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TORONTO – Introduction to ICANN Multi-Stakeholder Model

Sunday, October 14, 2012 – 10:30 to 11:00

ICANN - Toronto, Canada

FILIZ YILMAZ:

...because it's a good information resource here. It's not easy to get everything the first time. I can speak as far as conferences go in their lengths, scheduling, context, so bear with us. That was my welcome to you first, and I'll just go through the logistics first shortly.

We have interpreters in the room. The main language of the presentations will be English; however, if you prefer to listen to the content, as we speak, in Spanish or French you can wear the headsets which are placed at the table over there. And that will be true for most of the sessions throughout the week. We may even have more languages in the booths. This time, here, this is the first day and we had a logistical issue so we have two. We may have more, further on during the week.

If you can, put your mobiles on silent. That will really help. It can be quite a distraction for everybody, presenters and those who are following the sessions. We want this to be, the whole day, all the sessions to be interactive. So you see two mics already in the corridors, that's for you. Whenever you feel like you want to ask a question, please approach the mics and be free raising your question.

However, we also, as presenters, are very attuned to making this interactive so we allow time at the end of each session for some Q & A part. So you may also save your question and wait until the end and

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then raise it. It depends on how you want to do it. We may also say, "I'll get to that, so let's cover that at the end."

Again, why are you here? What am I doing here? What are you doing here? This is part of the Newcomers' program. So if you have dropped by registration today, you should have been notified of the Newcomers' Lounge and these sessions and gotten the green extra on your badges. I just want to make an announcement about that green bit because we sometimes receive questions about it. It is for you. If you want to keep it, keep it. If you don't like it, take it off.

Why do we provide it for you as an option? It makes you recognized as you walk through the conference. Telling all the others, "oldies" let's say, that you're new and you're allowed to ask questions obviously and they have to bear in mind the level of detail they may want to provide you because you may not get everything in a short answer. And that applies to staff, the board members, and also the community members, more experienced community members.

So it's up to you. If you don't like it you can basically take it off. But we advise, and we receive a lot of good feedback about it because it also creates a nice network among you guys as first-timers of ICANN 45. And those relations and network put together, let's say, often survives the meeting and it continues as you come to another ICANN meeting or you have your roads cross in other environments because we all obviously work in an environment related to Internet. So it's up to you.

What we are going to do today here is, this is Newcomers' Tracks. So we have a Lounge for you next to the registration desk. You can go there and ask questions. We have a staff member and a community



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member and a fellowship alumni helping out with the Lounge. They are going to be there from Saturday, I mean they were there Saturday. Today is Sunday, and they will still be there until Wednesday. You can drop by any time you want. You can also use the area to meet each other, as a meeting point, it's all allowed.

And here, what we are doing is Newcomer's Tracks. To provide a starting point for you guys. This is all a bit coming from personal experience, and I quite like the story of it. It will tell you, probably, how you may be feeling already. In 2010/9, in Seoul, it was my first ICANN meeting.

I have a history of Internet and community capacity building issues. I don't want to reveal my age, but I've been there for awhile. So it wasn't like I didn't know what ICANN is or what the ICANN community was doing. I was working for an RIR, Regional Internet Registry, at the time but it was still my first ICANN meeting.

And I stood there, it was a huge meeting in beautiful Seoul, and in the corridor there were these crowds of people passing by and getting in to meetings and some coming out and I was holding the agenda, trying to make sense of all these little shortcuts called GNSO or ccNSO. I'm trying, like, "What does that mean?"

It was hard, so this is why we're here. This is why we want to talk to you, we want to onboard you effectively and we want to make sure that you get something out of this week. That you don't feel alone and you know where to go to get information. Some of the things you may already know and some of the sessions we will do today might be a bit



too much detail for you, but we need to balance that out. So bear with us again.

This is aimed to mentor and guide you, and provide you the (inaudible) information, so again you will hopefully come back because we want you to be part of the ICANN community, already starting from your first meeting.

So what do we have today as the agenda? These sessions will be all in this room, so you don't have any excuse for getting lost or something, I'm not going to buy that. But we will have a break. The first part, from 10:30 to 12:00, we will go through Introduction to ICANN Multi-Stakeholder Model.

We will continue with Policy Development at ICANN. I will have our ombudsman speaking about his role. It's a very interesting role, an independent role over there. And we will conclude the morning part with a refresher of what's ahead, what are the sessions and where the information hubs are for you for the week coming ahead.

Then we will have a break and in the afternoon, which will run from 2:00 to 5:30, we will have ICANN Engagement Tools, so what kind of tools we have for you. Like we talk about this community, how we interact in reality.

Introduction to Registries and Registrars, they are very important components of Internet, obviously, and they are part of the ICANN community and this discussion forum, where policies are developed, so we will have a look at them.



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Recent Developments in Domain Name Space; we will talk a bit about new gTLD's that are coming up, as you all may be very aware of, and Contractual Compliance at ICANN.

Now I'll start with my Introduction to ICANN Multi-Stakeholder Model, and I'll try to be aware of time but I think we are doing okay. So Internet is not that new, obviously, it's a technology that has been out there for three or four decades now, pretty well. But it started small, as you may all recall. It was in an academic environment, mostly, where it was groomed and grown and then it moved a long way up until now.

First it was used in small communities, now we are dealing more on the level of it is in our lives. So again with personal experience, about a decade ago when I was trying to show how cool this Internet thing was in my own region, we were going out for trainings.

And I remember telling people, "Look! This is an e-mail! This is a website! This is how we can use it and this is how you can advertise your business or put your ideas further. You can reach out as a tool to get to people." And I was getting, "Oh, e-mail? Really? Why would I send them an e-mail? I have a fax." Right. "Why would I have a webpage? I have leaflets to advertise my business."

But now think about it. Do you take any business seriously without a website today? If you Google them and you can't find anything on them? That they are off, right? So this thing has grown a lot, and this is now a utility more than a technology, maybe. We pay our bills over the Internet, we do our bookings, buy theater tickets, it's all out there.



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So this slide is to just show you some numbers. In December 2011, VeriSign Domain Name Registry, they publish a report, yearly report, and this is came out in March 2012. And we are looking at 225,000,000 domain names by then; this is like ten months ago.

So this has grown a lot and all of us are part of this now. Then there comes a question: who is in charge? Well there's not one single group, that's the beauty of it. Let me talk about ICANN Multi-Stakeholder Model. We go back to thinking about a distributed system as a governance model, and this means there are several actors in this whole picture. It's not one group or one single body who sets the rules, and this is what we mean with Multi-Stakeholder Model.

It is not even specific to ICANN, but ICANN prefers to use that model in its decision-making processes, together with this community. And what is the ICANN community? Whoever wants to be, to be honest with you. You are part of the ICANN community at the moment, as far as I'm concerned, because you showed an interest and you are interacting now.

This is how it works: when you look at the eco-system more on the organizational level, taking that further from you as an individual, you see all these organizations. ICANN is one of them, but you have the RIR's, Regional Internet Registries, where they look more specifically at the registration of IP numbers, Internet Protocol numbers, which is another pillar of Internet infrastructure.

And then you see IETF, who is a technical body where they make the recommendations and the layout of that infrastructure. RIR's and ICANN follow IETF's instructions in terms of their implementations in



various issues. So it is not one thing, but this is the whole eco-system and all these are, again, part of the Multi-Stakeholder Model that we are talking about.

Let's talk about its principles and what it's about really. It's a unique form of governance; not having one single body is obviously an interesting concept. And how does this really work? It really works on interaction, it really works on dialogue, it really works on global reach and having a perspective on that outlook.

One very important part of it is always considering the bottom-up decision-making processes. So it's not the ICANN board who thinks, "Oh this is a good idea. Let's put it in place." and it goes down like this, but it comes from the bottom where people and communities and all these people of the Multi-Stakeholder Model, which we will discuss now. Active participants, they come up with the ideas and they bring the issues for attention most of the time and they bring it up like, "This needs fixing." or "This will be good if we also work on this."

And after some discussion and certain processes take place, only then are these decisions put in place, and then comes the ICANN board who puts them in implementation, in the simplest words. So this provides us a decentralized control over the whole governance issue really, and it really is based on the inclusive and participative processes. So if you're not there really, these are not going to happen.

The bottom line is come and join and make yourselves heard, otherwise there will be some other person saying what you may be saying or you may be disagreeing. Do you want to put your counter-argument out



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there before something becomes a reality to you? This is the real question here.

So within the system, the other very main, main point is this kind of attention is given to the voices of the community as much as the voices of power. When you think about this, it's interesting because ICANN processes, at the moment, is open for both individual and organizational voices.

Some groups, they like to come together and have a unified consensus reached, statement or perspective to be put through for a situation, for a problem or a proposal while some individuals prefer to contribute individually. So it is really open up there, and it is a choice to go and say something or not to say something. But attention is going to be there for you.

So what is ICANN? Coming back, as an organization it is...the full name, I wonder if you got that before coming here. We all say "ICANN, ICANN" but what is it in full? Internet Corporation for Assigned Names and Numbers. It's a global multi-stakeholder organization and we coordinate an Internet system of unique identifiers which are IP system numbers, to some extent, and autonomous system numbers.

We do this coordination together with the regional Internet registries and domain names, as you know, because it's part of ICANN's workplace. And protocol port and perimeter numbers, which is a coordination activity together with IETF. I'm not going to get in to the details of that.



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There is obviously DNS in the middle of it and the DNS root names server system. What is interesting about all these technical functions, we are performing these technical functions fine, ICANN is doing that. But how we are doing it is with the community.

So how do we do it? How we perform all these is coming through the policy development process, which I'm talking about: having a Multi-Stakeholder Model and having dialogue and discussion environments in it. So in that regard, we also facilitate this dialogue and discussion environment, which we call the ICANN forum.

That is mainly facilitating the Multi-Stakeholder Model, making sure that the decisions are made coming from bottom-up processes, making sure that we have the mechanisms in place so that you're able to discuss, come together. That requires some structure; we will go through all those together during the day.

So again, the principles of this model, we are talking about universality here. ICANN is a global organization speaking to the planet, so we've got to be universal. It's out there, we are there for everybody. That requires inclusiveness and transparency.

Now inclusiveness and transparency are very important principles of this whole system. You may be inclusive of everything, but if you are not transparent enough, if it's not out there who is involved and to what extent you are being inclusive, you can never tell. So they go well together.

We have a responsibility to be able to tell everybody that we listen to everybody and everybody has the option to be able to go out and say



what they what they need to say. So this kind of environment basically gives the opportunity for everyone to influence the agenda. You're out there, you're here, nobody's stopping you to come and say what you think at the mic. This is quite a unique process, as you may imagine, in this kind of discussion environment in where there's some governance issues.

So going forward, how does it really work? It's all fine, yeah it's inclusive, I can say what I need, there are two mics here, but how does it work? I talked about some structure, and this is where things are going to get a bit more detailed. We will be talking about this picture over and over again during the day, don't worry.

And you will see versions of this. We all have different ways of showing this picture to you. It mainly shows how ICANN is structured in those groups. The groups are coming from certain interests, so gTLD issues, GNSO, Generic Name System people.

So domain names people, they have their own group order talking about these issues. There are the ccTLD's, Country Top Level Domains, they have their own...their area requires some extra detail that generic domain name people may not require, so they have their own space to discuss their own issues. We have ASO, Address Support Organization. Remember I talked about IP resources, IP addresses and AS numbers, they're also part of the coordination. They're holding that angle.

And all these, these are the supporting organizations. Then you have the advisory committees. We have GAC; governments are an important integral of today's Internet. They are there; they have certain



perspective to be represented in this picture, so they have their group going on there.

Root Server System Advisory Committee, this is a technical group looking at the root management issues and making necessary recommendations when it is necessary. Security and Stability Advisory Committee, again DNS comes with a security...there are always security issues.

You will be hearing about DNSSEC, deployment and all, so this group is really focusing on the security issue. If you are a technical person, this might be the place for you to go and be in the rooms where they are discussing their issues. And then we have At-Large Advisory Committee, this is really the end-users of Internet, generic perspective end-users.

If you don't relate to any of this so far, gTLD's or ccTLD's or you're not interested in security, you may be very interested in how Internet users are represented in this system through ALAC, so this is the home for them. We will be talking about all this, but in the middle of this, again, the interaction goes through the ICANN Board of Directors. They are part of the Internet eco-system too, we all work together. And in fact we are missing here the ICANN staff too, I believe we should be [at it].

So what about decision making processes? This is really the heart of this thing. How can you get involved? How can you go to those mics there and say what you need to say? And to be able to say what you need to say, first you need to be aware, right? You need to be aware of what the issues are at the table.



Why are they issues? How maybe it came, historically, at this table. All these are done through working groups and task forces, we will get in to those details, don't worry about them but you will be hearing. That's why I'm dropping the words already. This certain working group is working on a specific issue, and then there is this task force working on this.

And we have, in the middle, the public comment periods. I will touch up on that later. This is the final decision mechanism before something is implemented. We will go through these all, but I'll just give you one small example, real-life example, so that you can start putting the pieces together a little bit. And then I will leave it to our next speakers.

New gTLD's, I am sure you've heard about this. This issue was raised quite a while ago actually, in 2010/4, by the GNSO, generic domain name people let's say. They decided to initiate a PDP on the issue. The main question was why do we have so limited number of generic names? Why are we limited to ".com", ".net", and a few more, maybe a dozen of them? Then it was increased, but it was still limited.

Why is that? And then after some policy discussions among themselves through working groups and task forces, through 2010/4, 5, and 7, there came the initial policy recommendations. And these were adopted by the GNSO Council, within their own group, which meant that they could set these recommendations as a unified, agreed on, consensus reached idea to the ICANN Board for implementation. So they received it, and since then they've been working on that together with...



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[break in audio]

FILIZ YILMAZ:

Remember what I just said about Multi-Stakeholder Model.

Just drop by the Newcomers' Lounge. We have balls there, little balls as giveaways. They're sweet, soft balls, if you get stressed you can get it out of your system. And we also have tickets for a social event tonight, first-come first-served, so please go drop by. It's an ALAC event; you may want to meet new people. So drop by and get your tickets.

Now before I move on to my next speaker, Rob Hoggarth, my policy colleague, I just want to give the mic to Bertrand de La Chapelle, our board member who's been in this Multi-Stakeholder process and ecosystem for a while so he's a living example to say a few words about that. Thank you Bertrand.

BERTRAND DE LA CHAPELLE:

Thanks Filiz. Good morning everybody, my name is Bertrand de La Chapelle. I come from France. I used to be, a few years ago, the representative for the French government, the Diplomatic Ambassador for Information Society, and a member of the GAC.

And I followed, also, Internet governance processes during the previous years; during the so-called World Summit on the Information Society, some of you may have heard of it, between 2002 to 2005 as a member of civil society.

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So I've been a diplomat, I've been in civil society; I've been in business as well. And I've followed ICANN activities since 2006, basically. And I joined the board, elected by the nominating committee, in 2010.

I'm very happy that Filiz gave me just a couple minutes first of all to give a very warm welcome to all of you. ICANN's new CEO, Fadi Chehadé, uses an expression that I think reflects very much what we all want to do.

It says that ICANN is an oasis, it's the place where all the different people who are interested in the well-being of the Internet and of how it is used can come together to discuss and establish their common roles. I hope you will feel at home. I hope you will feel that the discussions that you have with other people, that the discussions that you participate in and you will contribute in, will trigger your interests.

Policy making is very exciting stuff, and what I personally love about ICANN and the Internet governance in general is that instead of having to go through the hoops of becoming part of a national administration or an elected representative or a civil servant, which I did, you can come and participate in policy making directly, at a global level.

It is hard sometimes. It requires, in particular, to listen to what others say. Try to put yourself in the shoes of others, discover people that really have very different mindsets and different reference points, and it is the exchange and the interaction between those people that make ICANN worthwhile. I hope you will enjoy this.

Consider that this is a tool. ICANN's mandate and ICANN's remit is limited, it's just a thin layer. It doesn't deal with content; it doesn't deal



with the Internet infrastructure. There are other organizations that deal with this.

ICANN is involved exclusively in the naming and numbering system; however, this has a lot of impact on how people use it. And the decisions that are being made have long-ranging consequences. This is what distinguishes policy from business decisions or advocacy.

When you have a business you make a decision and it impacts basically your company, your customers potentially, but if you make a mistake or you do some good thing it's for you or for the people who are really interacting with you. If you are an advocacy group you can push a position, and even if it has consequences for others, if it has good consequences for your group it's fair. You have to push it.

When you participate in a policy making process you need; and this is what's fascinating...it's not a burden, I do want to share that it is what the good part is. You have to take into account not only the impact on others but also the long-term consequences, the so-called unintended consequences.

This is the hard part of policy, and to be honest there are not that many places around the world that deal globally with issues that have an impact indirectly on the everyday life of that many people. Some of you may be coming through ALAC, the At-Large. Sorry, not ALAC, At-Large. Some of you may be coming through business groups, GNSO, some through the ccNSO.

This is a one whole single community that is dealing with different topics. And ICANN as a whole, as Filiz was saying, is...although the



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board is seated in the middle of the slide that she was presenting, ICANN as a whole is basically accomplishing very few functions that I would summarize in the following way: it manages databases that are authoritative.

It's a steward of just very high-level phone books. The Root Server System is the authoritative phone book of phone books of phone books for the Internet. And that's a technical function that is done by some of the administrative staff, or some of the staff, directly.

There's another function which is for the Domain Name System, gTLD's, the allocation of this resource, which is the Top-Level Domains. And if I may use a personal analogy, I call that the 'Semantic Spectrum'. Just like in telecommunications you allocate wireless spectrum then there are some bands that are useful and some bands that are not useful, some are public, some are not.

In the Domain Name System you have words, and some of those words are interesting to use and some are relatively less interesting to use. You may have noticed that in the candidates for new gTLD's there are very few 47-letter words with no specific meaning. Most of them are short words with meaning. And who should manage those TLD's is a sort of quasi-regulatory function which is trying to make it as fair and as equitable as possible.

The other function is to facilitate the development of policies regarding those elements. That's a part of implementation, but the development of policy is important and this is where the whole community comes in to play.



So policy development, policy implementation, the notary function, and then there's another one that is important as well which is to ensure that the rules that we have collectively developed, and when I say "we" it's not the board, it's the community validated by many steps. That these rules are respected and enforced, and this is the part that is related to compliance.

And so think of ICANN as a multi-faceted tool that allows the whole community of Internet users and stakeholders, the companies, the governments, the operators, the citizens, to come together and discuss and establish their common rules. Each of you, and again you are highly welcome, each of you can play as big a part as you want in this.

Some of you will come once in awhile, even following remotely some activities. And some of you, in the course of the years, will grow in to the system because you will like it, you will want to contribute, and you will be respected by your peers who will designate you for one position or the other.

It can be as chairs of participants in working groups. It can be in councils, ultimately on the board. It can be in ALAC. Through many mechanisms, I don't want to get in to details. What I just wanted to say today is you are getting in a group that is welcoming you and we hope that you will take pleasure in contributing in something that is basically policy making for the global public interest. Thank you so much.

FILIZ YILMAZ:

Thank you Bertrand, for the insight. And you see, this is a board member who used to be a newcomer once, I bet. So go there. This is



one of those things that you will be the decision maker in how much you want to be involved here.

[background conversation]

FILIZ YILMAZ: That's a good one, yeah. So thank you again. See you later. I have here, as the next speaker, Rob Hoggarth. He's a senior policy team member. Your function is now Senior Policy Director, right. So we'll have him give you an update about what the policy issues are going to be, mainly a week ahead right? These ICANN meetings, as well as covering some initial basic information on how these groups are working and how you can get involved. So that's pretty much very important, what Rob will be telling you; if you're interested in this, go talk to these people.

ROB HOGGARTH: And you're going to have me sit in your chair, right?

FILIZ YILMAZ: No, I'll leave your chair here now, in a minute.

[End of Transcript]

