So we made sure that we have in place annual service with our registrars that are completed either online or in a personal interview via a third party. So we don't want to call them and then ask how wonderful we are, we really want to have an honest opinion. And we do the same thing for our technical backend support, so that we know that the service has been good, whether the connections have been working well for them.

So that we get a good picture of how our business is operating. Overall, we really receive very positive feedback and I can't complain. But in case we don't, we have a review and implementation process in place. That, for example, just right now kicks in because we find out that our billing options should be extended, and we are evaluating new ways of billing to our registrars.

And we… I think we will be implementing something by the end of the year. So with that being said, I think that for me the key things are speedy, be close to your registrar, and try to have a product with a meaning, and that's the benefit of dot org which has a wonderful registration base of non-profit organizations and people who want to say something online.

It's important for them who they are. Okay. Thank you very much for that, and I give it back to you Dan. [Applause]

DAN: Thank you [? 0:15:10]. Next up we're going to have Nicholas Raft to speak about the experience that he has had. But while we are getting

the slides set up, I would remind you that we will be having an open question/answer session.

I would like you all to think about, you've got a series of people who have successfully operated ccTLDs, and this is your opportunity to ask them questions around what have they done to make their – what has made them successful. So I would ask you to think of your questions.

We do have remote participants, so I would ask you to speak at the microphone when you're ready to do so. And to the remote participants who are listening, you can post your questions in the Adobe Connect chat room as we are monitoring that as well.

So with that, I would like to turn it over to Nicholas Raft.

NICHOLAS RAFT: [FRENCH 0:15:55 – 0:28:08] [Applause]

DAN: Thank you very much. And also thank you to Sebastian who is providing a bit of translation in the Adobe Connect room. And also a belated thanks to Barrack for helping with the slides here right now. That ends the presentations in this segment, we were talking about registry business models.

And I'm now going to also bring in [? 0:28:30] from [? 0:28:32] NIC to join in our conversation here as well. And again, this is a time for you to ask questions so please feel free to come up to the microphone if you have questions to ask there.

And I'm going to start off by asking, really the three of you, as you look at the models that you've had for dot ORG, for dot ZZ, for the various AF NIC ccTLDs, what has made them the most successful? What do you… If you could think of one thing that really has made the domain name very successful, what would that be?

UNIDENTIFIED: Okay. Thank you Dan. Maybe just to fill the information you will need, I will say a few words about our model about – cc model. What I would say, we make a really big change in 2006 about the time, that change from outsource model to in house model. And after this time, the cc was about three people, the director and two secretaries I think.

And right now we are almost 70 people, which maybe 50 of these are technicians and engineers. And just maybe I would like to quote what Doctor Steve Crocker said at the beginning that it's important to keep management local, in the country. Maybe not only in the country but also in the NIC company.

Which is why right now we are able, for example, to run some [? 0:30:22] laboratories. We have cc NIC [accredited 0:30:24]. We are able to, again, distribute our knowledge to people in our country to registrars to ISPs. We are organizing a conference, internet and technology conference is about the use of the internet management and things like this.

And it also had a big impact on the business that we were able to lower the price of domains from maybe something around 28 to 21, or 22 dollars to less than 10 dollars after a migration to our own system. And

so that's why the vision of cc NIC and model of registry, we believe that this how to deal with [? 0:31:18].

So just to complete the information that you have from all three models….

UNIDENTIFIED: Yeah. Can I ask you, you mentioned a rather dramatic drop in the price of domains. What was that resulting from? Was that automation on your side?

UNIDENTIFIED: Well, I don't know. It was why the price of the outsourcing at the time was so big, but it was that we paid a lot of money to our outsourcing company. And when we decided to do it in house, we bought several servers, we bought connectivity, and we hired engineers.

It still was really much, much cheaper to run the registry than before. So that was the reason why we were able to drop the price of the domain.

UNIDENTIFIED: Okay. Thank you. Did you want to… Did you want to answer the question? Go ahead.

UNIDENTIFIED: Well the question was, what is the best…

UNIDENTIFIED: I guess you already sort of answered that to a certain degree as far as what was there.   [? 0:32:39], you look like you're ready to say something here.

UNIDENTIFIED::   Yes. I believe what helped dot ORG in the past was that has always been one of the original TLDs. So if you think about domain names, you think COM, NET, and ORG. And of course, in the world outside, you always think your local TLD.

Dot DE, dot AT, dot [? 0:32:51]. Sorry. The other thing that I think is very helpful is, if you have a price point below 10 US dollars, that always helps the end customer to not see a barrier in the purchase process. We also are very easy technically to implement.

I think PIR has very often been named together with Afilias as well, to set technical standards in that area. And I think that helps registrars to onboard our TLD. And let me also last but not least say, internally it helps if you have flat hierarchies and open door policies. We really work as a team together.

There is no shyness, I can assure you, within PIR. That's the great benefit if you have an open dialogue, because everything surfaces and can be addressed.

DAN: So let me ask the three of you for all the ccTLDs and registries that are out here right now, if you were to think about what you've gone

through to get to the point you're at, what are some of the lessons you have learned?

What would you have done different? Or how would you help some of these folks who are getting going building up their ccTLDs?

UNIDENTIFIED: Well it's a hard question. Right now, actually, what we think what we can do better is that we have quite a good relationship to registrars, for example. We are doing some meetings with registrants and we see registrars as a primary connection to the public. But maybe especially with introducing DNSSEC, we saw that we didn't have a direct relationship to ISPs in our country.

And with option of DNSSEC, it's really crucial to talk to ISPs and to help them, how to setup DNSSEC. We still don't have any such direct way to ISPs like we have to registrars. Of course, there are some conferences that are organized by our exchange points that it's also an association of ISPs.

So this is maybe something that we should think more about, how to find a way, how to work with ISPs. It's an important platform within the country for DNS management. So this is maybe something good, we should have done better.

UNIDENTIFIED: Now so, I mentioned that we follow the registry/registrar model, and have no interaction with the end customer usually. And I would say that

that's not really ideal because you notice that, at the end of the day, customers – there is a perception that grows about a certain TLD.

So dot ORG in very many markets is perceived as a restricted TLD. And I think that we would not be an only 10 million registrations – did I say only? Did I just say that? We will have a significant more TLDs if it's an outside North America market, people will understand that we are an unrestricted top level domain.

So we strive in going forward, take that learning and do marketing on occasion, do our own advertisement, and reach out to the end customer to more control how we are perceived outside. That's basically what I would say here, that's our basic learning, yes.

NICHOLAS RAFT: [FRENCH 0:37:12 – 0:0:38:15]

UNIDENTIFIED: Are there questions from the audience, or do… Go ahead, Leon. I have more questions otherwise, but go right ahead.

UNIDENTIFIED: [FRENCH 0:38:33 – 0:39:44]

UNIDENTIFIED::   [FRENCH 0:39:46 – 0:39:58] [Laughter and Applause]

DAN: Thank you for that. Yes, we are… This is a moment when I'm certainly missing the translation myself [laughs]. Are there other questions, in English or French? Or if you want to raise them in German, I can translate that. But [laughs].

UNIDENTIFIED: And you would get a German answer.

DAN: [GERMAN 0:40:25] Okay. Yes.

UNIDENTIFIED: I will do it in French. [FRENCH 0:40:32 – 0:0:41:15]

NICHOLAS RAFT: [FRENCH 0:41:21 – 0:41:43]

UNIDENTIFIED: [FRENCH 0:41:51 – 0:42:29] Okay. For this one I'm going to translate into English, just to help you a little bit to understand what I'm saying. This session is very important to us because Africa is looking for model to see as best practice, and releasing to you in order to see – get guidance about all the ccTLDs.

                            What are going to be the best model that we are going to push for the benefit of registrant and African population? If you don't answer the right question, and if you don't get guidance about what are the models that get stuck because there are problems, and what are the model

where we know that things are going to increase more confidence and more reliance to the population.

I think that these are some of the critical questions that we have on the table. And we know that people are using mobile, payment online, all of these things. I mean, if you don't have answers about these things, it's just like we're not getting no guidance and this is really what this session is for.

DAN: Thank you both for the question and for translating it into English. The question I would ask for you Mohammed is, what are specific questions that you are seeking guidance around? Do you have specific questions you would like guidance for from the people up here?

We have this panel of experts, do people have questions they would like to ask of these folks?

UNIDENTIFIED: I think that at least we have regarding the model. The first one is related to this payment online and relationship between the registry and the registrar. And what is the impact on the market when the registry work directly with the registrant? What is going to happen in the market?

Is that going to further the process, or lower the process in the case where payment are missing and there is a lot of things that are missing in the model? The second one is, if you take the model of registry/registrar versus the model of registry/registrant in the context

of Africa, is that going to increase trust?   More registration?   More interaction?

If the registrant goes to different level of resellers who have no binding agreement with the registry. And we really want to know if this has real impact in the domain registration model.

DAN: Thank you. So that latter question really is, when you look at that – when you move to that registry/registrar model and the change, does that increase the amount of interaction but also the trust level? How do you balance all of that?

Any of you want to touch on that?

UNIDENTIFIED: I think the registrar always have the benefit of being locally available. This is why we have that implemented.   But we are also evaluating getting maybe our own in house registrar model, because it has – because there are areas in the world, we talked earlier about that, you don't get that many registrars regionally and you still want to be able to provide people the access to your product.

So with ONG and dot NGO we're thinking about that. A final decision has not yet been made though. The question then for us came as well, how do we allow payment? And the question here is what do we do? Do we do PayPal? Do we do credit cards? Do we allow wire transfers?

I think at the end of the day we will do all of these, known and trusted payment methods because they also reflect on us as a provider. That's the only thing I can really say to that.

NICHOLAS RAFT: [FRENCH 0:46:41 – 0:47:45]

UNIDENTIFIED: He raised a question about confidence, right? I will say in dot [Angie 0:48:02], we afraid the 3R model, registry, registrar, registrant. Our registers are allowed to have resellers who don't have a contract with us, but… I mean, for you to become a registrar of [? 0:48:16], you have to be – I mean, you have to go through the accreditation process.

So they have a binding agreement at the end of it, you sign the registrar agreement, not only you would have filled out two copies of that agreement, so by the time you are accredited, you keep on – and we keep on.

The registry keeps on, the registrar keeps a copy. And one of the requirements is that the registrar will provide a performance bond. The performance bond is to indemnify the public, I mean the registrant so there is no fear about confidence.

If he default, or if he goes out of business for any reason, that's something to fall back on.

UNIDENTIFIED: And maybe, sorry. To add that we also have pure registry/registrar/registrant model, we don't have direct connections with registrants, except that we also have a sort of client center help desk 24 hours 7 days a week.

And those people are able to answer registrants complaints, for example, usually if the registrar, if the domain ever find out that something has happened with his domains, they call us they don't go through a registrar.

So we are with sort of this kind of connection with our registrant, and we can hear if they have some problems with registrar and we are trying to solve the problems by communicating with registrars, trying to help them have the best systems for – to – for registrations.

And so this is also maybe the way how to keep or trust or confidence to – even in the registrant/registry/registrar model.

DAN: I see another question here.

PAULOS NYRIENDA: Thank you. Paoulos Nyrienda again with AFTLD and Malawi dot M ccTLD. I have a question on the PIR model. I think that we are seeing some interesting use of this model for some of the GTLDs here in Africa. The model, if I can just give my understanding of it, there is a sponsoring organization for dot ORG.

You have some stakeholders behind that sponsoring organization. You have a backend service provider, and you make profits. My question is,

how do you distribute the profits so for the benefit of the stakeholders that are in the model?

And my second question, I don't know how this is going to go, but it is to my colleague who spoke in French. So if I can ask a question in English because I don't speak a lot of French [laughs], and I hope that he can pick it up.

I think that we see a lot of interest in AfriNIC or the college in supporting ccTLDs in Africa. But this support is principle going to Francophone ccTLDs. My question is, how can we develop this model so that the support is better distributed? Not really biased towards a particular language.

And how can the English speaking countries participate, especially ccTLDs that is taking the process? Thank you.

DAN: Okay. So perhaps [? 0:52:44] you can answer the dot ORG one first.

UNIDENTIFIED: So let me say, so ISOC, the Internet Society is the founder and the sole member of dot ORG. So in order to operate, right, dot ORG has the business side, Public Interest Registry, and a technical operational side.

Yes, we do make profit and all of our proceeds go to ISOC, that's our non-profit way of operating. And then ISOC uses the money to do what they do best. That's the way we operate.

DAN: Okay. And Nicholas, do you want to address the question he had of how can English speaking ccTLDs work well with…

NICHOLAS RAFT: [FRENCH 0:53:39 – 0:54:54]

DAN: Okay. One last question here and then we're going to move into talking a little bit more about some of the marketing side of things. Go ahead.

UNIDENTIFIED: Okay. I'm just going to talk in French, just want to put some, a bit of a comment on [? 0:55:13] indicated. In terms of growth on the number of domains. Okay. [FRENCH 0:55:21 – 0:59:23]

DAN: Thank you. Nicholas, do you have any comment?

NICHOLAS RAFT: [FRENCH 0:59:30 – 1:00:09]

DAN: Thank you for those questions, and thank you again for Sebastian for providing a bit of translation in the Adobe Connect room. We want to move a little bit now to talk about one of the models, one of the ways that people worked with registrars around marketing and kind of raising the awareness and campaigns of that.

To do that, I'm going to bring in [? 1:00:33] from dot NG. I would also note, if you're looking at the schedule, we did make a decision to have this panel go until 1PM, and that will be when we break for lunch. So [? 1:00:46], I know you had a few comments around what you've done in dot NG for marketing.

Yes Sebastian. Sebastian is asking if French speakers would like a translation, and this is I guess going out to the remote room, are their French speakers who would like Sebastian to do the translation the opposite way?

If there are, please indicate so in the Adobe Connect chat, and they will do that. I'm experiencing the fact that ironically, I'm going into get some French language immersion training and starting my own experience learning French, but that's next month, so it does not really help me right now [laughs].

Anyway. [? 1:01:34] I will turn it over to you.

UNIDENTIFIED: I think that your suggestion was not understood by the people who speak French, sorry.

DAN: What? Oh yeah.

UNIDENTIFIED: You speak to French speaking people that they can – if they want [laughter] [CROSSTALK 1:01:58]

DAN: You're right. So could you translate that to French, if you wanted French translation, Sebastian, you should come to the microphone and say this.

UNIDENTIFIED: [FRENCH 1:02:10 – 1:02:30]

DAN: Merci. [? 1:02:34]

UNIDENTIFIED: Good afternoon everyone. Well, the dot NG is – and we are pretty 3R like that said earlier. [Nira 1:02:52] is a manager of the dot NG registry. It was setup in 2005, but we actually took over the management in earnest in 2008.

                              That was in August of 2008, first set of – the pioneer registers were accredited. Up until then, the dot NG was managed by [Brandon Bush 1:03:20], that was a part from him being the interim manager. Luckily [? 1:03:27] was handling the technical contact at that point.

                              So it was in 2008 that it was transferred to [Nira]. And it was rededicated to us by IANA in May 2009. I have little statistics here. In 2008, when we started out, we registered 23 domains. Okay. Let me say that.

                              In 2009 – October, sorry, 2008, that was when we setup our registry infrastructure. We registered 23 domains. Renewals were three. By

2009, we had 1,365 domain names registers. We had on renewals, 5,083.

And in 2010, we had 3,250 domains registered, and 1,369 renewals. In 2011, we had 15,866 domains registered, and we had 2,445 renewals. By 2012, we had 10,543 domains registered, and 5,040 renewals. Now in 2013, we have the statistics up to the end of June and we already have 9,501 domain registered and 3,256 renewals.

In some of the cases, the growth has been astronomical, although the figures are small. But you notice something, in 2011 we had 15,000 domains registered. By 2012, we had a drop, a 30% drop [? 1:05:27]. I wanted to say that a number of things…

I mean, this one is due to a number of factors, but I'll go back to the beginning. [Nira] started out without funds, okay? We didn't have… It's a non for profit organization. It's a stakeholder led association. The stakeholders are basically groups that represent ISPs and ITT players in the economy.

Membership of [Nira] is open to anybody who registers a dot [Angie 1:06:04] domain name. But we started out without funds. So that had its challenges. We didn't have funds. We didn't have capacity. Okay?

But by 2008 when [? 1:06:22] … things started to… I think the same year, we had the regulator – the telecom regulator give us some money, some funds with which we ran things. And then we got a bank loan, a bank [? 1:06:39] to buy our equipment.

But when we started, we started out selling domains at reasonably low prices, you would say. Domains were sold for about 10 dollars.

Registers were accredited registered domains at the third level. They had to register domains... I mean, on that space, if I had SLDs....

The second level was closed completely. You couldn't register, registers could not register domains at the second level. We opened up the second level in 2010. A part from the fact... I mean, okay. We had created registers and registrars, you could be a platinum registrar or a standard register, or a silver or gold.

And then platinum registers get the domains at the lowest price, and the standard registrars get the domain at the highest price because they make the least investment. But we did not regulate how much they sold, we left that to market forces. So if you decided to sell at 8,300 – I mean, 8,500 lira, another registrar decides to give a bundle service and sells domains at 3,000 lira, that's up to – it was up to the registrar.

That was one thing we did. The other thing that we did, we had an incentive for registrars. If, I mean, for each category of registrar you were expected to do so much. For instance, the platinum registrar is expected to sell at least domains 250,000 within – under a year.

And he would have made an investment of 750,000. So if he did that within a given period, we'll give him back his – we'll credit his registry account with a balance. So let me explain that. If a registrar is... I mean, somebody decides to operate as a platinum registrar, he would invest 750,000 lira as deposit. Okay.

Of that sum, 250,000 would be put into his registry account for him to buy and sell – I mean, for him to buy domains from most, and renew

and all of that. So if within 11 months plus, that was back then, well we still do it now.

I mean, he was able to exhaust himself 250,000, we would put the balance of 500,000 in his accounts. We would credit his registry account of that sum. So that was to… That was meant to make people work harder. Okay? And that was across board, whether you were in the platinum category or as a standard category.

Then in 2010, Niger was going to be 50, so we did something. We gave out 50,000 free domains. That was the offer, but it wasn't taken up. It was meant to create awareness and get people to use the dot NG.

In terms of tick up, you wouldn't say it did much because most of the domains were not taken up. But it did do something for us. It created some level of awareness. It got us some government attention. Okay?

And by the next year, I would say maybe it also add in some [? 1:10:29] to what Google did the next year. In 2011, Google did a project, get Niger businesses online. So they partner with the small businesses and gave them domain names… I mean, they paid for the domains. The initial…

There was a pile up project for which we give them domain names for that purpose. But when, this was the actual thing, the registrants had to pay or they would register under – I mean, as a sublevel of GNU. But by the figures I give [Alia], you see that.

We had over 15,000 domains registered that year. I attribute this to the GNU program. And well, just before then… Okay. Let me go back up a bit. In 2010, we opened up the premium domain, the second level.

Okay. We opened up the second level, and the price for the second level…

We had reserved the second level to make money, to run [Lira 1:11:42] because it's always been a [self-efficient 1:11:46] organization. So we reserve the second level for that purpose. And when we opened up, it was going for 7.5 million lira, for five years.

And if you got that, you could do some level domains on that. So it wasn't just that, you were getting that domain. But when we started out, we made a concession for the first 10 people who would take it up, we offer to sell at six million lira.

I mean for the first 10 applicants. But by December, nobody had taken that up. But one of the big newspapers in Nigeria made us an offer, so we negotiated with them. They paid us a lower rate, but they also – a part from the cash of two million, which they paid, we got publicity for us.

They give us pages of advertisement in their publication, okay? That was like an ice breaker because by January of the next year, we sold several of those premium domains. And then they retailed a lot of funds for [Nira].

Well the same year, I've already talked about the GNBO, and we were able to now… Prior to this time, registers – there was this issue and [? 1:13:28] for the registrar and they always [? 1:13:30] … to give you the brand, but we were constrained by funds. So we couldn't do all the publicity we needed, we couldn't sponsor events, and all of that.

But now with some money to spend, we started a program, switched to dot [Angie 1:13:47], okay. The plan is to take it around the nation, you know? [Advertising 1:13:52] to the people on the need to switch to dot [Angie 1:13:55].

We haven't been able to go around the nation yet, but we are held it in [Legos 1:13:59], we are going to the [? 1: 14:01] capital [? 1:14:02] and we did a switch to [? 1:14:05] and that was very successful because we got the government buy in. Actually the [minute 1:14:14] staff for communications, technology, give a directive that all government agencies should switch their domain names – I mean, to dot [Angie 1:14:25].

That's even if forum right now, with the government, with the government in implementing that. Okay. And right now, we do a lot of funding for events. It's just not ICT events, it could be anything, shipping, hair dresser… An association of hair dressers are having an event and they invite us, and we give them some money and we go there and give talks.

Sometimes it's a small time, other times it's a large crowd, but we do it. We use the opportunities to create awareness as it comes. I mean we do a whole lot of that. We have gone on to join some trade associations like [? 1:15:13] industry, is the largest [temple 1:15:18] commerce in Nigeria, and it's the first and the largest.

And it opens those [? 1:15:23] association… Sometime, last month or two, they seal up the organization and was there to speak to [? 1:15:34], you know? We want everybody to get on board, so we have to – we are taking it as far as we can go.

So that's what we are doing right now. We are on YouTube. We don't do much of news adverts, the usual advertising, no. We [direct 1:15:58] the money into funding events, basically. And I don't think I left out anything. Okay. So I think that's it for now.

DAN: Thank you. That's very [applause]. I have a number of questions I would love to ask, but in light of time I would like to switch gears a little bit and talk a bit about the technology side. You want to bring up Mark's first set of slides on that.

And all of our panelists will be around here afterwards and also going to lunch, to be able to talk a bit more.

UNIDENTIFIED: Yes I left out training.

DAN: Oh yes, please.

UNIDENTIFIED: Yes we do a lot… I mean, maybe not a lot, but at least we're making some effort in that regard. We hold meeting with registrars to find out what their handicaps are in order… One of our registrars is attending this meeting right now.

So we partner with them and some of the things that they are doing, and then we hold trainings now and again.

DAN: Let me just ask one question of the other folks, or maybe it's particular to [? 1:17:13]… mentioned the whole concept of the government mandating or requiring agencies to do more of that. Have you done any of that in dot [CZED 1:17:22]? In the Czech Republic, has there been any regulation or components that have helped with that or encouraged…

UNIDENTIFIED: We didn't. I am not aware about any such [? 1:17:40] maybe… it's a good idea. I mean, you can think about it.

DAN: Yeah. Just one question they've been asking me was, what role can governments play in helping encourage the adoption of ccTLDs? And that was one question. And I think, clearly in Nigeria with the encouragement of folks to move to the dot GOV, dot NG, and that is great, I think it is a viable method that many of the ccTLDs can pursue is to look at what can be encouraged rather than mandated.

                         But encouraged in that regard. Anyway, let's move along for a moment. And Mark would like to take us on a slightly different turn and talk a little bit about some of the technology choices that are needed as you look at registry operations. And some of this will become even more important as we look at some of the future efforts that ICANN is doing, in particular on the TLDs.

                         The new GTLDs. Are we… Go ahead.

MARK:	Okay. The slides will come up just now. I'm doing two talks, one of the three spheres of DNSSEC and the second one on technical parameter decision making on DNSSEC. And we're getting there. The three spheres, this gives a take away for people so that when going back home, there is something that one can actually try.
	So a quick introduction, name server, name server roles. The name server roles really should be split into two. From my point of view, an authoritative name server is a name server that knows everything about a particular zone, and can be asked by anyone on the internet about information in that zone.
	That would be a zone that has been published by, for – a [non-authoritative 1:19:32] name server, therefore it's published in a zone that a ccTLD has generated. In a DNSSEC terms, that would be what we would do things like signing the zone. There is a completely different set of name servers out there in the world, and I would name them as recursive name server.
	Those are name servers that ISPs would run that – that are providing name address resolution to the clientele. So a reverse name server literally knows nothing but is able to go out into the world and hunt down information to get answers.
	And generally speaking, it's restricted to a group of people, the ISP's customers. And from a DNSSEC point of view, that is where DNSSEC validation happens. It only happens there. So these two roles do not overlap, and if you're an ISP that's running – that has signed DNS, and you also have customers, they should probably be on completely separate different networks or machines.

So here is the takeaway. There is one aspect of DNSSEC that is very, very easy – very easy to do, and that is to configure a recursive name server so that it could do validation for your customers. Even if your own ccTLD does not provide DNSSEC, that doesn't mean to say that the customer can't do validation on, for example, dot COM domains.

And so in blue there is a various – in blue on the screen there is a simple one liner that will show you what the current route key, or feed the current route key, into a file. And then by a little bit of manipulation, the next chunk of code is what you would actually stick into your NG dot COM file.

And simply doing that will allow, or turn your name server, your recursive name server, into a validating DNSSEC validating recursive name server. That page of more information is available on DNSSEC dot code dot [? 1:21:48]. It's also available on DNSSEC dot ORG, OR DOT [? 1:21:53] in Tanzania, and DNSSEC dot NA in Namibia.

Once you've done that, what's the purpose? Well if you're an user of Firefox or Chrome, like I am, there is a wonderful piece of software available called the DNSSEC validator. And it's one of these things that gives you kind of keys according to the status of the DNS you're looking at.

So if you do go to a site that is completely broken, the chain of trust does not exist, you'll get this big red key, and then hopefully most of the time you'll get this nice green key. The rest is self-explanatory. So that's how simple, and how quickly, you can switch on a little bit of DNSSEC.

There is this idea or allusion that DNSSEC is very, very difficult. In fact it's actually very, very easy now, and that's also a mindset that I would like you to take away. There are so many different scripts, black box solutions, etcetera, that will assist you in signing a zone and keeping it signed.

It's almost trivial nowadays. As a simple exercise, well you can do this in three commands. Assuming that we have a zone called web dot [? 1:23:20], in this example, three single commands: one to generate zone signing key, one to generate a key signing key, and then the last command simply to take those two keys, a zone, and to sign that zone.

That is how simple signing a zone can be. Look in reality, there is a little bit more. One of the things byproducts of this is something called the – well, the zone is signed so you need to just use the new signed zone. It also creates a little file called DNSSEC with some information in it.

So it's relatively simple just to modify your name[? 1:24:06] dot com and you're up and running. In reality, you really need to use a script or another signer engine to help keep things… You're meant to roll keys technically.

On a small zone you may choose that – it's not actually necessary even then to keep changing keys because the keys you've got are relatively secure for a small zone. Anyway, we did generate this thing called the DNSSEC file. And inside there are two DS records or they are hashes of the key signing key, and they need to be put into the parent of the zone you just signed.

They need to be done so in a secure manner. How can we do that? Well, we could use encrypted mail which is how I talk to Tanzania, or a viral web front end which is how I would put stuff into say AfriNIC, or in fact how ccTLD managers may interact with the root names servers. And…

The best and the coolest way, of course, is to be working with an EPP based system, and that is for example how the CO dot [? 1:25:25] system works in this country. And essentially any new GTLD, including dot Africa, will also work. So why would we do all of this? Well, DNS…

Well, a part from being told that you have to if you're going for a new GTLD, DNS security definitely helps your customers to get to the right place. The whole internet relies on DNS working properly, literally. There is some advantages from a marketing point of view, playing around with things like Dane, it allows you to put in secure web certificates.

And that technology will end up being that you can actually generate your own self-signed certificates, stick that and then you don't have to give money to someone else to look after your certificates. And eventually, I see Dane being used for a number of other things like secured SMTP, S [? 1:26:23], etcetera, etcetera.

Okay that's… So those are the three spheres of DNSSEC. So those three spheres again where: one, looking at name servers that do recursion and securing them; the second sphere was actually signing your own zone; and the third sphere was, the interaction that you would have between yourself and your parent, or if you are a ccTLD, between yourself and your children.

The second short presentation is, okay, so you've been told that you need to sign a zone, and you start looking at how you're meant to do this, and there is a lot of questions that need to be answered, a decision process needs to be gone down. This presentation is meant to help you make those decisions much more quickly.

So again, some quick definitions. We have something called the zone signing key, and we need to have parameters for that. it's a secure key, a security key so we need secure algorithms. It needs to be flexible in what it can do. Because it's a security key, well security people would say you need a nice long keys, but we're going to use this to sign an awful lot of the data inside the zone and hopefully, so we want it shorter rather than longer.

Because it's not too long, therefore we need to change it quiet frequently, but we don't want to change it too frequently because we need to do something for key roll overs, and we need to manage that process, and we need to have times when more than one key is present.

So the current wisdom will be to use the command line that's in blue there, which is a length of 1024 bits with a lifespan of a month, and to use the RSA char 256 algorithm, which is what the root currently uses.

And this is a nice flexible key because we can use it for something called NSEC and NSEC 3. That was the zone signing key. The key signing key is used to sign the zone signing key and then generate information to get the parent.

It's also has the same sort of properties, generally it's a longer key because it needs to be more secure. Because it's quite long, we only

need to – and only need to sign a little bit of data. Long is fine because it doesn't matter about how long it takes to sign, just a couple of records.

And if it's nice and long it means that it doesn't need to be changed frequently. Remember a change to this key means talking to the parent, and talking to the parent can sometimes be – that would take a while. So current wisdom is the piece in blue, and this time we have a length of 2048 bits, a lifespan of about a year, using the same RSA char 256 algorithm.

And this is suitable for both NSEC and NSEC 3 depending on where you decide to go. So those are the two keys. NSEC, NSEC 3. The DNSSEC will for many years, just have NSEC. The problem with NSEC is it allows the zone to be warped, and some people, some ccTLDs consider the zone to be rather personal and private information, and if we give it out then people can use it to send lots of spam and that's a really bad thing.

So we can use NSEC for small zones or zones with well-known information. For example, the zadna zone in this country, 18 records, no secrets. Most small websites, and it can be used for reverse IPV 4.

NSEC 3 was brought around due to the concerns of people like [1:30:34] in the UK, they didn't want to give out their propriety information which they felt was propriety. So NSEC 3 is – it kind of hides the zone content, so co dot zadna will be signed with NSEC 3 because we will select to hide what we've got.

And it's great for large companies and maybe I would use it for IPV 6 zones. NSEC 3 comes with a bunch of parameters, often opt out. Opt

out is good because if you are a ccTLD with a small number of DNSSEC sign zones, signed delegations, then it means that the size increase in your zone will be minimal.

So I would recommend opt out for ccTLD managers. There is something called a hash count, the bigger the better, and not necessarily you want to keep that small so 10 or less, and then it also has a prefix recommendation perhaps a four bite prefix, you can change that whenever you redo your zone signing key.

So collecting keys, I've kind of gone over this slide already from the previous presentation. But one perhaps thought there is if you're an ISP question to ask your parent, for the parent to make a decision, are we going to send up DS keys or are we going to send up DNS keys?

Uniform… And this is a big question that's been around in DNSSEC circles for a while, Uniforum has decided, or [coz-a 1:32:17] has decided to use DNSSEC keys, DNS keys to be given from the child to the registry. There is a bunch of software choices out there. You've got something lovely called Open DNSSEC, being done by the Europeans.

There is a bunch of discrete DNS tools from DNSSEC tools, you can roll your own with Bind. It includes an awful lot of help now. Signature storage. There is nothing wrong with keeping it on a file system, flat file system, as long as your key is secure but there is a lovely piece of software called Soft H [Assem 1:32:59], which indecently was open by the Open DNSSEC people, it works extremely well.

[Cozer 1:33:04] has decided to go through an HSM, Hardware Security Module, this is what the banks use, this should generate the most

confidence for our customers. We've discovered another downside though on HSMs. We've ordered one at the beginning of January…

Sorry. We ordered three at the beginning of January, two have arrived, one got lost in transit, and we are still waiting. So getting these little things into your network might not be the simplest of things. So, next slide. So where is South Africa or where is, let's say, zo dot zadna now?

We've been doing free DNS training since 2005 to engineers in South Africa. So we have about 400 engineers who have been playing with DNSSEC in South Africa. That's just not DNSSEC, that's also something called TSIG, which allows you to do secure zone transfers.

We also therefore have a relationship with our clients. We know who these engineers are and they certainly know who we are. For the last two years we've been writing our own… Well, we wrote our own EPP system and for the last two years that has been out in the wild. That includes EPP DNSSEC extensions, and I can definitely put my hand up and say, "I tried those extensions and they work just fine."

So we can interact with our children in a secure manner. I guess more training is necessary to make sure more people can come in and understand how that works, and again that will give us more visibility on who our customers are. Like I said, we are waiting on hardware delivery. But for example, for the dot Durban, which is one of the domains, the GTLDs that we are doing, we're part of the early testing system and it took me literally 15 minutes to get Durban signed with a script so that it looks now after itself.

So it's not that we can't do it, we are simply waiting for the right tools so that we can give the right confidence to our customers. Thank you. [Applause]

DAN: Thank you. And I want to just go over to Rick Lamb, who has joined us here from ICANN, and also Lynn [? 1:35:34] are here also to talk a little bit about perhaps what they've seen with DNSSEC. And Rick, so your experience with helping ccTLD's around the world with getting set up with DNSSEC.

RICK LAMB: Okay. Thank you. My name is Rick Lamb, not Patrick Jones. My background is I've been an entrepreneur and did a number of startups and stuff. And I would say… First thing I would like to say, I'm a beneficiary of the internet. The way it has all worked, the bottom up processes, and DNSSEC is a classic example of this.

So I'm going to focus a little bit more on kind of the business end and the value, the DNSSEC value proposition as opposed to… There are plenty of techies like me, like Mark. And I just came back from doing a training in Legos where we had 40 students in the room and I was really blown away at how good these guys were.

So sometimes the technical details are actually not that hard to overcome, as Mark pointed out. All right. So Mark pointed out that DNS is a part of all of the – every IT ecosystem. I mean, it's really amazing.

Anytime you login into something, anytime you do anything on the internet, there is a DNS lookup somewhere, sometimes we forget about that. And the most recent cases are the ones where you had these digital certificates, you get the SSL or the little lock on your web page, even getting some of those certificates relies on DNS.

So even when you think you're getting something really secure you're still depending on that as well. So… And we all know what DNSSEC is. DNSSEC is something that is going to help secure that path, and help the DNS actually provide the correct answer. I would like to refer back to the earlier, like one of the first presentations we had by Adrian.

He pointed out, why should I implement DNSSEC? This is another thorn in my side, this is extra work for me. What do I get out of it? Well, I mean I could look at this in a couple of different ways. I could say, well dot com has DNSSEC deployed on it so someone is going to make a choice, they may… That's the scare tactic, right? That's the fear uncertainty path.

Someone else already has it, so you would want to deploy this as well. But the other way to look at is, at least in the US I've seen, there is more and more interest in security now than there was before. In fact, people ask about security. It used to be that they just wanted speed from their ISP for example. But now they're actually asking for security.

So it is a differentiator. And I have to thank Mark again for that presentation. DNSSEC is not necessarily something that would be afraid of, it's not that complicated. It does take a little work. At the root of the internet, at the DNS, we deployed DNSSEC there and that was something that was clearly something much more complicated and

much more hard to deploy because we have to garner the trust of everyone.

That's an almost impossible duty. I used to work at the Foreign Service Office in the US, and they're working on trying to get the passports, for example, to work underneath one key. The electronic passports. A top down process, never really worked right, okay? Because no one is going to trust one country over the others.

In classic style, classic multi-stakeholder, bottom up style, DNSSEC, the protocol itself, was developed to address some of the security issues in the DNS. But not only that the implementation, and how it operates. We have 21 people from 18 of which are not Americans from around the world that actually participate in the management of the root zone.

We have someone from [? 1:39:26] … in one of those 21 people, as well as well as someone from [? 1:39:29] as well. Anyway. So one of the points I want to make here, and I'm going to try to speed that up a little bit, is that this is… DNSSEC is one of the biggest changes in 20 years to the internet, to the infrastructure.

And it's an opportunity. I see it as a business opportunity. This is…. Here is where we can start building things onto this. Mark alluded to the fact that you can do other things with this. Now all of the sudden, the DNS, the response from the DNS is something we can trust, and we can trust cryptographically.

So we can ship all kinds of things down the DNS at this point. I mean, other keys to other things, configurations. In the US you're talking about having parts of the power grid depend on this and use DNSSEC.

Voice over IP, things we can secure there. Of course, email, very important. Simple things like that.

Certificate authorities. There are a number of things. So I look… It's really… From my point of view, making DNSSEC happen and getting it widely deployed is really beyond DNS. It's this platform that they are going to create that is going to allow people to come up with new ideas, new innovations, new businesses.

Every time I see something like… I'm an old internet guy so I see something like Facebook happen in Silicon Valley, I scratch my head and go, "This wasn't that hard." [Laughs] You know? That can be done anywhere. [? 1:41:00] certain of course rule of law and issues like that, but as far as taking advantage of this distributed network and now a distributed network with a little bit of trust built into it.

Okay? It's very subtle. When we started deploying DNSSEC, no one realized, we were just trying to secure the DNS. We didn't realize what we were creating. We were creating this globally secure PKI, Public Key Infrastructure. Sorry. I shouldn't just use that word.

So that's… That's something I think I would really like people to focus on is that there is a value proposition here to DNSSEC that you may not see it right off the bat, and there may be some efforts, and there is a learning curve, definitely. One of the lessons learned from a very large ISP in the US was simply that this is an eventually and so in order to be ahead of the game, it's very important to actually get on the curve and be ahead of the curve, and start the process of understanding how DNSSEC works and deploying it.

I'm going to… That's pretty much it for what I have to say here. We've been doing a lot of trainings, that's one of the things that ICANN brings to the table here is a lot of capacity building. We've been doing…

We've done trainings in, like I said, Legos just a couple of weeks ago, Tunisia, Lebanon, and we continue to look for… And we do these trainings a lot with our ISOC and NSRC partners. So if there is interest in any of your regions, please don't hesitate to come to us because this is something that we've been doing.

And one of the things… Sorry. I get kind of emotional guy, one of the things I really, really enjoy about the trainings is, it's not just about DNSSEC, it's not just about DNS. Every time we go out and do one of these trainings, we've formed a network. Not just with ICANN but with the people in the room.

It's also so impressive to me afterwards that if you exchange business cards and now you have all these connections between people that can help each other, and hopefully promote the deployment of DNSSEC as well. But that's one of the key aspects of… That's one of the things ICANN does.

So just to summarize, the things we do, we offer trainings, we assist in trainings, we operate the root for DNSSEC as well. It's a very public process. If you really want to be bored, four times a year we publically broadcast what's called a key ceremony where we work on this stuff. But please come to me at lunch or after this if you have any questions.

I would love to talk to you about this stuff. It should be pretty evident that I am passionate about DNSSEC so thanks.

DAN: Thanks Rick [applause]. On the topic of DNSSEC, I will mention to that on Monday at 5:00 in this room, there will be a DNSSEC for everybody, a beginner's session if you have – if you're interested in learning the very basics of DNSSEC and how it works.

There is a session going on here. There is also an all-day DNSSEC workshop happening from 8:30 to 2:45 on Wednesday, where we will be diving into a number of technical topics around DNSSEC, if you are interested in all of that.

I also want to let you know that we do have a translation service will be available for the afternoon, so thankfully we'll be able – those of you who are French speakers will be get the translation into English, and those of us who are English speakers will be able to get the translation from French.

So that is coming. And our last speaker before our lunch [laughs], the unenviable position, here you go Alan.

ALAN: I'll speak French. Are you ready to… Okay. So as you said, we are going to have DNSSEC workshop on Wednesday. We are going to present in detail, so I'll try to go out to the slide.

So my name is Alan [? 1:45:13]. So I'm wearing my ICANN DNS roadshow hat here. So speak to me as project manager of DNSSEC roadshow. So this is where we are in terms of the DNSSEC.

No, I said, I should speak French. So. [FRENCH 1:45:32 – 1:52:25] [Applause]

DURBAN

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DAN: Thank you very much Alan. I regret that we can't really open the floor
                              to questions. I've been informed that our lunch is a plated lunch and so
                              we do need to get there before it gets cold. So with that, I would like to
                              give a round of thanks to all of our panelists for being up here
                              [applause].

                              I also would like to suggest that I think any of these topics that we
                              talked about here could have been its own session. We had certainly
                              plenty of questions to ask about, so I think when you think about
                              feedback to give at the end of this session as far as what you would like
                              to hear for the next Africa DNS Forum, think about the kind of topics
                              you would like to hear and what you would like to do, and what would
                              be an emphasis of what you would like to see in future events.

                              And with that, I'll bring up [DeWitt 1:53:10] to give us our instructions
                              for lunch.

UNIDENTIFIED: Okay. I will make… [FRENCH 1:53:16]. I'll start in French, in English
                              first. So the lunch will be served at 1PM, right now. It is located at
                              arena upper [? 1:53:34] to which the lunch [exit 1:53:37] room and turn
                              left.

                              When you reach the end of the corridor, near the escalator, ICANN
                              registration area, turn left again. Walk all the way to the other end of
                              the ICC. When you reach the end of the ICC, you will see another
                              escalator, take it to the upper level.

I hope you can follow that. I can't. So maybe someone will guide us through there, which is [laughter]. Okay. I think that the best thing is that maybe you can guide us and then we'll go. Okay.

There will be a Gala dinner tonight, the Gala arena is sponsored by Africa dot com. So thank you Africa dot com. To get admittance to the dinner, you will need your badge. So please keep your badge. If you do not yet have a badge, please be sure to stop by the registration desk to get another one before the end of the day.

Okay. So the same announcement in French. While I'll make it briefer. Yeah. [FRENCH 1:54:56 – 1:55:36]

DAN: Do you want to say again. Left, go all the way down to the hallway, go left, go to the end of that, and go up the escalator?

UNIDENTIFIED: I can't really tell again.

DAN: That's okay. We'll just…. [CROSSTALK 1:55:56]

UNIDENTIFIED: So my name is [? 1:55:57], if you want to eat lunch, please follow me [laughter].

UNIDENTIFIED:	Excuse me. And I forgot to say that we have interpretation this afternoon. And thank you very much Sebastian for helping out this morning. [FRENCH 1:57:14 – 1:57:22]

DAN:	If we could get settled down, it would be nice so we can try to catch up, make up some time here.

| DAN: | I trust everyone had a wonderful lunch, I thought that was an excellent arrangement up there. And now we're all ready to take our nap this afternoon, right? All right. Unfortunately, Chris [? 0:02:58] could not make it so your unfortunately stuck with the image of me instead, but I will try to do my best.

This afternoon's session is going to be on the registrar business, and some of the strategies in this extremely competitive environment. So I would like to start with… We're going to try to like stick to the schedule, so I'm expecting approximately 10 minutes per speaker.

We're going to start with [Igor ? 0:03:32] from Afriregister, who is going to talk to us about automation and the importance of automation to the success of a registrar. And I'll also be listening to this very attentively. So with that, [Igor] do you mind? |
|---|---|

UNIDENTIFIED:	Good afternoon all. My name is [? 0:04:03], and I'm the managing director of Afriregister. And we have been, next slide, next slide. We

have been an accredited registrar, an ICANN accredited registrar, since 2007. But we started being really active since 2010.

But I myself have been in the business of domain names since 2006. Okay. Next slide. Okay. I'm going to first to start talking about the barriers to a register system automation in Africa. Myself, I've identified two barriers, two main barriers.

There is lack of online payment system options. And lack of technical human resources, specialized domain name business especially. Okay. Why should registrars need to automate their systems? First of all, I mean, it is to facilitate the real time domain name registration process.

And from there, they would have a lot of transactions so they would need to manage them well. So the automation will help them with managing all of the transactions they are getting on their system. And then it can also increase the growth of the domain name registrations.

So examples of automated systems available for registrars. I mean, this is just a few examples. So there is WHMCS, which is an off the shelf system. There is [? 0:06:20], same stuff. There is logic boxes. Logic boxes accredit the – they actually offer the technical support and they also help registrars who wish to get accreditation.

So they are kind of special. There is client exec, which is kind of similar to WHMCS. Program of automated registrar system, especially the off shelf or outsourcing systems. So okay there is one… Once you are… You have an automated system, you get a lot of attacks from hackers and there is no access to Cisco from off the shelf systems in case of your system vulnerability.

So what are the possible solutions? There is one, IP Restriction. IP Restriction you give it to your customers so that they can put an IP range that they will be using to login to their client, the client system. These are strong passwords, SSL, to encrypt information sent by clients from your registry system.

There is also backup, offline backup servers so that just in case the hackers manage to put your system offline, so that you don't go offline completely. So you have some servers which are offline which you can put online as soon as you are hacked.

So implementation of IDS, IDS Intruder Detection System, which actually every time there is an intrusion, suspicious IPs, they are blacklisted and you are being sent an email automatically of those intrusions. So investing in developing your own system, which as Afriregister we are doing right now.

We are investing in developing our own system, which we can send to all IP, can [? 0:09:07] can help registrars or resellers who are not yet online, from African perspective. That is actually what we are trying to develop. That's actually a home page which – from the admin panel. Next.

Thank you. [Applause]

DAN: Thank you [? 0:09:34] I would like to ask if there are any questions please come up. And I understand that we do have translation at this point. So speaking in French or what have you, I think would be appropriate here.

I find your presentation very helpful. And in particular… Well, I'm waiting for any other questions. The part that you covered with the various access systems, do you ever consider two factor authentication systems? Do you consider two factor authentication systems?

UNIDENTIFIED: Two factor?

DAN: Yes like a little fob with a non-changing number or password. Do you… Have you considered something like that?

UNIDENTIFIED: Yeah, yeah.

DAN: Okay.

UNIDENTIFIED: Yeah we have, yeah.

DAN: Do we have any questions for [Igor]? Yes please. Alan. Please identify yourself.

UNIDENTIFIED: Yes. [? 0:10:42] from Africa [laughter]. So in the presentation, you said that one of the problem with the automated [? 0:10:55] is attacks from

hackers. So can you elaborate a little bit for me? I didn't get that part very well.

UNIDENTIFIED: Sorry?

UNIDENTIFIED: You mentioned that one of the problem with the automated register system is attack from hackers. So can you elaborate a little bit because I didn't get that part well?

UNIDENTIFIED: Okay. Normally, what I have noticed is now registrars are actually being subject to attacks from hackers to actually change the name – domain servers. So if your system is connected to [? 0:11:45], where APP, and a hacker manages to hack you and change the name server.

So that means that the domain name, or the domain names which are under management, will be affected. Which has happened to us before, so that's why we try bringing this kind of IDS system into it, yeah.

DAN: Thank you [? 0:12:23].   Next up is Gideon [Rope 0:12:28] from dot Connect Africa. Gideon if you please?

GIDEON: Good afternoon. I will not introduce myself further but I will say that I'm happy to be here today. I will talk from our designers, or user point

of view. Because most of the time we like to discuss and talk about the tech, and the back ends, and we forget the user, the experience of the user.

So I'll talk about this from an user's experience as from a designer [? 0:13:14]. Yeah. So there is a bit about the African internet statistics. It's true, Africa is one of the continents that is really picking up in terms of internet technology and that's where we are trying to create more solutions that will enable high content outbound from this continent.

There is still part of the statistics by [design 0:13:53] some time. This is a report from 2012, the 250 million names that have been registered so we need to increase that in our continent. There is still part of the statistics.

Africa is the lowest in terms of new GTLD applications, and I hope we get more over time. Next. So in Africa currently, most of the business and DNS is dominated by the ccTLDs and yeah. That's some of the registrations that have happened for the top level domains are the ones that are currently under evaluation in the new GTLD program.

So now we are here. The registered automation and the tools that will enable a successful registry. The name search tools, the registration of names, and the domain names portfolio. That is, I feel, what a person would do to create a successful registry.

So the name search tools, or the name search engine, there is a need for creation of, and indeed, even first [? 0:15:30] registry tool that will enable the users, because I say that I'm talking from the user's point of view, to find domain names. Currently, well, if someone wanted to

search, some have a problem even thinking or maybe getting very good names that can go higher in the rank when you go for maybe the Google, the search engine optimization.

So a good and intuitive tool that will enable the user to get a good name that they can use online maybe for a blog or for a company. And then also, with that we also have the need for creation of a domain name generator that someone can use if they have no idea.

Mostly, someone wants to create a blog, someone wants to do maybe – to get a good name for their company and they can't think of a good name because when they search, there is a lot of – it's very few good names. So this will help them to reduce hours and brainstorming sessions when looking for a good name.

Then the next thing is the domain name registration tools. From a designer's point of view, most of the ccTLDs are – they give up the registrants, the person who wants to get a domain name, a lot of hard work trying to get their name online maybe, dot [? 0:17:07], dot KE.

So there is a need for… Maybe if it even is for developing an in house registration tools that will help that person to look for a name search, pay for it immediately, and in a few hours, maybe an hour or two, they will have their name and they will be able to setup their website and stuff.

So then again, with the same thing, with the registration is the mode of payment. We know that currently, mobile is becoming the in thing and it's the domain or the highest growing, maybe you can call it a tool, for accessing the internet. So in Kenya, where I come from, we have [?

0:18:02] where such mobile payment systems can be used in paying for the name that you have registered.

And also, if it's possible, I know some have tried, you can register for a domain via the social media, which is again another model where most people spend their time. This is the last one for the owner of the domain names now, the domain names before your manager.

It is really creating an account where an user can be able to manage on domains in a secure and automated way. And also the second thing is restore and reassign where once an user has bought a domain name, and most would forget about it until – it's offline because they have not renewed it, they have not paid the money at the end of every year.

So the ccTLDs and the registrars, the resellers, maybe need to create a service, a better service especially here with the ccTLDs where the users can be reminded of the time when their domain name is about to expire, maybe via an SMS or via emails which are mainly what are being used most of the time, to alert them before it goes offline.

So such services will enable the users to be able to enjoy the services from a user's point of view without being stressed with paying fees because they are late and they are de-registered. So some of the augmented registries, security tools.

We talked about security, we didn't talk much about that and that is mostly a challenge that is coming to the internet users, and especially the service providers. A lot of security problems with hackings and intrusions. So there is need for a higher or a greater level of safety for

the registrants for the domain service, and also the host to mitigate hijacking.

And, like you said, someone can want to change – someone go in to change the name server so that you can direct your traffic elsewhere. Also to supplement, you can and such registry security tools to supplement your existing protections within your organization. And also, increasing the security and the communications change between the registrar and the end user.

So other tools or other issues that we can talk about is, managing communication which is mostly a failure for – between the registrars, the resellers, and the users. As I talked about, I think I talked about this updates for the renewal messages maybe at the end of every year, maybe every two years, depending on how the user has registered their names.

Also, because you are talking about register strategies for domain name growth, register business, strategies in a competitive environment. We want to see how we can increase the number of registrations for the ccTLDs and communications. And also the registrars can be able to do some in house internet profiling where they provide information like – what can I call that?

Some intel which the users can, the registrants, can use to get the best names and the best services. So another thing would be the zone file information vis a vis tech. Providing interactive maps for the second level domain names. I think I'll stop there, my time is up, thank you. [Applause]

DAN: Thank you very much Gideon. That was a wealth of information and a lot of lessons that we're grateful that you were willing to share with us. I particularly liked the section on the brainstorming section where you've actually got something that suggests names as well.

With that, we have time for a few questions that I'm sure we have for Gideon. Does anyone have any questions? Please come to the mic.

UNIDENTIFIED: I was just going to say that I agree with you, entirely. I think that the focus around the user experience with the users is critical. Because it's certainly one of the things – when we've been talking to people about how to implement DNSSEC, which was just a small part of what you were talking about here, the user experience of being able to do that was frustrating for so many users.

Just the whole thing. So I think you're on the right track with trying to automate that.

DAN: Thank you very much Gideon. So our next speaker needs no introduction and therefore I am going to provide a little bit of an introduction. Above and beyond domain name registrations, he's going to talk about something higher level.

Mister Diop is a former ICANN Board member, CEO of [K Wel dot com 0:24:06]. And that's an ICANN accredited registrar. He's chairman of the Accelerated Strategy Growth ICT cluster in Senegal. He's an UN consultant. The list goes on.

World Bank consultant. President of [Sengalise S-I-T-S-A in ? 0:24:24].
And the permanent Secretary of ISOC Senegal. With that, the man who
needs no introduction, Mister Diop, please. Thank you.

MOHAMMED DIOP: Thank you Chairman. And so hopefully we get the translation available,
so the presentation is in French. So no problem. The slide will be in
French so maybe I'm going to speak in English. We got a very exciting
session that when talking about this registrar business.

When we talk about the DNS industry, we know that numbers matter
will have some challenges that are specific to our continent. We have
three different agenda: the technology agenda, the technical agenda,
the economy agenda, and the low impact in our society.

We want to talk a little bit about the registrar business and the
incubator program because we take some commitment regarding the
development of – to get more registrar in the African continent. If you
look at the numbers, 250 million domain names, 1% less in Africa, six
registrars for the whole continent, like 0.6% of the whole registrar
worldwide.

ccTLDs, 54, we see the number. Content, we see very few, 1% of the
total content for the… So what are we looking for? I think the question
is, we ask us to think about what above and beyond the domain name
registration. I think that the challenge is not only to register domain
name.

Why domain name is so weak? No, come before, I did not – slide up. I
was just here. No, it's okay. The challenges is Africa deserve to get

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more than, less than 2 million domain names. So I think that we need to challenge our self to fix new objectives for that continent.

If you don't say where we want to go, it can be very difficult to find a global strategy that we can develop. Our goal is to make Africa have more participation in that DNS industry worldwide. We want African users to get their website, their content, to be able to sleep at night when they buy a domain name and not wakeup the next day and see that this domain name has been hijacked or it disappeared.

So I'm not going to follow this presentation because the time is very short, I'm just trying to hit some of the things that really need to be addressed during that presentation. We want more registration. We want more entrepreneurs.

We have many young people who listen to us and say, "What does your domain name industry can offer to us? We are young entrepreneurs, we are lawyers, we are economists. Do you think this digital [? 0:28:00] can bring jobs and revenue to young African leaders or African countries?"

These are the questions we need to address, and the answer is yes, but how? And some people are going to tell us, "Well, we don't need college in Africa." [? 0:28:17] is to have a good and trusted relationship. The register/registrar business is a trusted relation. We all trust the ccTLD to manage for our country the ccTLD.

We trust you. We give you legitimacy and you manage it for us. It's not your property. It's the same thing for the registrar business. We ask people who want to do business in the DNS industry to follow rules to

comply with standards to be able to deliver to African continent, high level [? 0:27:53] services.

And one day somebody wake up and say, "Okay. We don't have many. So why don't we define a low level registration service for African?" Do you think that our continent deserve that? No. I say no because African people deserve to have the same level of service that any other user would worldwide.

Don't ask us to define low level service for African people. I totally disagree with that. Let's talk about how we're going to manage to get more high level professional who will be able to serve the African continent, users incorporate government in a very high level caliber and professional way.

Don't ask us to define a reseller who has no contractual binding to anybody, to start people who don't trust the internet. African people don't trust the internet because we did not show them the professional standard that can give them more reliance in our system.

They think that a company who just put everything on the web and wake up again, I mean no operation the next day because electricity was not there, because the registry did not open the doors… I mean, we need to professionalize our businesses, and we need to get more professionals involved.

We need to show them the money. If people see money running in that business, they will invest. Don't ask them to invest if they don't see – I mean, the outcome from that business. And our challenges is to help

investors who are looking to DNS as something where they can put money and get something out of it.

This happened to cc, this happened to GTLD, this happened to everybody. If a business wants to sustain it has to be sustainable. If your business did not get outcome, did not get revenue, you're going to die and this is exactly the single that is happening in that business.

So if you talk about how we are going to help people, find ways to become active in the DNS industry. We get some friends, some people who are willing to invest, we get ICANN who look carefully about what we are talking because why? It's a win-win situation.

ICANN exists because of their constituency. If the constituency are weak, they become weak. And the DNS industry in Africa is weak. And if ICANN want to remain strong and better serve the continent, they have to work closely to make their constituencies stronger, more reliable, more professional, and better serve the community.

This is the current [? 0:31:40]. Don't try to look at things as [? 0:31:42], no. We want to have more registrars that have accreditation, that have the potential to deserve and to serve the community using the high level standard professional service that any other business is running.

Don't ask African people to run low level service, registration just because it cost to run a business. If a business wants to be professional, it will cost. If you want to serve garbage to African community, it is going to cost nothing, and our continent deserve more than that.

We need to think, and we need to help people understand the potential of our business, jump into it, join us into that, and better serve the

community. I did not want to follow the traditional presentation because I heard something that really hit me, and I don't want something to become just like the rules because we are weak, to perform the way that other people are performing.

Registrar business exists for more than 10 years from now, only six in Africa, it doesn't mean that this business is not fruitful. It means, in Africa, when people want to invest they did not see many people convincing them to put their money in real business.

And it's happening in that one. [Very sign 0:33:08] see somebody, and are going to end up with them. There was a famous investor in the US, Warren Buffet, and everybody know him for investing in what we call conservative bonds. He invest more than 600 million dollars in Verisign

And it was a good sign to show to people that this digital economy is not a joke. Warren Buffet used to invest in Cocoa-Cola and all this other bonds in the past, but he invest in Verisign because he know that, things are happening in the digital economy and Africa will not be outside of that game.

All the big registrar are looking at our continent as the next business where their growing. And if they want to count, they want to use resellers, [cert force 0:34:00], and fifth level to introduce and to be present here. We want first level services. I'm an African, and I would be proud to show up and say that, "We will serve the African community at the same standard as they are doing outside of Africa."

That was my message. Thank you very much. [Applause]

UNIDENTIFIED: Hi. I'm following him. That was excellent. Thank you very, very much. Wow. Are there any questions or comments that anyone wants to make?

MOHAMMED DIOP: Chairman, I just want to say for people who want to look at the presentation it is going to be available online. I have more than 50 slides, but I do not think it was important for people who want to get some insight that we have on the presentation, they are going to find it available on the website. Thank you.

UNIDENTIFIED: Good thank you. Any questions? Sir, identify yourself please.

UNIDENTIFIED: My name is [? 0:35:04] from [? 0:35:05]. Back with my old questions, is about register.   How does the registrar check about the legal document? Because now, the registrar all is online.

So can we explain first, how do you do it?   And I look for the presentation, other presentation, to present a model. We are there to look for a model to make in our ccTLD.

So if we can discuss about new model, I saw a Nigeria success story, dot Africa, and so on. So if you can discuss about this, is very good. Thank you.

MOHAMMED DIOP: Thank you. I mean, you touch a very important point is all about the legal document that people submit. And I think that even the next presentation, later session, we talk little bit about it.

It's a very difficult situation. I'm going to give you just one example. Many of the African people, when they register a domain name, they did not know that if somebody else write his name as the owner, even if they give you the domain name and you put your website, if he's against you tomorrow so you can lose everything.

And this is the biggest complaint we get every single day as a registrar. Is when people register a domain name, they didn't do it the way that the register line. They just see somebody asking somebody to register his line for him. No.

Because of lack of education, lack of awareness. People, when they buy domain names, many of corporate company, they ask their web developers to go and buy the domain name for them. So they sign a contract of just getting a website up and running, and they did not look at the details on what's going on.

And when just a disagreement happen between the developer and the owner of the website, this web is canceled… The next year when they want to renew his domain name, or want to do anything on it, so he will not be able to perform anything.

So on the contractual side, for ccTLDs some of them ask to get a written document where the company signs saying that I'm the owner of that, and this individual is just registering the domain name on my behalf. But this raise the point of awareness and all that need to be done in

order to help the African users understand the responsibility and where he's going when he try to buy a domain name and for which purposes.

So it's a huge area, and I don't think that we did perform well on that one.

DAN: Thank you very much. One more question I think I have to cut the line because we do need to continue. Sir?

UNIDENTIFIED: [? 0:38:26]… Mohamed I would like to ask you a question on… As you've been in the business for quite a while, what do you think is the best business model as we're trying to promote the DNS industry in Africa? Thank you.

MOHAMMED DIOP: Well, I think it's a tough question. But we have seen two models in that business. Maybe they have many, but I can just summarize into two models. If you think you can do high volume, you can have a strategy of low margin and try to be competitive.

If you have a specific target market, where you know that this is like a pay for model market where you have low numbers. I mean, if you really want to cover your costs, you really need to have the model of low numbers and high margin.

But here we are in a competing area where people are competing. [? 0:39:34] is the biggest registrar worldwide. He is competing is any

registrars in Africa, and he's trying to get sometimes a pricing advantage that low registrar cannot follow.

So this is happening. On the [? 0:39:53] for example, the dot NG, the fact that having a price difference for big registrar to get lower prices, this will increase the gap between the small registrar that want to catch up and the big one because at the end of the day, the end user is just going to look at the costs of the same service, they're just going to look at the cheapest price in order to get the service.

So the difference is if you're local, you have so many services that you will provide that registrars outside of the continent will not confirm. Specially in Africa where education in IT is very low. This is our real particular advantage that we have over the big registrars because on field, we're serving the community in a way that they will not able to perform.

Specifically when it comes to educate people to help them, to give them more service, to let them understand what's going on. I mean, this local systems cost us a lot of money, but this is what makes the difference between us and the others. So.

DAN: Thank you again, very much, than you for that. We're going to move on quickly to the domain name packing and speculation. And Eli [? 0:41:13 from X] Energy will be speaking. Thank you.

ELI: Good afternoon. As you said, I'm Eli [? 0:41:24 from X] Energy, just to tell you what… We're an ICANN accredited registrar. We specialize in domain name management and online brand protection. And we are extremely active in the African domain space and we try to promote and focus their frequent TLDs.

So I just try to summarize what the domain name speculation is about. It's the practice of identifying and registry or acquiring, so they can be purchased registered domains already. And you're holding them for a place of income or with the intent of selling their native for profit. Usually the domain names are pointed to a website which contains various address selected to the registrant with a view to on a pay for click basis.

Domain namespace with speculation can be a legitimate business for the purchaser when registering, but often it's a fine line and when it's not generic, they tend to infringe on registered trademarks. Just one example I put there is in 2008, CNN bought I Report dot com for $750,000 from Rich Schwartz. He's a domain name speculator.

He registered in '99, and approximately he spent $250 before he sold it for $750,000. And that's a good example of a generic domain name that he made a very big profit on. As you can see, there is just a list of the known domain name sales, and you'll see that a lot of them are well over a million dollars, some even over 10 million dollars.

So it is a big business. If you just press next, I've just pointed out three ccTLDs that are close to a million dollars if not above, dot FR, dot GE for Germany, [? 0:43:20] and so just showing that it's not only the GTLDs, it's big business ccTLDs, GTLDs, generics, are worth a lot of money.

And I Report dot com is only 93 on that list. So sorry. Another good example, it's a bit updated but if have a look at the Virginia Tech killings from 2007 where there were murders in an university campus there, within hours, speculators were registering Campus Killers dot com and Virginia Tech Murders dot com, hoping to sell it and profit off that.

The domain name speculators search, they use many avenues to search. One example I put there is, online trademark journals with a publish application for trademarks. And a real life example is IN trademark, which is our domain is domains. We applied to register that in the UK, and within one day – because it looks funny as a domain name, we didn't register it.

Within one day, it was registered by a squatter and we were forced to recover it. So the speculators are online using every avenue they can, searching for valuable domain names and whether it infringes or not, they'll register it as soon as they can if you don't.

Another outlet is online sales sites like Ebay, is an example therefore a registrant trying to sell Planet Beckham dot com, it does happen to be an infringement on Beckham which is a trademark, but he places it on there and hopes to sell it for a good profit.

And that's just an idea of what the affiliate links looks like, where people register their domain names, they go to a site like [C Do 0:45:17], it's a free service. You choose a number of categories. Say if it was something like Red Bull there, which is an infringement, but you would choose energy drinks, sports, and anything that you would think it relates to, and it would be populated when someone clicks on it.

Hard works is on a pay for click basis, so as soon as someone by mistake goes there, when someone actually intentionally goes there and clicks on one of the adverts, they get paid. And what we did was we registered some generic domains, and just to see how it works, and we put it on [C Do], it takes all of, I don't know, five minutes to set it up.

And it generates the adverts for you. And what we did was once a month we would click on one of the – once a day, we would click on one of the advert. And there is just proof that they paid us 25 Euros after one month, and that was just by clicking it once a day.

So that's maybe not a lot of money but if these guys have well over 1,000 domain names, if you do the math, it's a very big business. Then just thought I would discuss things like TLD launches and sunrise periods. The domain name speculators take great interest in these launchers.

Most recently there was dot NG for example, they opened up dot NG, and because you can use it like with the ING… So for example, domain [ING 0:46:47] was registered by one of our clients, that's a generic term, and the response was unreal. We got so many requests just because of the NG.

And the guys are just sitting there monitoring it dot GA, dot CF, dot ML, recently re-launched. And the guys were trying to get the generics because they were not available in dot COM anymore, it's very difficult to find a valuable domain name so they look at the new TLDs.

And that's were things like dot Africa, dot Durban, even dot Porn, dot [? 0:47:21], they'll open up that avenue and the speculators are just

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waiting, and they'll get whatever they can. And that's speculation in a nutshell.

DAN:

Well, thank you very much Eli. Particularly thank you for taking your time and the courage to present that [laughs] in front of us. Let's give him a hand for enlightening [applause].

All right. Thank you. Next we have a very famous individual [? 0:47:57] and from Ghana dot com. [Ni 0:48:01] the floor is yours.

UNIDENTIFIED:

Thank you very much. I appreciate I have an opportunity to follow up on some discussions that have occurred at our meeting [? 0:48:14] next please. Okay. Well, I will share a perspective, and this perspective is based on somewhat on strategy work that is being done by ICANN Africa.

And there is a portion that relates to registrars and what we might consider doing to help recuse the barriers and improve the participation of African registrars. But to do that, we'll take a look at the registry/registrar relationship as we know it now.

But because I want to do second location, I tell you what I am asking and then maybe [arguments and come back 0:49:01]. We think having a single contractual agreement for all registries with the registrars is a better than a single agreement with each registry.

You've got 1,000 of them, you have to sign 1,000 agreements, and it [? 0:49:22] challenge. Similarly, we asking for ICANN to accredit banks so

that the banks hold the monies of the registrars instead of the registries holding the money.

Because, once again, if you have 1,000 of them putting money in 1,000 will fragment commitment of registrars to the namespaces. I'm reminding that the same will apply for insurance. We also think that we need to give deep consideration to the level of commitment that we want to give to African registrars or African businesses to emerge.

We've got some precedents in anonymous registries, when new registries were created, they give some support by way of resources being transferred to them, and we want to consider this similar thing, and I'll discuss as we go. Next please. This report was first discussed at Africa mid works in [? 0:50:26] in March, and there is an important observation it has been echoed here by [? 0:50:33] who said that we should focus on what Africa needs, what is best for Africa, because it would be in the best interest of ICANN, and I think that is true.

One conclusion from all of this was that we should bring the banks and insurance companies into ICANN, in a truly structured and formal way. And I'm hoping that we'll deepen the discussion around this subject while we are here. Next please.

The relationship between registry and registrar at least has these three elements: there is a technical component, there is a contractual component, and then there is money component. And the new GTLDs dramatically increases the scale of this relationship.

So perhaps we need a new structure. Next please. The current structure looks like this, and I left some of them blank just for the sake

of it.   But the relation between the register and the registry, the technical bit you have to be able to do it, appears so to get your names in.

You have to have money in there, you must have an agreement with them. You can't talk to them until you have an agreement with ICANN. And that's a major structure. So if I have to have an agreement with 1,000 [? 0:51:50] if I have to put money in 1,000 [? 0:51:54], if I have to have insurance…

And sometimes the insurance is not the same as the account insurance, some of the registries may have different insurance. Next please. So this is a suggestion. One contract for all GTLDs, variations in price and name string and so on, we should find a different solution. Maybe FTLD maybe want to consider the same thing, one contract with FTLD than you can register via register for all the other cc's.

This is just an extension of the same scaling concept. And if we have banks accredited to hold the monies, I mean we do save because sometimes you have money in one registry, no money in the other. And perhaps the same thing maybe applicable to AFTLD and the ccTLD community.

Insurance companies may also come in to help insure registrars, and maybe open the door for some level of assistance to the needy with respect to insurance. Next please. The assumptions are clearly… I'm going to give you an example of a bank just to illustrate, I think that is most vivid.

So a registrar ID is associated with a bank ID. Maybe it signs an agreement with a bank, puts trust in one of the accredited banks, whatever the scheme is, fine. But if they are depositing the money with the registry and spending his time and money in small bits, it puts it all in lump at the bank.

We need to have a way by which the registry and the bank will communicate to find out the balance, commit the amount, and so on. But I think that is something within our realm and we do a very good job of that. And now, it becomes the registry that is paying the bank – I mean, paying…

The bank is the one that pays the registry instead of the registrar paying the registry. Next please. So we are talking of something like this. A bank is associated with a registrar, when registrar tries to register in the registry, registry talks to the appropriate bank, if it gets the right response it proceeds, if not it drops.

That way all the registries are sharing my 10,000, because that's probably the scale we have. Sort of me speaking 1,000, 1,000, 1,000. And I think that makes much more scalable and more efficient way to manage this new growth. Next please.

So the argument for the African case in particular, we are late comers. Yes we want to run fast. We are few. And to an extent, relatively small compared to the big registrars, the national registrars. Besides we have a minimum number of registrants to be [? 0:54:48] and perhaps the African registrars and the new ones that we are promoting to come.

We face this middle barrier. So perhaps registrars need to be helped go beyond that minimum pressure so that the business will be vibrant and strong and so on. As I mentioned, RIRs have done this with respect to LACNIC and AfriNIC, and that good precedence should probably be adopted. Next please.

So we say global registrars should consider transferring some African registrants to African registrants, and we can discuss and figure out the details. Is it opt in? Is it this? Whatever the scheme. Is it… Do an exam, choose the ones you want, whatever scheme. I think as a community, we ought to take a good look at it.

And also, we have to avoid the registrars beginning to choose what names they want to sell in a way to kind of [bass 0:55:55] the internet from being uniform for more people to have names and build the industry.

We should also be aware that some of these registries that are coming, are not accessible to registrants. And I have no idea the implication on the business for that to be. Next please. So in conclusion, this is really a work in progress.

And we want to have wider discussion on this subject and figure out what elements are low hanging enough with sufficient consensus so that we can move forward. Perhaps it will be with the bank inside, but it may also be with the contracts.

What we would like to do in short, is simplify the contractual relationship we have to have with registries and also the financial requirements of having money before you can register names. Removal

of these constraints, we believe, will help all registrars. And in fact, even more than making internet registrars. With that said, thank you very much [applause].

DAN: Thank you very much [? 0:57:07] for that piece. That is a very pragmatic and interesting model that you have there. We can all look into it. At this point, I would like to open up the floor for any questions for either me, [? 0:57:23], or any of the other panelists here.

So with that… And please identify yourself when you come up to the mic.

CHRIS: Hi. I'm Chris [? 0:57:34] from dot CD. I just want to ask a question to [? 0:57:39]. I'm not sure if it was a typo error of the figure that you gave there, however if not, I just want to find out how do you come to know our client will be about to pay you that amount?

I do not want to face a client who, well instead of selling him, let's say $30 for the domain, but actually in fact that client may be able to pay a million for that domain. So how do you discuss, or how do you approach, or what is your means of ensuring that you get the best price and cost for that domain? Thanks.

DAN: Chris.

CHRIS: Those are actually purchases for domains that were already registered. They purchased it at a normal price from a registrar, and those are negotiated. Usually it's big companies who are buying it, and if it's not big companies, those are services.

For example, we offer an escrow service, escrow dot com, they are a huge service. They facilitate such a transaction. So if you say you're going to sell music dot CD, someone wants to pay $500,000, whatever it is, you just open an account with escrow dot com, or with us, or with anyone online, and they take I think, it depends on the amount, but they take half a percent for the amount I declared.

And the money would go into a trust account let's say. Then the domain name is transferred, you confirm it, and escrow then release the payment. And that's probably the safest way to do a transaction like that, because the money is held until you have confirmed that the domain is now in your control.

And once you are the registrant, then you have the legal owner. So I hope that answers your question. But there wasn't a typo, those figures were correct.

UNIDENTIFIED: [? 0:59:46] from the Nigerian ccTLD. Two questions. One for [? 0:59:54], if I heard very well in your presentation, you made a comment like Africans don't trust the rest of the world. Is it much more that? Or that the rest of the world does not trust Africans?

Especially if you look at e-commerce, it's very, very easy for you to go that, Go Daddy for example, register a domain, go there and it takes

your – they take your money and give you the domain name. But then try to then shop with the same card you have used in register the domain, which is just maybe $8 or $5, try to then shop for something on Amazon for like $200, $300 and then you hear that the same card is being used from a high risk region, therefore the transaction is declined.

That may also be a very big disincentive to Africans trying to do business. If you would please comment on that. The second comment is to Doctor [? 1:01:07], I think I like the idea of trying to say that businesses coming out of Africa, especially domain name registrations should be transacted with African registrars.

That obviously will give them leverage and the ability to grow their business within the local to – that trusts them very much. So I totally support your idea. Thank you.

UNIDENTIFIED: [? 1:01:44] I think that you already have the answer in the part of your question. But let's elaborate a little bit. I did not say that African did not trust other part of the world. What I'm saying is, we bring to our African users many technologies. Okay?

Some of them are very easy to put out. Look at the mobile phone. I mean, nobody ask the question, is it – there is no big threat, easy to use even for illiterate people. So I don't think it's a question of, is s the technology – people want to use it or not.

But if you take the internet, if you look at for the domain name business, they have so many rights that improvise that we did not give the right answer to the users, that make the things more tricky. And

when a company contract with somebody saying that I want a website, and he did not know that he need a domain name first.

You need somebody to develop the website. But he need another company to host his domain name. And then for the maintenance we know what's going on. In fact, usually they sign with one person, and after when it comes a problem with that person, I mean all the chain of trust break, and that's really what's happening in the African market.

And many like entrepreneurs or a big company, or a family company when you ask them, "Why don't you have a website?" They say, "You know man, if I put all my business on a computer and the computer crash, can you give me a solution?" I say, "No, I don't have a solution."

He say, "I want to stake money up." So I can write my appointing system, it works and I don't need to have that problem. So if we show them a level of trust, a level of continuity, that this things will not happen.

And if he puts his business on a website, they will be a contribute of service, so we increase the level of trust that people are looking for. And this is what is missing, and that's why I asked for all of our old people who work in the domain name business in Africa, that our first challenge is to increase the trust that people need in order to come and buy a domain name and follow us in this digital economy.

[? 1:04:21] I don't know if I answer your question, but Elijah can complete the other part of the question.

UNIDENTIFIED: …just like to thank you for supporting the idea of making more use of African registrants in the process of developing the domain name market in Africa.   And we need to explore the most comfortable avenues that would make this come to fruition. Thank you.

DAN: Sure. Go.

UNIDENTIFIED: [FRENCH 1:04:58 – 1:07:41]

UNIDENTIFIED: [FRENCH 1:07:49 – 1:11:32]

DAN: Just a note. I'm going to cut the line with the two people there.

OLIVIER: I'm Olivier [? 1:11:42] with the Public Interest Registry. I'll be quick. I have a question for Mister [Cesar 1:11:46] and Mister Diop. So, I come from Germany. We had dot GE long before Facebook and social media existed.

People used dot GE, our local top level domain name, because they expect German content, I think that's the main reason why they use that. As Africa is getting the internet, that's my understanding correct me if I'm wrong please, is using the internet mainly via the mobile

phone. How do you view the threat of social media and those so called wall gardens in relation to the lack of African content online?

That's what I… Do you think… Unless there is real African content to use for people here, they won't buy domain names or our incentivize to create their websites. That was the question. As a question of transparency, I would like to add that JR sponsored an event of Mister Diop in Senegal, it was called the African Content Initiative. Thank you.

UNIDENTIFIED: I think that the reason why Africans don't buy domain names is just because they don't know… They didn't have too much information about domain names. So those with money to buy domain names, need an education, we need to educate them so…

They are not going to start buying domain names because there is African content there, but I think that we, as registrars working with registries, need to embark on a program of educating the business decision leaders in our countries so that we create awareness of domain names.

We make them understand why they need to register domain name, at least to protect the trademark name. As a registrar in our own countries, we've been approaching few companies. But then, they still yet don't understand why they need that. So I think a big challenge is just the education.

UNIDENTIFIED:	I think that to be really… African people buy domain names, but not domain names. What they buy, they buy services. Services that we professional have divided into different professional categories. What accompanied by is the internet presence, by a solution to market their product.
	They buy a solution to get their club, if it is a sports club, they want to get their club in online sharing their pictures, their emotions, their photos. So they don't know what domain names mean. It's just like we want to… If you want to eat [? 1:15:29] in our country, it is the local food, you don't come and say, "I want to buy rice, and I want to buy vegetable, I want to buy this."
	You say, "I want to buy a meal." And this meal is what African people are looking at. And we technical people, we bring confusion to them by creating this different categories. But at the end of the day, when you ask African people, what is your website? They give you his email.
	Many of us have experienced that. They have all these ideas, what is your website? [? 1:16:07] dot com. Because this guy, he see the internet as a global thing, where he just need an atlas and for him, everything you're looking at concerning me or others you have to go and look at these things.
	So what I'm saying is, technology can move, services can be more complex, social media are here to compliment things, but the traditional way of getting your professional emails, your website, and sharing things, of your corporate, of your group, of your network of organization is still there.

And I don't think that we passed up that challenges. We did not address it correctly. I remember two experience that we have done in our country. One for the musicians, the other one for the African Continent Initiative. The response was there. These people did not have a local offer that is explicit to them.

Some people come and talk to them about domain names, but they don't care about domain names. They care about the internet that bring them to solutions in terms of entertainment, presence, e-commerce, doing business. But how you make it, that's not their problem.

We drive cars, we don't need to know mechanics. We just want to drive the car, getting from here, Durban to Cape Town. We don't need to know how this engine has been made. And this is exactly why African people want a trusted service backing stuff, trusting, well performing, and that's what they are really looking for.

DAN: Last question.

PAULOS NYRIENDA: Thank you. My question is actually related to just this topic. On a trend that we are seeing for some ccTLDs in Africa, including my own, Malawi, what we are seeing is that when a client is buying a domain name, they usually have a content provider going with it.

And when they buy the domain name, they come to register it at the ccTLD, and the next thing that you see is that the name servers that are

chosen are somewhere in the US, and those name servers are sitting on a visual host, or visual server, and that's where they configure their services, their domain name, name servers, and their content services.

So it's doing two things after we have sold them the domain name. It is sending the content that has been generated within the country abroad. And the content includes the name servers, as well as the website, the email services. And very often I have to say, "Look. You are a big Malawian organization. What you are doing is export content for free."

So I maybe just wanted to get some comment on this. This is related to what happens beyond the process after we have sold the domain name. And for us, we would like to find a solution to this because really, the content is flying out for free.

DAN: Thank you.

UNIDENTIFIED: Okay. I'll comment on any part of your [? 1:19:45] …it's difficult to [laughs] get a full handle on it. But okay. In Ghana, what the government has decided is that no dot GOV dot GH name can be hosted outside.

And this is result of reaction to some defacement of websites that were being hosted outside. And the message was that, if it's not hosted within the data centers of Ghana, it's impossible to expect government to protect it. And so at least for that collection of names, there is a clear

policy of trying to host it in one of the data centers of government or perhaps of national security.

I can't see more than that bit because everybody else takes the names and take it out. What we also do is that we insist that one of the two must be in Ghana. And that's the only legal protection in case the name is abused, then at least if I'm dragged, I have somebody to go along with so [laughs].

DAN: Gideon, you earlier had…   You wanted to respond to one of the questions please?

GIDEON: I just wanted to address something about the content. I think most of the reason why I think we don't generate a lot of content is, well, governments have started putting some of their information online, local government and such.

But the problem is in the attractiveness of the content. You see people who consume the content when it's well packaged, and if it relates directly to them.   And then people also want to look at the cost. Sometime you find maybe Microsoft have come to Africa, they've gone to a certain village and they want to maybe do a video of a certain cultural event.

So this people not do it because they don't have the money. But I think introducing the evolution of content from the level of… I look at it, the universities if it's done from that level maybe we can have… By the time

these people get out of campus, they'll be able to maybe understand and help to create content that can be consumed and that this users can feel as if it belongs to them, because really the feeling of belonging to that content is what people want. Thank you.

DAN: Thank you very much. With that, I would like to have us all give a hand to this very distinguished, experienced panel [applause]. Thank you very much. I know this went over. I think we have a coffee break at this point.

I'm looking to see if there is any… We do have a coffee break. Let's try to make it as short as possible. If it's possible, come back here in 15 minutes so we can start. We actually have the next presenter, which I think is going to be a video presenter waiting online. So thank you very much.

UNIDENTIFIED: …is behind time.

UNIDENTIFIED: If I may ask all of the panelists who are listed here to come and sit at the front.

UNIDENTIFIED: If we may ask people to sit down so that you may start with the session please. Especially the guys on my right at the back who are enjoying the tea. Can we settle down so that we start the next session please.

UNIDENTIFIED: Okay. I think let us begin. Those that are standing will sit down just now. The next session, which is the last session for the day, are on legal issues, cross-border domain registrations. I'm moderating this session.

I know on the program we listed Mister [? 0:01:40] whom I think, I believe most of you saw him this morning when he did an opening speech for [? 0:01:50] on the host. I will be chairing this with [? 0:01:55] this session in its place.

My name is [? 0:01:59] the General Manager of the [? 0:02:02] authority. We have as our panelists, as listed on the program here, Ben Crawford from Central NIC, we have [? 0:02:13] of Internet Society who is here on my left. I think I know [? 0:02:20] to know if she is around. Okay. So we have Alice [? 0:02:27] [laughter]. We'll have Neil [? 0:02:31] standing in Alice's place.

And then we have online, Sarah [? 0:02:38] who will be the first presenter. She is joining us online. She will speak on behalf of [? 0:02:44]. And then Jim [Gulvian 0:02:47] of Afilias, sorry, thank you. And then my friend Mohammed Diop of [? 0:02:54] dot COM is on the left.

I think we'll start. And I'm going to hand over to Sarah to run with the presentation. Each speaker will be given 10 minutes to do their presentations. Not only because of time pressure, but because to allow some questions and discussions at the end.

So each speaker will have 10 minutes. Those that are here live, there is a clock that Dan is seated with there, that has the number of minutes

that you have. So as you present, just from time to time check that clock. It will tell you when you need to wrap up and stop.

I'm going to hand over to Sarah. Sarah? Okay. Sarah just hold on, we are for some reason, we're struggling to hear you.

SARAH: My name is Sarah [? 0:04:15], and I'm chair on behalf of the [? 0:04:19] arbitration and mediation center. I want to thank you for inviting me today to receive to you this afternoon. I will be presenting my colleague, actually wrote this up. But due to another commitment, so it relies on me today.

I'm going to briefly talk about [? 0:04:41] domain name [AUDIO INTERFERENCE 0:04:44] …and the ccTLD program. So onto my first slide, you will see that [? 0:04:56] was established in 1994, in Geneva. And now we have offices in Singapore.

Our mission is to protect IP rights, and to provide [ADR 0:05:09] services. Usually we provide arbitration, mediation, and expedited arbitrations. And we also do other large dispute mechanisms. So [? 0:05:24].

We provide publications, training programs, and conferences. And most of you may know, we also administer domain name disputes. [? 0:05:39] is an ICANN dispute resolution provider, and this is a topic that I should be talking about today.

So briefly, just to introduce domain name. What I can say is that domain names is not for IP rights protected, but sometimes can come

into conflict with trademark rights, and the result disputes between domain name registrants and trademark owners usually occur.

As such, we need to provide a mechanism [to resolve that dispute 0:06:20]. So one method of doing this is by using the UDRP process, which I'm sure most of you are familiar with. The UDRP stands for Uniform Domain Name Dispute Resolution Policy, and this was recommended by [? 0:06:42] and was suggested by ICANN.

It was adopted by ICANN in October 1999. And it's applicable for GTLDs and certain ccTLDs where ccTLD registries have adopted UDRP. That brings to full advantages of UDRP it's time and cost effective in the sense that it does not take a lot of time.

The procedure takes approximately two months. It's also predictable, there is a lot of jurisprudence out there. And it's also internationally enforceable. The UDRP system is based on a contract the ICANN domain name registrars and domain name registrants.

And this is used by trademark to report cases of abuses, registration, or domain names or the so-called cybersquatting. It allows complainers to file complaints without necessarily going to court, and at the same time, resolving the host options meaning that they can also go to court should they wish to do so.

Now briefly, the UDRP has three main requirements. That is, a complainant needs to show that a domain name is identical or confusing to the actual trademark rights that it's on. That the respondent, or the registrant, lacks rights or legitimate interest in domain name.

And that the registration of that particular domain name was done in bad faith and it has also been used in bad faith. The remedies provided UDRP leads to transfer circulation, and usually there is no allowed costs or money damages.

UDRP is usually issued by independent panel based on merit, and [? 0:09:07] acts as a dispute provider. And [? 0:09:13] does not really decide on the [? 0:09:15]. It is an area that is determined by the panelists.

Now as I said previously, the process takes two months and it's an online process. A complainant files a complaint with [? 0:09:32] for instance. The provider just gets [? 0:09:37] check for compliance, and if [? 0:09:40] finds that the complaint meets the requirements of the UDRP policy approved, proceeds to notify the respondent, and the respondent is provided with an opportunity to file a response.

The provider will appoint a panel thereafter to determine the matter. And the panelist should issue a decision in 14 days. The provider will notify the panel position, and also notify the registrar to implement their decision. That is what you can see in front of you is the UDRP process in brief, which I'm sure you will have a copy.

Then in [? 0:10:30] we have just provided the statistics of our [? 0:10:35]. As you can see, last year we had 2,864 cases. This year, although it's marked 695, this is actually sometime in February/March, so at this point, we have [? 0:10:52] cases.

If I move on now to ccTLD registration model. We have often that is the standard model. The standard model whereby the eligibility is

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restricted. As it stands, only certain members can register at certain [? 0:11:21]. Or certain members can [? 0:11:24]… can register a particular domain name.

The same applies to open models where it's open in the sense that it's [? 0:11:34]. For instance, dot COMs can be decided by anyone. Typically a ccTLD registry is vested with authority to determine if any right protection mechanism has been affected. So usually a ccTLD registry should maintain a best practices, which is actually advocating [? 0:12:05].

For instance, we advocate that a ccTLD registry should maintain a registration agreement. We also advocate for WHOIS information for instance. We also advocate that a ccTLD registry should have a way of resolving domain names disputes should they arise. In [? 0:12:33] we administer now about 68, but I'm told that we have actually created a new ccTLD, so our up to date should be 69.

We have at the ccTLDs that have adopted UDRP. We also have about 10 or so that are from African country names. Now the question is, why should a ccTLD adopt the UDRP? The issue is that the user has seen that it has proven to be efficient, and that the UDRP is only needs to be incorporated by reference in the ccTLD registry registration agreement.

Usually not [AUDIO INTERFERENCE 0:13:29] …are required. And as I mentioned earlier, advantages of the new UDRP make it easier for ccTLDs to adopt it. Moving on to the variations, some ccTLDs have decided to adopt a variation of the new UDRP rather than adopting the new UDRP itself.

So for instance, some ccTLDs have admitted the scope of a possibility of the future solution policy. For instance, certain ccTLDs will only require that the trademark is registered within their jurisdiction, or require infringements of national IP laws.

For instance, dot DR. Some ccTLDs will require bad faith registration or use as opposed to the new GTLD to require both elements. Some ccTLDs will require the local host to deal with matters of domain name dispute resolution.

Some ccTLDs will require that a local language be used as opposed to the language of the registration agreement. Some countries have also asked that panelists be appointed from their countries rather than from all over the world. Some ccTLDs, like dot [? 0:15:21] dot NL, have adopted a mediation element where the registry takes up a role to mediate.

And so forth. So there you will see a list of the ccTLDs administered by [? 0:15:39]. And then those are the numbers. So as I said, we have eight ccTLDs that have adopted the UDRP. We have 26 variations, and four arbitration. Then in Africa, we have 10 ccTLDs [? 0:16:04] …as you can see, Morocco, Malawi, Sri Leon, Somalia, and Tanzania just joined [? 0:16:20].

And Uganda. In Africa seven ccTLDs have adopted the UDRP [? 0:16:31]… Three of them have adopted a variation of the UDRP, but that is Uganda, Tanzania… Those are the number of cases. We have had a case from Congo.

We have had a case from Morocco. We've had case from [? 0:16:57] and we've had case from dot SO. And dot [? 0:17:04] which just joined recently. Just briefly to mention that the [? 0:17:11] …in 2012, adopted further to ask [? 0:17:17] to provide a dispute resolution policy.

And we actually collaborated with Tanzania, and now we can actually provide this [? 0:17:34] for them. In their policy, their language of proceeding is English as opposed to the UDRP which states the language of registration agreement should be the language.

Their policy also requires registration [? 0:17:57] in bad faith, and like the UDRP which requires registration [? 0:18:03] in bad faith. The mutual election is [? 0:18:09] in Tanzania, unlike the court of the location of the registrar [? 0:18:15] in the UDRP.

So this is a good example of a variation. We also have dot [? 0:18:23] …which is also a variation. And there as you can see, the language is English and Portuguese. And because of Angola mutual jurisdiction election. As you can see also the compliant has to be filed in both in court and in electronic format.

And also, it requires registration or use the domain name in bad faith. We have Morocco as you can see there the language is French. And there we can only appoint a single member panel only. And [? 0:19:09] …in Moroccan law, and so forth.

As you can see that each ccTLD has an opportunity to tailor its own dispute mechanism as they wish. [? 0:19:24] variation in other places include dot BR, from Brazil. We have dot QA for Qatar, and we also, I

believe we have [advance 0:19:39] which I've not mentioned here, but you can actually find them on our website.

That is our website. That is where you will find all the information on ccTLDs. That is our ccTLD database in case you want to search a country and see what they have. You can always go there. Then there is the ccTLD page again. This is what you see if you enter inside the page for [recent 0:20:16], this is dot AU.

So you can get all the information about dot AU.

UNIDENTIFIED: [? 0:20:34]

UNIDENTIFIED: Yes please.   And then that's our schedule of [? 0:20:38]… file a complaint, that is where you find all the information.   Just to rush through my slide. That's how a complaint would look like. And then it is our page about [? 0:21:03] domain names [? 0:21:04]…

And this is our information. If you have a question that I will not be able to answer right away, you can always write to us and we can get back to you. And we also have an event coming, and one of them is [? 0:21:24] … workshop on domain name dispute resolution in October 29th in [? 0:21:33]

So if you are interested in attending that workshop, you might want to go to that place and see the information on registration. And I think that's the end. Thank you for listening to my presentation.

UNIDENTIFIED: Thank you very much [? 0:21:56] for that presentation and the detail on what [? 0:22:00] is doing and the dispute resolution space. We'll move on, I understand that [? 0:22:08] will still be around for a while.

So I think what we'll do is we'll just take additional presentation on this topic. I will move to [? 0:22:16] of Internet Society, afterwards he will be followed by Neil [? 0:22:22] on cross border domain disputes. [? 0:22:26].

UNIDENTIFIED: Thank you very much. Good afternoon everybody and thank you all for your kind invitation. My name is [? 0:22:35]. I am a policy advisor of the Internet Society. However, before joining the Internet Society, I used to be an academic researching on domain names and trademarks. I even convinced a publisher at some point to release a book on that very issue.

So I will be changing my hats whilst I am speaking. The [? 0:23:04] panelist said a lot about the [? 0:23:05] process and the UDRP. So I will try to not be repetitive. But I would like to take us a little bit back and I would like to put the issue of cross border domain disputes into context.

So in the case of domain names, from a legal perspective at least, we face the same – similar challenges that we see in other areas like privacy or contract information, etcetera. So we have the issue of jurisdiction. But, if you want, when it comes to domain names, there is an additional hurdle and that hurdle relates to the fact that domain names are unique.

So you can only have one www dot whatever dot com, or apple dot com. So as you can understand, the chase of who gets there first to get the domain name, especially since domain names are being given on a first come, first serve basis, has created a lot of demand for domain names and also has generated a lot of challenges and disputes.

So going back to John [Pastel 0:24:18] who actually created the domain name system, and to the request for comments 59 91, it stated there that the registration of a domain name does not have any trademark status. That, of course, doesn't mean that companies, when registering a domain name, do not have trademark rights on that domain name.

However, a domain name registration does not automatically if you want create trademark rights. So the issue back in 1998, and the issue that ICANN was asked to resolved, related to something that was called cybersquatting. And that was the activity of various people registering various trademarks as domain names that did not belong to them, and then approaching trademark owners and other people or entities who had the rights on those names, and tried to sell them to make money off of it.

There was a growing demand on ICANN to come up with a system that was able to resolve this extremely problematic issue. And because courts were not, and to a certain extent they're still not equipped to deal with internet related matters, ICANN approached the World Intellectual Property Organization as we heard, and they asked them to devise a policy to administer those conflicts.

And in 1998, we landed with the Uniform Domain Name Dispute Resolution Policy, which as we've heard, is a very fast, cheap

mechanism to resolve domain name disputes. The uniqueness and the greatest advantage, of the UDRP that it manages to address the issue of jurisdiction.

So the UDRP has been one of the, actually the oldest ICANN policy. It has been for the past 12 years, it has a mean [? 0:26:25] thousands and thousands of disputes. And it has been replicated by various ccTLDs. Now I would like to bring a little bit of this domain name disputes at the ccTLD level.

There are other ccTLD registries that have come up with their own domain name dispute resolution processes. But they're all heavily based upon the UDRP model. So essentially you have two parties, the trademark owner and the respondent, the registrant. And each one of those parties has to comply with a set of very specific rules.

And go before a third mutual arbitrator or panelist, better yet, to solve the disputes. As every mechanism, especially one that is based on voluntary initiatives, the UDRP has its own challenges. Some of them are well documented out there by various people. They relate to timing.

They relate to the fact that default cases, forum shopping, etcetera. But overall it is a system that at least has produced very valuable lessons and has allowed various other ccTLD registers in particular to take the model and shape it according to their own needs.

So talking about that, and talking about setting up dispute resolution processes for top level country code domain names. The internet is a

space of opportunities. It is a space where existing business models can use the space in order to promote their products and services.

It is a space where new business models can emerge, and to this end, it is very important that any policies we create, be it on domain names or for any other issue, take into consideration and provide an environment that is welcoming to both existing and new business models. And why I'm saying that, because it is very important [? 0:27:47] has the tendency of solving the issues that appear right before us.

It doesn't really think into the future. The UDRP and many ccTLD operators right now realize that businesses use domain names in order to be able, and have a presence in the internet, but there are also some new businesses and some names that we haven't even discovered. So there needs to be a very clear balance between trademark rights, but also rights that can evolve over time.

Let me put before you a very complete example. Imagine if somewhere in the world, there was a trademark for Facebook or for Twitter. We wouldn't have experienced really what Facebook stands for, maybe we would have seen Facebook under another name or maybe we wouldn't at all.

So it is very important that dispute resolution mechanisms try to take into consideration and think ahead. But at the same time, they need to comply with some very basic principles and those relate to due process, just think it as fairness and justice; provide room for checks and balances.

So very interesting point is an internal appeals process that is able to, if you want indirectly, provide a review of the mechanism. And also allow room for self-expression in any forum and in any sense. So for example, a great example is the nominate case in the UK where they have replicated to an extent the UDRP, but at the same time, they have inserted some provisions that correspond better to their own national and cultural issues.

So I will stop here because I am very conscious of time. Thank you very much and I'm happy to take any questions.

UNIDENTIFIED: Thank you [? 0:30:48]. Neil [? 0:30:49]? [Applause]

NEIL: Thank you Victor. My name is Neil [? 0:30:56]. I'm the chief executive of ZD Central Registry. I'm going to give you a slightly different take on alternative dispute resolution, and looking at it from the angle of the dot Africa TLD that we've applied for and will be launching, all things being equal, pretty soon.

We've heard from, firstly from [? 0:31:20] and [? 0:31:20] about the existing ADR processes out there, such as as the UDRP and the URS that ICANN is introducing. And as a TLD applicant, we really have no choice in terms of implementing those processes.

But what we're certainly aiming to do from our side, is to ensure that we will implement a parallel concurrent system of our own, and it feeds from the following considerations. From the very beginning of the dot

Africa project, and the project team has envisioned that it will implement as much as is reasonably possible localized, rights predication mechanisms, and procedures.

And this is based on a fundamental commitment we made to the African stakeholder community, to develop African skills and capacity across the board of the domain name ecosystem wherever we can. Our commitment also extends towards developing and implementing processes that are not only relevant to Africa, but also address Africa's unique circumstances and challenges.

So we believe in a nutshell that the UDRP and the existing processes, whilst they are very good and do cover the fundamentals, don't always cover challenges that remain current in the developing world. From our experience, we have seen that the intellectual property and legal communities are important participants in the domain name value chain.

Not only dispute resolution processes, but also in launch processes such as the trademark sunrise process. It is therefore clear to us, this is the dot Africa project team, that a successful launch of a TLD, like dot Africa, depends on the dynamic and active participation of African legal communities.

Just by means of a bit of background. In the South African name, in the ZD namespace in South Africa, we've implemented our own alternative dispute resolution mechanism. It was implemented in 2007, roughly eight years after the ICANN UDRP was first implemented. And to date, it has presided over 145 cases relating to over 170 different domain names.

Of these 145 cases that have been filed, statistics show that 72% of these cases have been decided, while 21% have been settled. So there is an element of mediation in these processes which maybe unique to the African context, or perhaps it is a common thread throughout.

The balance of the numbers are still pending cases. And we've also seen a gradual increase in year of year in the number of cases that have been filed through this process. The statistics also show that 85% of all decided cases have been successful. 15% of them have been dismissed. Only 43% of these cases have been opposed.

In other words, the registrant when they received the dispute, or complaint, have reacted on it and have actually opposed these applications, and where they have opposed an application, we've seen that success ratio for the complaint dropped from 85% to 70%.

And interestingly, even the process is designed for layman, 81% of these cases are filed through legal counsel. So why would we want to complicate our lives by implementing our own rights protection mechanisms for dot Africa and the name spaces we're applying for?

Especially since ICANN has already prescribed and provided minimum rights protection mechanisms such as the UDRP and URS, which we are bound to contractually implement. Well as indicated before, our primary objective, in terms of the dot Africa project as a whole, is to develop a successful African DNS ecosystem.

An integral part of this ecosystem is the intellectual property and legal communities. Not only from a legal perspective, but also from a business perspective. In the ZD namespace, we have seen that IP and

legal communities are significantly invested in the growth and success of the domain namespace.

And we want to replicate this winning recipe for Africa. In summary, our two primary objectives would be – sorry. To establish and grow an African ADR capacity expertise and support within the IP and legal communities, so that African experts can also participate and contribute to the DNS ecosystem. So it's about developing that capacity and the skillsets in Africa.

We've done it in South Africa, we're sure that we can repeat that in the rest of Africa. The second criteria is to implement an ADR process that is responsible to Africa's specific needs and challenges. And I'll use by example again, my closing remarks, in the ZD ADR regulations we've introduced the concept of offensive registrations.

In the broader context of the African contact with its multiple cultures and languages, concepts such as offensive registrations could very well fit a particular – meet a particular challenge. We would also like to extend abusive practice, abusive registrations, the definition of abusive registrations, to not just include trademark abuse, but also other forms of abuse such as spam, phishing, and fraud.

And these are very tough challenges that we have to face, but we believe we can do it. And obviously, with the other concept we would look to bring into the dot Africa ADR process, is the concept we've introduced in ZD around the training and internships of experts.

So you would have a adjudicator presiding over cases that if they don't have the necessary experience, they can actually perform their services

as an intern under a senior adjudicator, and in doing so pick up experience and gain knowledge to eventually ultimately handle these cases independently. Thank you very much. [Applause]

UNIDENTIFIED: Thank you [? 0:37:31]. You and [? 0:37:34] have saved us at least five minutes on your presentations. I'll now move on to Ben Crawford representing open versus closed registries.

BEN CRAWFORD: Hi everybody. This is Ben Crawford. Thanks. Just a little bit of background about my company, [Central Nix 0:37:58]. So we're a registry, registrar, we're a registry service provider with currently 30 domain extensions. And we've done, I think, seven sunrises and land rushes in the past two and a half years.

The ccTLDs that we're handling at the moment are dot PW, which is for the island of Palo in the Pacific, and dot LA which is for the Lao people, Democratic Republic in Indochina. And we're the backend provider for 16 new GTLDs, or GTLD applications I should say.

We've got English, and French, and Arabic speaking staff. We do our own in house marketing. We're ICANN compliant, and also 20 001 accredited. We have DNSSEC across all 30 of our zones. We have some years, I think, essentially that's who we are.

So the next slide. So I've been thinking about this, open versus closed, and I actually think the words open and closed are something of a

misnomer because really, all our domains are restricted in some ways. Some are just restricted more than others and in different ways.

So obviously, we're very familiar with the dot GOV and for most country codes have the dot GOV, the second level, which are very highly restricted and really very rarely, if ever, the side of any kind of legal disputes.

And we're going to see the same thing with hundreds and hundreds of dot brand TLDs, dot Sony's, dot Google's, and so on with entire second levels and below are controlled by a single entity. So they're kind of at the extreme of the closed. But even the most open ones are not entirely unrestricted.

Neil was just talking about introducing different types of restrictions, running into phishing and [? 0:40:00] side, and certainly we do that across all of our own domains and just simply say if you conduct an illegal activity, we'll take your domain from you. Which is what we do on the next slide please.

So the types of restrictions people have, obviously geographic which is I think was kind of the thinking behind this to try and limit registrants to a – businesses and residences of the current country, and I think… Norway is probably very extreme version of that. Group membership is a restriction, for instance dot Travel and a lot of new GTLDs have these kinds of approaches.

Then you can obviously have restrictions on names, so names registered have to be business names. For instance, in Saudi they have that in the top level. The number of names per registrant, so you might know dot

EDUs, American colleges can only have one dot EDU, even if they have many, many schools with different names.

So there is a NYU dot EDU but the business school has [? 0:41:08] dot NYU dot EDU, they can't have [? 0:41:10] dot EDU for instance. And specific name formats, which is probably the reason behind the demise of the dot museum domain name, was that people were forced to include the type of museum and the location within the domain name.

Which basically made it extremely inelegant and unintuitive. And of course the restrictions on content, and restrictions on such things as WHOIS privacy and use of proxies. Now it made me think about launches because I think many domains – many that we've managed, but also many of the new GTLDs that are launched, are actually going to go through different phases of restrictions.

And it might be something interesting to think about with ccTLDs as many of them will, and I heard they will, jump at this short opportunity to globalize and market themselves outside of their countries before the new GTLDs launch.

And so for instance, I know we did this with domains in Japan and Germany, for instance, that we had a sunrise for local trademarks, then a sunrise for fine trademarks, we did a land rush, then we did local registered business names. So if they weren't trademarks, but they were local business names, and local residents.

And there is different orders that these can happen in. And we'll be doing this again with a lot of new GTLDs. And a lot of the GOs, the cities for instance, I think you've got exactly this, that well maybe you should

be allowed to have a dot NYC if you're outside New York, but let's give the businesses in New York the first opportunity.

Of course, that works very well in a geography where there is already a deep internet penetration, but maybe less so in a geography where internet penetration is growing rapidly.

Next slide please. So among the challenges, obviously there is many ways setup to just circumvent these kinds of restrictions, and proxy services, are readily available and promoted on the internet and WHOIS privacy services, and so on.

And even if in your regulations you say that you won't allow WHOIS privacy, it's very difficult to actually stop somebody getting their cousin, or their attorney, or somebody to register a domain who is based in a country, in order for them to operate. And in fact, when [Nordic 0:43:56] in Norway tried to stop the people dot Code dot NO, by claiming that it was running by a non-Norwegian company, the people that were running it actually took [Nordic] to court and begged them by saying, "Yes, it is registered by a Norwegian resident, it's just operated by someone else."

But we do see a particular answer which is an open TLD, closed SLD. Which I'll take you through in a minute. So I've been talking about what I call du jour closed registries, which are closed in principle but actually many are closed in practice. Many because they don't use EPP, so essentially virtually no registers can actually sell their domains. You can go to the next slide.

But then there are many that do use EPP, but they still essentially are closed because they don't sell any domains. We can go to the next slide. And one of the reasons is what I call the utility myth, where the registry says look, "I provide the domains, it's up to the market to provide the demand." And so they don't do any marketing, they don't do any outreach.

And that obviously means that they are essentially closed. Next slide please. So other factors are the registrars. There aren't sufficient registrars. That's something that's because there isn't enough local demand to support the registrars, but it can also be of what we call the passive income myth, where the registrars also aren't investing in customer acquisition.

They are just waiting for the customers to come for them. And the result of that is that there are literally tens of thousands of resellers all over the world who are dormant with all these people who dreamt they would make a fortune out of selling domain names, then realized actually you have to invest significant money to make money.

And so they stopped. Next slide please. I just wanted to mention here, Africa dot com is actually launching an African registrar which is specifically setup to overcome some of these issues, and bring a global quality registrar practice to try and sell all ccTLDs across Africa. And of course, others like the city domains, dot Africa zone.

And [Opei 0:46:33], who just started working there, is here in the audience. And I know they are sponsoring the dinner tonight as well. So you'll have a chance to talk to them. Other reasons that they are closed is, basically if you setup a registry in one country that only sells

one ccTLD, it's not very attractive to registrars outside of your country to integrate with you.

Because if they integrate with let's say, us instead, they'll get 70 domains instead of just one. Onto the next slide please. So I think we talked about that. If we can just get through to… I just wanted to show you something else. Next slide please. Here.

So just with dot LA, we have very simple solution that we operate. They run a close registry in their country. So on dot com dot LA dot GOV dot LA, they've got their own dispute mechanisms. They've got their own registrars. They staff it themselves. They bill in local currencies.

They… It's essentially run exactly the way they want it. Next slide please. But at the same time, we market the dot LA globally for them, and that way they benefit from the revenues from that. So just… Can you just flick through the next couple of slides? So we get all these registrars, next page please.

We built a registrar for Los Angeles for them, next slide. This is up in LA at the moment, we've got this big billboard campaign up. Next slide please. This is press release in the *LA Times*, *The Wall Street Journal*, and so on. Next slide please.

And we also doing the same thing in China, where dot LA actually is like an exclamation mark. So in China, the slogan is, "Make your website loud." And then last slide. And lastly, you might also be thinking, "Well, they are lucky enough to have dot LA, the name of the third largest English speaking city in the world." But with say dot PW, far from

obvious, we've actually sold 250,000 domains in the first six months, which is more than say dot ME, dot Asia sold in the first years.

So you can do it with virtually any ccTLD. That's it for me. Thank you.

UNIDENTIFIED: Thank you Ben. [Applause] Jim, who is in for [? 0:49:10] environment. Jim [? 0:49:12] then it will be Mohammed Diop.

JIM: Thank you very much. So far all of the discussion has focused on domain names themselves, and various dispute mechanisms for the registration. In a larger context, this discussion is about registration data and I want to talk a little bit about all of the rest of the registration data that goes with domain names.

And an issue there to be sensitive to and pay attention to, in particular translation and transliteration. So taking one small step back though, the agenda speaks to WHOIS info in a border list environment. And the first thing that I want to do is remind everyone about SSAC 51.

It's document 51 from the SSAC list of documents, where we talk about the structure and taxonomy of WHOIS, and observe that the term WHOIS is really used to represent three different things. One of which is the registration data itself. One of which is the protocol that is used to access the registration data, which in a technical context, actually does have the name WHOIS.

And then directory services. So the whole issue of the presentation of the data and what data is presented and who has access to that

particular data that is presented. And in the translation and transliteration context, I think an issue that people have to be aware of here, this effects your legal system, is what happens when you want to allow other scripts and other languages in your registration data?

What happens when you have an user who you can reasonably state should have the opportunity to make their registration, enter their postal address, and whatever other contact information they want to enter, put that in their local language. Why is it that they should have to learn English in order to make this happen?

Now there are already, obviously, other registrars that handle this but none of this is actually explicitly allowed by the ICANN rules for GTLDs. So an interesting question that comes up though is, if you are going to allow people to use a local language to begin a registration, what happens when law enforcement and other interested parties, even intellectual property parties, are looking to have access to that registration data?

And who is responsible for translating that information, or transliterating it into something that they can use and they can work with? UDRP processes have the mechanism for specifying the language for use during those processes. But what happens when the data itself is not in a common language for use by all the parties to it?

And who has the obligation to make all of that work and make it available? And then more generally on the directory services side, just want to call out to the extent that people are looking for issues that they should pay attention to. You should also be taking note of the

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expert working group on directory services that has been launched by ICANN.

This group has posted a preliminary proposal for a model that they are going to use going forward. And everything we think we know about WHOIS, all three of the data, protocol, directory services, are now open and subject to change. And there is a public comment period that's open with respect to their model.

And this is something that you should pay attention to. You should expect that new GTLDs, and ultimately one should expect existing GTLDs, are going to be obligated to follow these new rules, whatever they become. So it will become important for all of these processes and all parties to domain name registration to pay attention to what that model is going to become, because it will have an effect on you.

It's also interesting to note that there are two new activities that are just kicking off in the ICANN arena. In the GNSO, they have started a process to charter a new working group, PDP, a PDP process for translation and transliteration requirements and what that really means.

This is in response to the internationalized registration data working group which finished up a little over a year ago, a year and a half ago. And one of the recommendations in that particular report was in fact, to decide where this activity should take place. So if you are a registrar, or if you are a registry, you are going to want to pay attention to this particular PDP because it will decide whether you have responsibilities and obligations to do translation or transliteration on registration data.

So you should watch for that charter to come out, and for that PDP process to kick off. Another thing to pay attention to is that ICANN just announced, I think it was even just two or three days ago, another working group. They're doing a call for volunteers to look at requirements as a follow up to all the rest of the WHOIS review team recommendations.

If you followed that activity in that report and did the end of last year, there were 16 recommendations I believe in there, a number of them have already been addressed and have gotten some attention.

But there is now all the rest of the set of them, and one of those requirements is to specify a data model for internationalized registration data as part of looking at the requirements on translation and transliteration, and all the related systems. So these are activities that are important, and you should be paying attention to them.

The requirements today are pretty well stated. I mean, if you look at what's required of GTLDs, and accredited registrars, and accredited registries, the technical requirements for these things are all fairly well stated today. And we've been hearing a lot about the legal processes that are in place for managing these things.

But all of this is subject to change. And so this is… You should be looking towards the future and thinking about what's to come. And if you want to actively engage in these processes, and help guide what they turn into, this is the time and your opportunity to do that.

So thank you very much. [Applause]

UNIDENTIFIED: Thank you Jim. You saved us plus three minutes. Mohammed Diop.

MOHAMMED DIOP: Thank you Chairman. It's always hard to speak last because I think that people have so tired that, I'm not pretty sure that they have sufficient energy to follow the presentation that we have, last speaking.

But I think that people have raised a couple of issues on the WHOIS. Some of them are technical. Some others are more about what's going on, like the revision of the existing WHOIS protocol. I think that the last presentation from Jim raised the evolution that we're facing with the WHOIS protocols.

But let's come back on another topic that was not discussed sufficiently, is the responsibility. There was… If you look at what law enforcement are doing in Europe and in the US, and if you look at the relationship of law enforcement and people who are working in the DNS industry in Africa, you will see that this is two different topics.

For one main reason, because in any process there is a history, and I think that when people start talking about cyber-crime and cyber-security, they see that they need a strong collaboration between law enforcement organization, between the police, and all of these organization. And the registry and the registrar in European organization, in the US environment, this is how it goes.

In Africa, we don't have such things happening because the people who are working in law enforcement mechanism, when they talk them to regarding cyber-security, it's only about cyber-terrorism. And the

agenda is not their agenda. The agenda is the agenda that other organizations are pushing on them.

Let me just be frank with you. In October, there was a meeting organized in Senegal by the DOJ, United States, Department of Justice. They come to organize just a meeting for law enforcement mechanism, between the police, the army, and some of the organization in the US to let them understand what are the new threat in the cyber security world.

So their first issue for them is all about terrorism. When we talk about WHOIS data, cyber security in Africa, the first agenda is not necessarily cyber terrorism. What we want is to be able to address the issue of registering data for end users as we do in the mobile industry.

People get their mobiles SIM card, they get numbers, they need to register because they need to have identity. They need to be follow and they have some interaction and they have some legal impact. And if you buy a SIM card and you don't register it, you don't put your ID, they give you some delay and they disconnect you.

So this is what is happening in the mobile industry. On the IT side, since there is not a strong coordination and cooperation, and people did not see the evolution of the organization that are involved in this process, we did not see any discussion going between the police, the registrars, the ccTLDs, because we did not help them organize that business, and we need to organize that.

We need to create such discussion. We need to create such place for this coordination. And not only thinking about cyber terrorism when we

talk about data, securing data, end users, registration. And this is a huge area where we need to challenge our self. It's not easy.

But why I raise this point because, when it comes to sort two problems that are very local, renewal domain names. People register domain names in our environment with emails that after three months, four months, when you try to send an email for renewal of the domain name, the email will no longer work.

First problem. If you try to see if there is any address that these people are using in order to be reachable, this is the second problem we've got in the WHOIS, you'll not able to reach back people who register because the address they are putting are not valid.

And we know that the first point of contact in Africa, we are one billion people, the first point of contact is not a physical address, it's a mobile phone now. And the WHOIS data, the way that it is working now, did not take that point of contact with people. So we've got a huge problem in Africa when we want to talk to our customers.

Because the only point of contact, and that one is not also 100% reliable because the phone number can be disconnected as well. But it is the easiest way that you can get connected with any of the users. When you want to make any discussion with the customer, WHOIS was supposed to help you do that.

But in fact, the non [? 1:01:49] of WHOIS data in Africa, not only in Africa but worldwide, is a big issue. Specifically in Africa where addresses is not the first point of contact of end users. So these are some of the points that I just want to highlight, to show that when we

talk about WHOIS, regarding on which side we're talking, from the demand side or from the supply side, or from the corporation side regarding identification of end users, for any legal purposes, or any law enforcement mechanism, we are stuck.

We don't have such coordination existing. We don't have such collaboration between the different actors who work on the DNS industry to make this become more and more relevant. For other organization to approach us and talk to us and make us as part of the deal.

This is very important because if you look at what happened in the past, INTERPOL was not created from scratch. INTERPOL had been created because some issues go beyond borders and people say that there is a need to setup an organization that is going to help them coordinate things when issues go beyond borders.

The same thing has to happen in Africa. We are not used to talk to policeman, we are not used to talk to jurisdictions before. But because of the internet, bring all of this new issues on the table, we need to be more responsible. That's why registrars and ccTLDs have to understand more about the responsibility and the level of implication that their role is supposed to play if you want to sort out this issue.

That's why we need to be more structured to face this type of problem we're facing in the continent now. So this increase the level of – like… People need to be more organized. People need to be more responsible because the level of implication of the domain name industry, it impacts our whole economy.

And we are part of that discussion. But if you are not there, if we are not well structured, if you are not collaborative enough, this discussion will never happen. And that is our new challenges in the new area of cybercrime, cyber security, WHOIS data accuracy, and all this issue become really huge problem that non organizations can tackle alone.

It has to be a process of collaboration, of coordination, that go beyond nations, beyond African continent, and that become real global issues. So this just the – one of the – some of the topic I was just trying to highlight. That make the WHOIS problem not only a local problem.

And I think that the IDN become another area because of the language we are using, and because of the Arabic and all these implementations of Arabic and all of these things, in the DNS system will make things more complicated.

But I think that if we structured the way that we are working, we'll be able to face the need of that challenges that is the evolution of the whole system. Thank you very much. [Applause]

UNIDENTIFIED: Thank you Mohammed. You also saved us a bit of time, thank you for that. I think in terms of time, in any case we start [? 1:05:23] … any questions or comments to – directed to any of the presenters or speakers here?

Or if people are just ready to get on by? There is a hand. I suppose everybody wants to ask a question to come close to the mic, so they may ask a question. Paulos, do you have a question?

PAULOS NYRIENDA: Yes I do.   It's related to ccTLDs that were registered or became operational before ICANN came into be. So the cases very similar to later namespace for IP addresses, they are addresses that were registered or allocated before ICANN came into be.

For IP addresses, those addresses are not, well they are IRs like AfriNIC. I'm not able to apply their policies or legal framework on those spaces. So it's like space which is untouchable by the RIRs.

Now I just want to hear the feeling on the panel. We have, I think, one or two in Africa ccTLDs like this. What is the legal view for such ccTLDs? Do they fall under the ICANN framework? Can ICANN policies address them?

UNIDENTIFIED: There is open question. [? 1:07:12] open question. I don't know who is eager to take that question and respond to the question. Mohamed Diop and I suppose somebody else will follow.

MOHAMED DIOP: Paulos, I think – I'm not trying to answer the question, but I'm not trying to follow you on the thought.   I mean, people who get the ccTLD delegation are managing, some of them started only a couple of years ago, some others are [Russian 1:07:49].

But in fact, the relationship that ICANN has with the ccTLD, after the delegation of the ccTLD, the attempt to get this accountability framework where some of them accept to sign, some others did not accept to sign.

But in fact, this doesn't prevent the way that the system, it's not a new protocol. I mean, since the beginning, this protocol has been implemented and data have been collected. So what's happening now is the evolution of the level of data are asking to complete on that.

But since the beginning, I mean, you are not registering domain name without having this information available. So what I'm saying is, the policy apply to everybody. I mean, if you want to change your data, this change would not apply if you are not compliant with the [? 1:08:47], the protocol.

[? 1:08:50] the rules that have to be documented before the change were accepted. So that's why your question regarding the policy, I don't know if it's only regarding the accuracy of the WHOIS data or not, or if people that have been – the ccTLD that have start operations before ICANN, did they have any registered domain name that did not follow the rules?

Do they have to update it or not? I think the name have been registered using the WHOIS protocol update in that format. And I don't think that this information is no longer valid, if it is still valid. So I'm not seeing the new purpose of the WHOIS putting some data off of the protocol that had been already registered.

We can think about some add on, but not necessarily moving things after the initial registration.

UNIDENTIFIED: Did you have a follow up question Paulos?

JIM: If I understand the question and the context of your question, you're asking about grandfathering – issues related to grandfathering existing data, cc operations, that kind of thing, right? Registration was created under a particular terms of services, particular rules and process, what happens when those change? Is that correct?

PAULOS NYRIENDA: There is maybe two or three ccTLDs, they have never rededicated in the process. So there is some claim that before outside the current ICANN framework, just like registry space for ICANN register that.

So I was just asking for…

JIM: Okay. I mean, I guess the only short comment I would make in general is just that, ccTLDs voluntarily choose to follow or not follow ICANN processes today. I mean, they are encouraged. There are a lot that do, there are a lot that come very close.

So for those that don't, they still have that privilege and the opportunity to do that.

UNIDENTIFIED: Thank you Jim. Before I let you then to ask a question, there is – up on the screen, a survey of meeting attendance, of people who have been attending. They are asked to fill in about the quality of this meeting that we are holding.

So if in the last few minutes before we log off, if people can quickly try and answer that survey.

UNIDENTIFIED: Thank you. Somebody at the back, actually first.

UNIDENTIFIED: Thank you. [FRENCH 1:11:45 – 1:14:32]

UNIDENTIFIED: …sorry. If you may and try to wrap up your contribution and then – just of time. If it is a question and the next 30 seconds please.

UNIDENTIFIED: That was just a comment, I was just speaking slowly for the translation. So I'm going to speak quickly. Just telling that we have talked about the trademark owners, when talking about UDRP, but we should also talk about registrant rights.

And in some countries, this is easier to talk about using a website in good faith that talking about trademark rights. Thank you very much.

UNIDENTIFIED: Thank you. Sorry I had to push you like that without warning you first. I think point, let's [? 1:15:17] now. I thought we would take the next two questions, and then I'll allow the panel to respond to that contribution that you've just made. Let's go.

UNIDENTIFIED: I'm relaying a question from the Adobe Connect chat from [? 1:15:31]. And the question is really to Jim and Mohammed, how can you ensure privacy slash limit spam if WHOIS is made accurate?

UNIDENTIFIED: If we can note that question Mohammed and also [? 1:15:47]… I would like to take, there is a question in the back there.

UNIDENTIFIED: Yes. Very quickly. The first one is a question, the second one is a comment. The first question to dot EW, what steps have been taken, if any, to address increasing spam from dot EW as reported by [? 1:16:10] tech this year?

The second one is in terms of the discussion on law enforcement and security with respect to WHOIS accuracy. I though just very quickly, when the first director of the FBI, John Edgar Hoover, when he took office, one of the first things that he set out to do was create a central repository to be able to identify finger prints database.

I know that's completely separate from WHOIS, and it's probably unrelated, but in essence I note the last panelists comments in relation to – when you were sharing, when you were saying that two are sort of

distinct. Like you're talking about access, you're talking about WHOIS accuracy and with respect to security.

And I thought that, just very quickly and I'll wrap up my comment. I thought that they are actually two facets of the same cube, but one of the challenges that is now open for the community is in terms of what is the extent in which security is permissible?

Noting that there are complex multi-jurisdictional treatments and processes. Thank you.

UNIDENTIFIED: Thank you very much. I'm going to take your question, and thereafter if there is another question, you'll have to follow after the panelists have responded here.

NIGEL HICKS: Yes, thanks, I'll be very brief. Nigel Hicks from ICANN. Really it was just to address the UDRP issue and other mechanisms that are currently in place. And it's very interesting to hear some of the history when these mechanisms were put in place. They were obviously put in place in a slightly different environment than we have today, and we're going to have in the next couple of years.

And I really just wanted to ask the panelists views of whether we need to evolve sort of new thinking about a whole dispute resolution area in this new domain space that we're entering into? Or whether the existing mechanisms will suffice? Thank you.

UNIDENTIFIED:	Thank you. Another [? 1:18:21] questions and comments made. I want to start next to [? 1:18:25]… I think there was a question or two directed to you, the one was with dot PW.

BEN CRAWFORD:	So thank you for that question. Yeah, obviously, having registered so many domains so fast, we found, unfortunately, among the first registrants who were quickest to use it were spammers, whereas obviously legitimate users of domain names tend to take a little bit longer to build their websites and so on.

But dot PW in its policies has a zero tolerance of spam, so what that means is the domains are deactivated as soon as they're reported. 5,000 have already been deactivated. There is a… We use every monitoring service available in order to quickly and rapidly take them down.

If ever you are spammed from anything from a PW domain, you can go to the PW website and report it and it will be deactivated.

UNIDENTIFIED:	Thanks. I would respond very quickly to, I can't remember I think it was the second, to the gentlemen who spoke French. This will be a little closer to make a comment on Nigel's question.

So of course we need to think of registrants, and that's why balance is so very important. The domain name case law outside of the UDRP, through traditional rules, it's still developing and it will continue to develop. The US courts have deliberated that domain names are

property rights, and as property rights registrants have legal rights based on that for protection of domain names against abuses.

So even though we don't see the [? 1:20:30] recognizing this, there is recourse that can be taken in the US, but we also see in Europe, and Germany, and the UK are developing slowly a case law. And I'm sure that also within the African region it will start as domain names become populated and they become more and more used.

Cases will appear before the court. So… Particularly in the context of ccTLDs, this is what I was trying to convey when I was saying that the internet is a great space for opportunities and one of the things… And ccTLDs need to be available beyond trademark rights.

And one of the key issues here is also relates to local content. ccTLDs can host and can support local content, thus they're becoming more and more important for that aspect. And going back to Nigel, I don't think I have an answer, it is a very big question and issue.

However, the UDRP is the oldest ICANN policy. It has never been reviewed, and you're right when you said that it was created in a time where we didn't really know, we didn't understand, we didn't have the full picture of what domain names were, how they were interacting with trademarks, what were the boundaries, what were the parameters.

12, 13 years down the road, we're gaining more and more experience and this experience also comes from the traditional route and court litigation where there is a plethora of ideas of what domain names are, how they should be used, and what their scope should be. Thank you.

UNIDENTIFIED: Thank you [? 1:22:15]. Jim?

JIM: Thank you. So I want to respond holistically to the set of questions and comments that have been made, and make four points if I can. So the first is to speak a little bit about Afrilias, my organization. We are a register service provider hosting 18 TLDs, and we have several TLDs for which we are the registry operator not just the service provider.

One of those is dot INFO. Which I bring up because it represents a success story and managing abusive registrations. Whatever the reason for the abuse is, even registrations that are created by inaccurate data when the anti-phishing working group started its semi-annual report about the status of malicious domain names.

Dot INFO was always at the very top of those lists, and it was an awkward place to be. As soon as we appeared there in that first case, we immediately created, and we now have I believe, we have the longest running anti-abuse security service that we offer for all of the TLDs that we host, if they want it.

For those which we are not the operator, it's really up to that operator to choose whether they want that service or not. And of course, it will be available for new GTLDs also. So we quiet pro-actively seek out looking for registrations that need to be taken care of, whether it's for law enforcement requests, or whatever kind of issue might pop up.

So this is a problem which can be dealt with is my main message there, and it's possible to deal with this. And different organizations do

different things. The second thing that I want to comment about is registration data accuracy since that was brought up.

SSAC, the Security and Stability Advisory Committee in ICANN, in which I'm actually the vice-chair, published a document about the taxonomy of validation and what it means. And we talked about three different types of validation and verification for WHOIS data.

I think that it's important to keep those things in mind. We talked about factual validation, so just talking about whether or not you're getting data that in fact is of the form it's supposed to. Does an email address look like an email address or not? Does it look like a phone number?

Am I getting digits? That kind of thing. There is functional validation, where you can talk about, does the email address work? Does the phone number actually work? Can I make a call to it? And then of course, the third thing was identity validation where you talk about whether or not that can be collaborated to represent a physical identity, whether that's an organization or a person.

I think one of the things that always concerns me about talking about registration data accuracy is, people like to talk about it and they talk about it at the same time when they talk about privacy and spam and abuse of the data. And I think it's important that we separate those two issues.

To separate registration data accuracy, which is a valid, I believe, and important thing for everyone to do. There really isn't any reason why you shouldn't have knowledge about your customer. If you are the registrar, you should want to know who you are doing business with.

It seems like a fairly obvious thing. Most people would agree with that. I never found anyone who disagreed with that point. But we shouldn't tie it to that fact that we also have to deal with various kinds of issues, and the reasons why people put that data out there.

So my second point, just in summary is, registration data accuracy is something we should all seek to achieve, and we should be clear about what we are talking about and that's why I pushed about the SSAC document on WHOIS validation taxonomy.

The third thing I want to talk about is privacy. I think that privacy is a separate issue and can be dealt with separately. Privacy services and proxy services came into existence arguably for all of the wrong reasons. But there are certainly some valid and legitimate reasons for these things to exist.

And if you start from the premise that you've got reasonable data, you can then look at it as a technical problem. There are reasons why privacy should exist, there are a variety of ways in which one can provide this service, and we should simply engage in a discussion of how to provide that service and make it a documented, well understood, legitimate service instead of something which came about for reasons that it really shouldn't have.

There are… Part of the problem today with privacy and proxy services is there is no uniformity about them. Different service providers do different things. They behave in different ways. ICANN does not have any set rules for privacy and proxy services.

This is one of the things that was called out in the WHOIS review team report that I mentioned earlier when I was talking. So this is another area that has yet to be dealt with in a clear and coherent way, even in the ICANN community.

So it's a legitimate problem but it should be separated from registration data accuracy, and dealt with as its own topic that needs attention. And the fourth thing is about spam. I think that its often stated that WHOIS represents a source of data for spammers. So people who like to scrape email addresses and use them.

I have not seen any solid evidence that this is the predominant source today of email addresses and scraping them. Most of the providers that I know of or WHOIS services, all have limits on querying WHOIS services. So it's not actually straightforward to go scraping a directory service like WHOIS and grab those email addresses.

And in today's world, there are a lot of ways to collect email addresses, and spammers can collect them. Aside from the fact that they've been collecting addresses for decades, because email has been around for decades, think about all of the public mailing lists that exist, all the public sources of email addresses.

These things can be much more easily scraped than WHOIS services. So I'm not suggesting that WHOIS directory services is not a source of spam email addresses, I'm just suggesting that I don't believe that it is the predominant source. And in fact, I've not see any published statistics that suggest that it is the prominent source of email based spam.

We in fact have tried… We in SSAC have tried to conduct some examination of WHOIS data at one time several years ago, to look and see if we could validate this premise. And in fact we could not, and I still today have not seen this premise validated.

So more generally, I make the observation with spam that associating spam with WHOIS services and all things related to WHOIS, is just playing on emotions, it's not playing on factual data. And we should be cautious about doing that. Thank you.

UNIDENTIFIED: Thank you Jim. Mohammed Diop if you can wrap it up in the next few minutes?

MOHAMED DIOP: Okay. Thank you. I'm going to be very short because I know that we're running out of time. I would just respond very quickly on two issues that have been raised regarding spam and the accuracy of data.

I think that the – Jim has gone through more explanation, but what I'm going to add is, making the data accurate is just a need because we are interacting with individuals and legal entities, and we want this information to be accurate because we cannot base anything in terms of economy on transaction, if you don't make that village and ship strong enough.

So in the telecommunication industry, they have some law enforcement, in many countries where identity needs to be bind to these services. So they find… In my country for example, they pass a

law that you cannot have a mobile phone if you cannot link this ID with an ID of somebody, legal person or legal entity.

So what I'm just trying to say is getting the information accurate doesn't mean that you're going to publish or make them public. So that's where I have to answer the question of Pierre [? 1:31:42], who say that making the information accurate doesn't mean that everybody will access this information.

So if a law inside the country protect users and they have the choice to say I don't want my information to be public, I think that protocol allows us to implement it. So these things have to be respected, and to be implemented locally.

So this is another issue like making the information available is one thing. Making them accurate is one thing. Getting access to everybody who wants to get access to the information is another issue. And I think there is law that protect people on confidential data, so these things have to be seriously taken into case – into consideration by local organization in the domain name industry.

And I think that this is why this process is so complex, because it's not one size fits all because we have many things that are happening in local countries that need to be taken into consideration above the rules that we are trying to implement.

So our technology have to be really compliant with the local laws that we have in countries, and we need really to see where there is anything. And I did not see anything that will not make our local jurisdiction be

applicable on this rule that we have on the WHOIS service. So thank you.

UNIDENTIFIED:	Thank you Mohammed. I don't know if I left any of the panelists out. [? 1:33:20] is shaking his head, he has said his peace for the day. In the sense of any other question or comment, this session comes to a close at 12 minutes past six.

I would like to thank you for your patience, and for your endurance to continue this session up until this time. I'm aware that within the program there is a [? 1:33:49]… was trademarked by ICANN [laughs]. So it's not yet trademarked, so it's going to be a [? 1:34:00] …sponsored by Africa dot com.

[? 1:34:04] will give us the details. [Applause]

UNIDENTIFIED:	Thanks. I think all of our moderators and presenters need another round of applause, please appreciate them. [Applause] So some housekeeping matters, the buses are waiting for those going to Garden Court, South Beach.

The Gala Dinner starts at 7PM, so we just have time to go and drop our bags and get back to the bus so that we're at the venue on time. Tomorrow we begin by 9AM, and I request that we be here by 8:30 so that the program begins by nine.

Because by one we shall wind up the program for the day. So with that, have a good evening. See you at [? 1:34:59] restaurant.