
BUENOS AIRES – Newcomer Welcome and Info Session
Sunday, November 17, 2013 – 10:00 to 16:00
ICANN – Buenos Aires, Argentina

JANICE DOUMA LANGE: ...With you some individuals who will be in the room, who are part of our Fellowship Program, which means they've come to another ICANN meeting previously, after being accepted through an application process, and they get a one-week fast-track through the ICANN experience; daily presentations by Chairs of our community groups, one-on-one experiences with our executive team members and community members.

From their perspective they want to give back to the Newcomers and help share that previous experience with the Newcomers, so that their week is successful and productive. I'll introduce you, at the end of the afternoon, to some of these Fellowship Members that you'll be able to put a face to a name, and meet up with if you need any guidance or mentoring during the week.

The first thing I'd like to do before I go any further is to virtually introduce our President and CEO, Fadi Chehadé for a welcome to you.

FADI CHEHADÉ: Hola in Buenos Aires. I'm Fadi. I just wanted to welcome you to this very, very important meeting of the ICANN community. You are the Newcomers and we welcome you with open arms. We want you to be comfortable here. Anything and everything we do here is for keeping the internet one, keeping it strong, keeping it open, so that people

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around the world can benefit from this great force of good, this great force of human development, of education – frankly, even of peace, because the Internet breaks all the barriers between us.

I welcome you. I want you to be comfortable here. All of us are here to help you understand the complexities of the ICANN world and make them simpler, and make you a part of this important family. We're committed and we hope you will join us in this important commitment in keeping the Internet one and open for everyone. Welcome.

JANICE DOUMA LANGE:

I'm also not very technical. I myself am from a more unusual background into ICANN. I am really the perfect person to tell everyone that it doesn't matter if you're from a technical background, an academic background, a business background – if you are an end user and what you do is just put your fingers to the keys, like I do most times, and hope something really great pops up – we're here for everybody.

ICANN is open to all and we need every different experience to be part of this community. I'll back up a little bit and tell you that my background is education. I was trained to be a teacher. I taught for several years and then I joined that cult called Disney. I was with the Disney Corporation for about 21 years and I learnt a lot about engagement. I learnt a lot about how to make people work together, from many different backgrounds, to bring a positive experience to others.

That's what I really strive to do here; take people from so many diverse backgrounds and provide them a positive and successful experience here. I can't do it alone. We're doing it all together as staff and community, to make sure you Newcomers want to come back. We need you. There's a lot of work to be done in the Internet space and we need every single face from every single background that I see here before me.

I know that there is much more ahead. I've been with ICANN for seven years. I was lost and confused for about one. I started to pick up the pace by the second year, and by the third year they let me go out, because they thought maybe I could get it and share it. It is a complex organization with a lot of work. This week, through this Newcomer session today, we hope to make a better experience. We hope to enable your learning to come along at a better pace.

I talked about the mentors in the Fellowship Program. It's also available from our community. If you simply raise your hand in a session that you're in and proudly say, "I am a Newcomer," to the ICANN community, "I'm a little lost. I'll need some guidance," you'll be so surprised at the members of the community that will meet you at a coffee break or come to see you during a break, or meet you at a social and say, "I remember your face and I'm here to help."

Be proud of the green Newcomer sticker that should be at the bottom of your credentials. If you did not get one at registration you can go back and get Newcomer. Our Board Members, our community members, they look for that green badge in order to know who it is that's new to

embrace. One of the other things that we want to talk to you about is our language. English is mine, and I thought maybe coming into ICANN that that would be the base language that would connect me with everyone else.

The reason I was out of it for a year was because no one ever gave me the new language, the ICANN language. This is a language of acronyms. For some reason, once people have been through one meeting they come to the next one winging out the acronyms as if they don't remember from their first meeting how confusing it was. It's like a badge of honor that you know what ccNSO, WG, IETF, SSAC, RSAC, GAC... You can barely say that.

How are you supposed to know what all these are and keep up? We do have, on many of the ICANN web pages, an acronym finder. I also have a link at the end of this presentation where you can link to the acronym finders. You can bring the website up when you're in sessions and have that acronym finder in front of you, so when one of those strange words or acronyms comes flying out of the microphone you can type it in and find out what everyone else is talking about and acting as if they know.

There are a lot more new people that are in the room. You are not alone. We do have some tools that will help you. By the way, this session, the PowerPoint, is already posted in the ICANN schedule. When you go to the Buenos Aires schedule, you click onto "Newcomers session", go to the bottom and you will find this presentation, where the imbedded acronym finder is. It's also on the homepage of the ICANN website.

I want to stress “closed doors”. Doors are closed because it’s windy. Doors are closed because the inside needs to be able to hear each other. Doors are closed because we have so many sessions we need to have some quiet from the hallways. Doors are not closed to keep you out. They have their purpose as they do in your own homes or offices. Open that door.

When you open a door, as I did in San Juan in 2007 for the first time, it feels like you’re coming to a brand new high school and everybody in the room knows everyone. They look out at the new person opening the door with that evil stare. You need to blow that off, first of all. You belong here. You go in the room, you sit down, you start to take in the information. I don’t want anyone to feel like they’re closed out.

That being said, we have some closed meetings here. On this schedule you will see a small ‘c’ next to a title of a session. In that case, the people in the room are closed in. You are not closed out. Sometimes the Government Advisory Committee, or the At-Large Advisory Committee, or one of our constituencies, such as the Business Constituency or the Intellectual Property Constituency, need time to come to consensus over a discussion about a policy or a process.

They need to close the doors and close themselves in to get that discussion. When the doors are open to the public session, they’ll be relaying consensus; what they had determined as a community group. There are very few of those here and they are not meant to close you out but to close the others in until they can reach consensus on what they’re talking about.

The idea that everybody knows everybody. One of the new Fellows came up to me after a morning introduction and said... First, arriving at the Sheraton, she walked in and saw groups of people hugging each other and kissing each other and just... Everyone looked like they all knew each other. It was a big reunion. We kind of are. Once you're in this, every time we come together three times a year we're really happy to see those people that we met at the last ICANN meeting. It's genuine. We're happy that they're here.

Last meeting, they were the ones walking in the door, looking at the people hugging and kissing and... Yes. So don't feel that way. Join in. Argentina's one kiss, I found out. The Dutch, if you're there, it's four. Argentina is one. They're into the hug and they're into the one kiss on the cheek. It's all good. We are here to create a casual, family experience for you, within a very complex and intense week.

We'll tell you a little bit later how to blow off some steam to get from the intense to the casual. Everybody knows everybody because they introduced each other; they've been there. Introduce yourselves to each other. When you're walking around, you'll be doing the hugging and the kissing and everybody will think you know everybody too.

With that, I'm going to start into the meet of this morning. What we offer is a baseline. We give you a place to go from for the rest of the day and the rest of the week, and understanding about ICANN's role in the Internet ecosystem and how we do that work. Rodrigo de la Parra, to my left, is the Vice President of Stakeholder Engagement for Latin

America and the Caribbean. Albert Daniels, who's coming up to join us, is Manager of Stakeholder Engagement.

I'll let you both tell your quick stories of your entries into ICANN. I've known Albert since 2007 when he worked with the community. Now he's working with ICANN. These gentlemen will be talking in Spanish and so I'd like the rest of you, who cannot speak Spanish, to put your headsets on. One more introduction: Alexandra Dans is the Manager of Communication for Latin America and the Caribbean. She's kindly here and she'll be helping us to take any questions that come in.

Also, for all of you, we're going to have two roving mics. If at any time you'd like to ask a question, this is one of those sessions where you raise your hand and ask the question. If there's something you really need to know immediately and would like that discussion, this day is about having that discussion. We're going to have a couple of folks with microphones, and we really want you to ask us questions so that you leave today feeling comfortable and confident about how the rest of the week is.

We're going to give the mics out. Please raise your hand at any point in time. If you'd like to ask a question or further the discussion, we'd be more than happy to have your comments and questions. With that, Rodrigo, I'll pass over to you.

RODRIGO DE LA PARRA:

Thank you Janice. We'll have both English and Spanish. Now it's Spanish and then Albert will speak in English, so be ready with your headsets.

Good morning, welcome to Buenos Aires. Welcome to Argentina. Welcome to Latin America and of course, welcome to the ICANN meeting. I guess you've all heard about ICANN. You wouldn't be here otherwise. You know that we play some technical roles.

If you still have questions you will get information now. I want you to know that the way that ICANN has chosen to play these roles is through what we call the multistakeholder model. It's here where we see the big challenge for ICANN. It doesn't lie in the technical roles or the coordination of technical resources; the big challenge for ICANN lies in working through this multistakeholder model.

I think that one of the best ways to see that this model is actually working is the fact that we're here, seeing you here, seeing that there are new faces and new people who want to get involved in the ICANN model, who want to participate in decision making, who want to learn more, who want to join a group. I see some familiar faces of some groups with ICANN, that people who have not been here at this meeting before. You are doubly welcome to this meeting.

The ICANN model assumes that there is strong engagement among all sectors. I don't want to get into the sea of acronyms, but I want you to know that there are Internet users here, civil society, governments are represented too, as well as what we call the technical Internet activity. I'll go deeper into that later on. There are different branches or divisions there.

We also have the private sector, which has several aspects to it too. But basically, these are the stakeholder groups represented in ICANN, and the model assumes that everyone participates. This is why we go from one region to the other. The ICANN meetings take place three times a year.

We're holding our third meeting of this year. We've already had a meeting in Asia Pacific; in Beijing, and later there was the Durban meeting in South Africa. Now we're here in Latin America and the Caribbean region, in this beautiful place. We're doing this in this way to get closer to the local communities so that everyone will have a chance to be close to an ICANN meeting.

The first step might be to get physically involved in a meeting, but later you can keep participating in meetings through the mechanisms we have for remote participation. You may also be part of the support programs, the Fellowship Programs and others, which are ongoing and which may help you – the central support structure of ICANN. I think all of us who are here, we are at the best place to start with ICANN.

This may seem obvious, but not everyone who is familiar with ICANN has ever attended an ICANN meeting. I think the best way to get involved with ICANN is to be here at this meeting. If somebody were to explain this on paper it's interesting, but it's not something that can be described with words. You have to live the experience, and I think that being here is a great opportunity.

On the other hand, being here on this path of Newcomers, rather than having you go out and open doors, mentioned by Janice to please do that, you'll be here and we and the other people from all the other stakeholder groups, will come to you and explain what they do. I think that's very important.

Janice has already introduced the team. There's a great global team called the Global Engagement Team, with colleagues in the different regions all over the world. I'm here because we're in this region and the regional team, as Janice said, is made up of Albert Daniels, who is in charge of the Caribbean region. There used to be a person based in Brazil, who's no longer with us, but there will be somebody with us in Brazil.

There's Alex Dans is in Montevideo. She's Uruguayan. She's in a place that's very special for ICANN. For ICANN and the regional Internet community, that is very special, as you may know, and if you don't I will explain this to you. ICANN is starting a strong globalization strategy. It's been identified that ICANN should take its center out of the US to really reach all regions responding to the Internet phenomenon, which is a global network.

This is why we have set headquarters in three places – not only in Los Angeles, there are two more. One is in Istanbul and another in Singapore. The logic follows the time zones, so that we can be there at all times, and we also have the engagement centers. The engagement centers' goal is to be closer to the communities. That's the role they

play; to engage, to reach out, to give the community a place they can go to that's closer to them.

In Latin America we've decided to set up an office in Montevideo. You may say, "Well, why in a southern place?" Well, there is a reason for that. Something unique happens in Montevideo. There is a technical Internet community. ICANN is not the only one who is part of this technical community, there are other organizations. In Montevideo we're all under the same umbrella and we call it the Internet house.

The house of Internet for Latin America and the Caribbean. There is LACNIC, which is one of the five regional registrars. There is LACTLD. LACTLD is a regional organization that groups the registries or country-codes; a domainname.mx, .pe, .ar, .br. This organization groups all of them. ISOC, which I'm sure you're familiar with, has a regional office there as well. The CLARA Network, which is the Latin American Association of Academic Networks, is also there in that house.

There are private sector organizations such as [Siet? 00:23:04]. There is an initiative for traffic interconnection points, which is also based there. ICANN, which is the newest in that home, well, the decision was easy for us, because we just had to join that initiative. Actually, we work with them very well and being under that roof represents this joint work that we do in the region.

There we go. There's still lots of things to be done in Latin America. We're building a strategic plan for the region, made by the region for the region. It's being designed by the different stakeholder groups I've just

mentioned. Those big groups are represented in a group, which designed the strategic plan that's being implemented right now. My colleagues from the other regions will also tell you about this. They also have a strategic plan for their regions.

This plan as well is not a strategy devised by ICANN or the ICANN Board, – rather it's a strategy created by the community, implemented by the community, so that it will serve the communities in the different regions. Well, let's go back to our slides and let's talk about the Internet ecosystem. I'm not going to say exactly what's on the slides because there might be an easier way to explain things.

Internet, as you may know, is a network of networks, and by this we do not only mean it's a super-network, but that it's also made of small, middle-sized or large networks that are interconnected. This is a concept that should never be lost. It's very visual and it describes the decentralized nature of the Internet. I think one division that's worthwhile mentioning regarding this ecosystem are two parts in the Internet. On the one hand we have the organizations, individuals and processes that make the Internet work.

For example, in the case of ICANN, here we globally manage the pool of IP addresses, and the IP blocks are assigned to regional registrars, who in turn do this with local ISPs and other organizations that manage and use IP addresses. There are other organizations, such as the IETF who are also working at this level and design the protocols and other technical standards which also make the Internet work. This is a technical layer.

ISOC also works between this level and the next one, and there are other organizations doing the same thing. Then there's another layer which may be more familiar to us, and it's the layer of users. Even individuals who use the Internet; organizations, individuals. We're not so much concerned about the hardware, the protocol, IP addresses, but we are at the user level.

Users are not only individual users. A user may be the government using the network. The creation of content, applications at this layer. We may already be seeing the big content and application generators such as Google, Facebook and Twitter. We may see all of this in this other layer, but by the end of the day, we're all part of this ecosystem, and this ecosystem that needs to move in a very coordinated manner and at the same time in a decentralized way; respectfully, so that it will work in a healthy way.

If you review one of the pillars we have in our ICANN community, it's our contribution so that this ecosystem will remain healthy. We make a small contribution to that. ICANN as you may see, is one of those organizations that plays a specific role in the ecosystem. This may sound funny, but many people have identified the role of ICANN as the Internet's Achilles' heel. It's a decentralized network, but there is a small part in the Internet which requires a central, global coordination, so that we can all keep a single, interoperable Internet.

The management of the Internet's critical resources – I'm going to focus on IP addresses and domain names. This has to be done in a centralized manner and a coordinated manner. The ICANN role, from that point of

view, for those of you who are not from the technical field, that's a way in which people through their computers and devices can find one another through the Internet. This can be done through this unique identifier; an IP address.

For those identifiers to be unique and for the Internet to be interoperable, we need somebody to do the management. IP addresses are really difficult to remember by users. It's usually very long numbers. The current protocol in... In IPv4 they're very long. In IPv6 – you will soon learn about it – numbers are very long and complicated, so this is why this DNS was devised. The system translates IP addresses into domain names which are easier to remember for users.

If you review the ICANN acronym, there are two 'n's. One is for 'names' and the other for 'number'. By number we mean the IP addresses, and by names we mean the domain name system. Gradually we'll get deeper into this, because various branches open up. ICANN plays this significant role, and the technical role is important. It's okay, there are very qualified people in the Internet and community to do this, but the big challenge is to do this through a multistakeholder model.

With this huge responsibility, ICANN is not choosing to do this in a closed environment. There are 50 engineers in the US who can do this very efficiently and quickly, but they've chosen to do this in a different way, and they've been doing this for 15 years. This is why we're going throughout different places all over the world, meeting with 2,000 participants, different stakeholder groups, in a very complicated decision making process.

Thank you for this slide. I'm going to explain our structure now. From the administrative efficiency point of view, this is not the best way to do it, but we're convinced that this is the only way in which this should be done, because it responds to a model which is owned by all of us, but all the stakeholder groups represented in ICANN. Governments need to be there any everyone else as well. I'm going to use this slide to explain the ICANN structure.

We have the Board. You may see there are some arrows there, going from the different groups at the bottom to the Board. That's because all the stakeholder groups are represented at the Board. The Board is made up of individuals who hold honorary terms. Recently the community has decided to give them compensation. It's quite symbolic. They all have their own jobs and businesses and they participate as volunteers in ICANN.

These people are very committed to the development of the Internet, and many of them are outstanding professionals. There are some Internet pioneers with us. You will meet Vint Cerf, who is considered one of the fathers of the Internet. He was the President of the ICANN Board and today the Chair of the Board, Steve Crocker, is still part of that generation of Internet pioneers. There are people from different regions. There are some rules in our bylaws – you cannot have one region that's not represented.

There should be at least one person per region on the Board. We should have representatives of different stakeholder groups, with the exception of the NomCom, which I'm going to explain right now. There may not be

less than five in one single region in order to balance this. It's precisely the Board of Directors that receives this through a process and through the different stakeholder groups. It receives the proposals, and so by the end, certain decisions are made.

They all started from the bottom up. This is one of the characteristics that ICANN has. We are a multistakeholder model; this is one of our principles, it's part of our DNA. Then one other thing is that the decisions in ICANN are made from the bottom up. Perhaps a third thing is we need to reach consensus. We do not vote. There are no votes in ICANN. You're not going to find voting machines, voting devices.

All of the groups of interest talk between them and then there's a consensus. There are meetings between the groups of interest who discuss amongst themselves, and then we finally reach the Board, which at some point has to vote. Many of the decisions within the Board are made through consensus.

We also have a staff. This is where we participate. Our main role is the technical responsibility that I was referring to. Another role is to create engagement and to try to feed our multistakeholder model, precisely by means of these initiatives we've mentioned. Probably the most important part is we are at the service of the community. When we're receiving instruction from the Board, our job is to implement it. We are working fulltime for this organization and our responsibility is to implement.

One of the main issues discussed in the community for the past eight years has been the new gTLD program. By the end of the program we provide support, with help, with information, with documents, and the community has the responsibility to execute it. This is the main reason we have to have staff. Then we have three organizations, which as you see will end with the letters 'SO'. This means they are supporting organizations.

We go back to the acronym explanations. We have names and numbers. In the number part there is a support organization, which is the ASO. 'A' stands for 'Address'. It refers to the IP address and this is the organization that supports this part of ICANN. There we will see five regional registrars. We consult with LACNIC but there are others for Africa, for Asia Pacific, for Europe and for North America.

Then the other 'N' in ICANN, the name part, was divided into two. There's one, but with the evolution of the community it was divided into two – one for the generic domains, which is the gNSO, and the other one is this ccNSO for the country-codes. It makes sense to divide it because the logic that generics have is very different from the logic that you will see on cc's. What they have in common is that they are top-level domains.

This means that part which is at the right of the dot. If you look at the anatomy of a domain name, after the dot you will see these TLD's – top-level domains – and this is perhaps the only thing they have in common. They are Internet registries and they have an important function; not

only from the business standpoint, but at a technical level these hold the root communications on the Internet.

The big difference between them in the ICANN community is that gTLDs, such as .com, .net, .org, and now the more than 1,000 gTLDs that will come up, have a contractual relationship with ICANN. They have obligations within this agreement to provide ICANN with a quota, as a result of the sales of their domains. In the case of the cc and the policies applied to gTLDs in the gNSO, these are global policies – they apply to all of them.

Now, the cc's do not really have a contractual relationship with ICANN. They don't have any need or obligation to provide any fees or any dues, so it's the members of the countries that dictate their own policies, such as dispute resolution policies, registry/registrar models, etc., but in ICANN, they find a place first to be part of the decision making process within the ecosystem, and also to establish good practices.

This is the rationale behind splitting this 'n' into two. Now, the gNSO, as it is described here, is a very complex organization because we do not only have representatives of the registries of the gTLDs – it's not only .com, .net, etc. in these organizations. Now, the gNSO is the reference, the benchmark for businesses. Someone will come here from the gNSO to explain this, because it is a very complex organization. I was just about to say that within the gNSO there are non-commercial stakeholder groups and this may confuse you even more. But in essence, this is the central part. They also have a very complex representation system.

They have intellectual property, protection lawyers and if you think of the DNS and how it evolves, all of the interests are involved in there.

Let's go to the next slide please. Now, with regards to governments, I was referring to the supporting organizations. Now, we have some others that end in 'AC'. Those that end in AC are Advisory Committees. These ACs in ICANN include governments. There are also security and stability issues, there is a council that deals with that, and we also have the users, or ALAC. ALAC stands for At-Large.

This doesn't really make a lot of sense in Spanish, but this is where this civil society and the Internet users are represented. They are the ACs or Advisory Committees. Now, in the case of governments, this is open for all the governments of the world. There are more than 125 governments represented at the Governmental Advisory Committee, the GAC, and in fact there has been an important debate, because governments do not really have a seat, with a right to vote in the Board of Directors.

They are there. The GAC Chair has a seat at the Board, but it also has a vote. So, why don't governments vote? Within the same governments we have seen this discussion. Before being with ICANN, I worked for the Mexican Governments, and one of my responsibilities was to receive ICANN from the governmental point of view. We used to say that even if you give three or four seats to governments, they would never have the specific way they have nowadays.

The functions governments have to guide their communities on their dimension of public interest issues is really essential. It's paramount. That's why we say it has a special status, and the Board of Directors, when it hears this GAC input that provides what we call the GAC *comunicación*, this is something we usually observe. But it is always done very respectfully.

The GAC also interacts with the other groups of interest and by the end of the day it has... I wouldn't say a prerogative, but it has this great responsibility to give us, the community, some support to provide this public component to implement these measures. I'm not sure if we have any other slide to refer to, some other stakeholder group? This is a very interesting one and it is what gives ICANN this distinctive character.

You will hear there are many organizations that are so-called 'multistakeholder'. It seems being a multistakeholder organization is easier, because it has more than one, then we are multi, and so there are organizations that have governments and industries represented in them. So these are multistakeholder organizations. This concept, as you can see, is a lot more profound, and I think one of the elements that distinguishes them is that we have this group represented, which is civil society, and we also have users represented. They are represented in the NIC.

They do have a seat at the Board. The organization at the work-level for At-Large is subdivided into five regions. These regional organizations, that also have a certain autonomy from ICANN, are made up from ALSes or At-Large structures. They are nothing more than civil society

organizations that respond to Internet users' interests, in their own countries and in their own regions, and nowadays there are 150 organizations or At-Large structures.

I was a bit late today because I was sharing some time with them. I think the work they do is really fantastic. For us, as ICANN, this is also a way to have some kind of small embassies, informally speaking. We feel like we have ambassadors everywhere, all of the regions are represented, and they do very important volunteer work.

I hope you will have the opportunity... Maybe some of you are already part of this endeavor, and also to provide input for decision making right there. Are there any other issues to be dealt with, or shall we give the floor to Alex or Albert? Are there any questions? Maybe you got bored!

JANICE DOUMA LANGE:

...Bored listening to you. I think, just in a summary point, what we're trying to show here – I put another example of the multistakeholder model up here behind us – I mentioned it earlier today to the Fellowship, as we met at 8:00. ICANN is made up... I call it 1+1, which is staff+community=ICANN.

All of those multistakeholder community groups that Rodrigo was just describing, those that are supporting organizations, those that are on an advisory level, all of these organizations are made up of community volunteers, just like you're sitting here now. They're working to bring their voice from their region or from their area of interest, into the

ICANN multistakeholder model. They're finding a way to get what's important to them put up on the table so that their needs are met.

Part of what Rodrigo was talking about in the global engagement strategy of bringing ICANN out of that US-centric view, and bringing us out into the community, it's about making this multistakeholder model work even better. We are coming to you from an ICANN staff perspective, because of the community's request of work that we implement. All of these pieces of the multistakeholder model, it's all about people.

If we don't have the voice of all the different types of people, from all the different backgrounds, we don't have the full picture of what's needed to make the Internet remain interoperable, secure and stable, and have the policies that are brought up through the supporting organizations, because of the needs of the community, realized and implemented by staff.

The first time you start to look at the model, it appears vertical, straight-line, complex. But let's get down to it – it's about people. What do the people need, and what do we need to do to support those needs, while keeping the Internet stable and secure? One of the things that I always like to share as well is, we're here to demystify and we're here to take the myth of what you hear and break it down to the truth.

If you are asking, "Does ICANN run the Internet?" which is a common question, what we're trying to say here is that ICANN is one entity that's part of the Internet ecosystem, and our mandate is to make sure that it's

secure and stable. That doesn't translate into "ICANN runs the Internet". That translates into "ICANN has a certain mandate within the Internet ecosystem, and we are here to implement that and make sure that we're doing it in a fair, transparent, accountable way".

This model that I've put up behind shows that it's all of us involved in the policy making. All of us are involved in making sure that things are run safely and securely. When we get to this afternoon we're going to talk to some of the folks that Rodrigo alluded to, that are in these different places; that are working on policy, that are working with our security and stability team. They're going to give you some more information about that that you can discuss back and forth about how that relates to you.

But it's really about the people. It's coming down to that, right? Albert, yes, I'd love for... Rodrigo, I'd love for Albert to introduce himself as well and a little bit of his background in here?

RODRIGO DE LA PARRA:

Thank you Janice. I need to apologise because I have to go to another meeting. I welcome you. I'm going to leave you here with Albert and Alex, and whatever you need from us, please do ask questions. Thank you for being here today and for being part of this endeavor. I give the floor to the next speaker.

ALBERT DANIELS:

Thank you Janice and Rodrigo. [applause] I think one of the most important questions that anybody at an ICANN meeting will have for themselves is, “Why am I here?” For Newcomers it’s a particularly important question because it takes some time before you can find the answer. If you look around the room, one of the first things you will realize is that there are differences.

There are differences in appearances, there are definitely differences in language, and we know that in our countries there are differences in size. But one of the things that brings us all together is the Internet. The reason for that is that in each of our countries we know that the Internet can be a platform for economic and social development. I think one of the reasons that we are here is to see what contribution we can individually make to ensure that this potential opportunity for economic and social development is realized in each of our countries.

So we need to focus on that. We need to ask ourselves what our individual role is; representing our countries? Representing our constituencies? Representing multiple parts of the Internet ecosystem? Also, how can we ensure that that role is fulfilled? This word, the multistakeholder model, is very important because within ICANN this model allows every part of the community to have a voice.

Business has a voice. The end users have a voice. Civil society and education have a voice, as does the technical community. You heard from Rodrigo that governments have an important voice. In way, ICANN as an organization has played the lead in getting all of the stakeholders

into forums where they can discuss important issues and arrive at consensus.

Even when we disagree within ICANN, it's done in a nice way and the process is continued so that we can arrive at policy to govern how the Internet works. The whole idea is that your participation in ICANN, I would say, is a journey. That journey started a long time ago in your specific area of work in your countries. Whether you are a lawyer – this morning we heard we have people from the medical community, technical community...

The journey has started. It continues here at ICANN by you first understanding all the various parts of ICANN, and then finding out carefully how you can focus on one area of interest. In the Caribbean we're very small, so sometimes a single individual has to play several roles, and you might find yourself in the same situation.

You go back home and you have to speak to the government, you have to speak to people in education, you have to speak to the professional organizations. Perhaps then your work at an ICANN meeting is doubled or tripled, because you have to go to the government meeting, you have to go to the technical meeting, because there's one person from your country – maybe because of finances or for some other reason, who could attend the ICANN meeting.

But in any case, your role, here at the ICANN meeting, is to take as much as you can back to your home country. You will find that persons have different experiences, and I'd like to talk a little bit about my experience

and how it relates to the Caribbean, because even though the countries are different, you will find that there are many similarities, which can guide you in how to take best advantage of your participation here at ICANN.

I come from a technical background. One of the SOs that Rodrigo spoke about was the ccNSO. The country-code name supporting organization. Every country has what we call a 'cc'. in the case of the United Kingdom it's .uk, in the case of Barbados it's .bb, in the case of St. Lucia it's .lc. You can see the whole list in all of the material.

Very importantly, as Rodrigo mentioned, the country codes, since they represent individual countries, are basically run by the countries. Persons from the various stakeholders from within the countries determine what the policies are going to be at that level. You may have, in your country, someone who represents the cc. You may be that individual.

In many cases that individual was the father or mother of the Internet – that one person who knew a little bit about the Internet and helped in bringing it into your country. In the case of St. Lucia, where I come from, I am considered the father of the Internet because I was around when things were starting. But having been there I now have this big role to make sure that my country participates and gets best value of this big economic and social opportunity that is the Internet.

You have the same responsibility in each of your countries. This is where the global nature of ICANN comes in. This is where the

internationalization comes in. After your week at an ICANN meeting you then become part of this multistakeholder movement by ensuring that all the stakeholders in your country participate.

Gabby asked me a question, and Gabby may be around somewhere. She asked me a question earlier this morning. She said, “Albert, I’d like to find out about global stakeholder engagement.” My response was, “Let’s look at those words: global.” ICANN is a global organization and there is testimony to that by all of you being here today. You are all from several different countries.

Who are the stakeholders in some of those slides that we saw earlier on? The stakeholders were named: business, civil society, end users, technical community, government. Engagement we all understand in each of our languages. Global stakeholder engagement means in each of our territories, identifying the stakeholders, making sure they understand what happens in ICANN, and then ensuring that when they’ve gotten that understanding, they then find a way to participate.

Your place in the journey right now is in the understanding of what happens at the ICANN position. Once you have understood, you go back to your country and you explain to all of the stakeholders, what the GAC is, what the ccNSO is, what ALAC is – and don’t worry, by the end of the week you will be speaking in acronyms as well, after having gone to some of the different rooms.

Then once you have made that communication in each of your countries, it is your job to be an evangelist, to encourage. You have to

support. You have to ensure that individuals in the government participate. Individuals in the technical community participate. If they are not participating you find out why and you encourage. In order to do that, you yourselves have to participate in the ICANN processes.

There is somebody from Dominica here and one of the questions that he asked me this morning was, “Well, Albert, our government representative could not make it. He couldn’t get a visa. So now, even though I am here as a Fellow, representing the cc community and finding out about the cc community, I must also pay some attention to what is happening with the governmental advisory community.”

That is easy to do at ICANN. We have something called ‘remote participation’, and sometimes when you sit in one room, maybe in the ccNSO room, you can bring up your laptop and you can also remotely follow what’s happening in another room. Also, at the ends of most ICANN meetings, the presentations, slides, a transcript of what has taken place and maybe some of the key decisions, are available from the topic websites.

Even though you may not have been able to sit in a particular room to witness the discussions face to face, you can actually take those materials, study them further and communicate them to others. Even while you are here in Buenos Aires – Buenos Aires is a very nice place, but not everybody from our countries could attend Buenos Aires.

You can send an email back home to persons from your community and say, “Look, go onto the ICANN website. Buenos Aires 48. ICANN.org. Go

to the schedule. See what you are interested in and go to the virtual participation link. Even though you are back home in Africa or Europe or Scandinavia, you can still participate in what is happening. You can participate in different levels.

“If you are a new person you can find out what’s going on. As a more experienced person you can follow specific discussions, and gradually you come to the most important part, which is standing up, going to the microphone and letting your perspective be an input to ICANN’s policy development process.”

That is why you are here. To understand what the ICANN multistakeholder model is about and to come to the point where you can bring the perspective of your individual country to the debate. I started as a ccTLD Manager and eventually somebody from ICANN came to St. Lucia and said, “You should go to an ICANN meeting,” and I thought to myself, “What is this thing; ICANN meeting?”

“Okay, Puerto Rico, I get to travel and go to nice countries, staying in nice hotels... Maybe I should go to an ICANN meeting.” So I did. Initially maybe some of you might be thinking the same thing, but I ended up in the Fellowship Program. The Fellowship Program is the best way to learn about ICANN because in the Fellowship Program that Janice is now leading, you have a very intimate contact with the key persons within ICANN and within the ecosystem.

They will come to a small room like this and you will be able to ask them a question, one-on-one. There are no foolish questions. You can ask a

question about anything and what you will find is that those who have been around a little bit longer in ICANN are always eager to assist and to bring you up to the level where you can have a full participation in what's going on.

I went to this first ICANN meeting and as usual I went to a meeting like this. The experienced persons were spilling it out: SSAC, RSAC, ALAC, all of these different acronyms. I thought I was speaking English but I realized there's another type of English; the ICANN English. But it was okay. After a few days, when you go back home, you will be using those same acronyms, but you would have spent time in each of the different parts of ICANN learning why we speak those acronyms and learning why those different areas are important.

I went to three ICANN meetings before I really started getting a grasp of what ICANN was all about. If, by Thursday or Friday, you're still confused, it's okay, because you know what? You can go back to your countries and back to the ICANN website to the materials, and you can continue studying. You can continue understanding what the issues are all about. My journey went from being a Fellow in the early stages, to my fifth ICANN meeting where Janice invited me to be a Fellowship Mentor.

You know, I took up the challenge. I said to myself, "I am not going to make a fool of myself at this big important meeting." So I went and studied these things. I learnt about it, and eventually I was in a position where I could help others to understand. Just helping others understand

which room to go to... “How do I get to the ccNSO room?” “When I go to an ALAC meeting, why are these people having these kinds of attitude?”

There are reasons. People come here with their own issues. They come here ready to fight their own fights. They come here with their own positions on national issues. But very importantly, as our President and CEO will always say, it is important to listen. It is important to understand the perspective of the other persons in the room.

Even though we may go into a discussion with our own perspectives, there may be value to try to understand why the other person’s speaking in their tone and why they’re saying what they’re saying. Perhaps we can come together on a middle ground on policy development. Remember always, why are we here? We are here because the Internet holds an opportunity for economic and social development in our countries.

There’s no sense in staying in a fight for fighting’s sake. It’s better if we can understand everybody’s position and come to some common ground so we can move forward. By the Cairo, Egypt meeting, I had a very fulfilling experience of being Fellowship Mentor and answering most of the questions that the Fellows brought to me, and even answering questions of others who had come to the ICANN meetings.

No one person can ever answer every single question at ICANN. You will always find, as some have said earlier today, that there are individuals who are specialists in one area – maybe security, maybe IPv6, maybe Internet governance issues. There’s nothing wrong with encountering a

person that can always answer, but there are many of us here in staff and many persons in an ICANN meeting who can help you along on your journey.

Then after the Cairo meeting I fell off the ICANN radar for a little while but I was still working in my own country. I was having bit battles with the government. Some of you may know that when you run a ccTLD, at times the government feels that they should take control. Why should you have this control, this power, for a national resource? Other governments have a different perspective.

So I was “fighting” with the government a little bit, but at one point I suggested that the representatives of the government go to an ICANN meeting so they could better understand the governmental perspective. Guess what happened? As soon as that government representative came back to my country, we became the best of friends. All of these issues that were happening with the fight about who should run the ccTLD, those issues gradually faded away.

By participating in an ICANN meeting they got a better understanding of everybody’s role. There is an ecosystem. ICANN has a role. ISOC has a role. All of the other organizations that are involved in developing the Internet, each organization has a role and each of the stakeholders has a role. The government has something to do, the business community has something to do, the technical community has something to do...

It is by participating at these ICANN meetings and getting the most out of participating, that when you go back home you can all work together

as stakeholders to eventually get the best value out of the Internet opportunity. Eventually, one of the problems in my region was the lack of participation. We are very small. I used to go to meetings and hear countries stand up and say, “Well, we are a small country. We only have five million people,”

I would sit at the back of the room and say to myself, “What do I say when I have to speak? In my country there are not five million, there’s only 165,000.” In some of the other countries in the Caribbean there are even less. Some have 60,000 or 50,000. Each of our countries is important. In each of our countries there is an opportunity for development by using the Internet, so no individual country is more important than another.

Don’t feel that because you are from a small country that you don’t have a place. Also, don’t feel that because you are from a bigger country that your view should always be listened to. ICANN is a multistakeholder environment where everybody has a contribution to make. In the Caribbean there are maybe about 26-27 countries. We have maybe six or seven languages in our region as well, but there was little representation.

No one was going to ICANN meetings and we were not taking the best value of the Internet opportunity. Within ICANN there came this opportunity for someone to represent ICANN in the region. I applied for the position, and let me tell you, it’s a very rigorous process joining ICANN – Alexander and Janice and smiling. You will find it’s a very

transparent organization. On the ICANN website you can find all the financial and planning details.

I was interviewed many three or four times by different people. I had to do my research, I had to prepare myself. But because of participation in ICANN meetings, I was ready. Eventually I got the job and I'm now in a position where I'm working for ICANN, but I'm still representing the interests of my Caribbean. When people ask me where I'm from I never say I'm from St. Lucia, I say I'm from the Caribbean – and American Airlines because I travel a lot to get to all of the other territories.

But this is it. You may each find yourself in some sort of similar position. You may eventually – and it would be a good thing – come to the stage where perhaps you can participate as an ICANN staff member. But if you cannot participate as an ICANN staff member, you still have a critical role. You still have the very important role of going back to your countries and becoming part of the global stakeholder engagement team.

You make sure that all of the stakeholders understand what ICANN is all about, and then you encourage them to actually get involved and let the voice of you particular territory be heard. I'll just end by talking a little bit about Latin America and the Caribbean, because we are in Buenos Aires. What we try to do in Latin America and the Caribbean is we try to identify priorities for our region. When you try to do that in a very large region, you end up with many priorities.

We started off with 40 priority projects that we should embark on. Now, if you're starting on priority projects you can't start with all 40 at the same time. We had to narrow it down and we narrowed it down into five priority projects, which we are engaged in. There are Working Group and we are trying to move these projects forward. One of them relates to Internet security and stability at the DNS, the domain name service. Rodrigo spoke about that. The system which converts the name to numbers.

Another project focuses on communication; hearing the voice of your region, of our region in Latin America, and also communicating outwards what our priorities are. There is a project that focuses on capacity building, and you'll find that that is very important in each of your regions. We need to engage in workshops, we need to engage in seminars, so that others can learn about the various important aspects of ICANN.

In Latin America and the Caribbean we are doing this in our region, but it can be replicated in other regions. You need to have a strategic plan for your region. How do you come up with a strategic plan? You look at what is important to you. You look at what your priorities are, and then you look at how you will embark on actions, which will allow you to obtain objectives, which would relate to that strategic plan.

In Latin America and the Caribbean, when I speak to persons from the Caribbean in particular, I say, "Look, there are these five projects. Let us see what we can do in the Caribbean to integrate our activities into these five projects." When you go back, you need to do the same things

in your region. Africa has a strategic plan, and what they have done is the same thing.

It's a different country, different people, different languages, but the approach is the same. It's a multistakeholder approach. We sit together, we listen, we have exchanges, and in the end we decide on and come up with actions that benefit our particular region. Now, I don't know what Janice wants me to do at this stage. I know that she's just walked away from the table, but perhaps maybe Alexandra can speak to you a little bit.

ALEXANDRA DANS:

I will refer a little bit to what's already been said in Spanish, from a communication perspective, because I am a Communications Manager for Latin America and the Caribbean. I wanted to say that the list of acronyms is already printed in the list that we provided to you with your tote bag, so you have all those acronyms explained.

This multistakeholder model is also explained in several visuals that we prepared in many languages. Especially for this region it's in English, Spanish and Portuguese. We have also created – and this was for the first time as well – a leaflet with all the activities that have a special interest for Latin American and the Caribbean participants. It's also in English, Spanish and Portuguese, and it's a simple way to get to those sessions on businesses, or IPv6 or domains. It's very clear there.

You can also participate remotely. You can follow the different sessions via social media. We have accounts on Twitter in several languages, in

English there is ICANN but there is also, in Spanish, ICANN/s or ICANN/pt. We also have news in all of those languages. This multistakeholder model is also explained in many leaflets that are written in English, Spanish and Portuguese. These are in the ICANN booth, which is right next to registration. You can get your materials there.

Now, if you have a question we will always... Albert, me and some other people from the staff, but especially us from the region, we will be around the registration area for the whole week, so all consultations are welcome.

JANICE DOUMA LANGE:

Thank you so much. I like to rove so I've got to get up here for a second. Albert, I'm still trying to breathe for you through that. Wow! There's so much information. What I'd like to do is see if there are any questions from anybody about what we've talked about this morning so far? The first hand up is the most painful, and everybody else's after that is really easy. Leon, thank you! Leon actually is an Alumni of the Fellowship Program and was just nominated by NomCom to be a member of the At-Large Advisory Committee. Leon?

LEON SANCHEZ:

Thank you. I understand that there are different languages, different communities, and you've addressed that very well, I think. How about the multicultural environment within ICANN? I think that's a very

important factor. What seems right to me might not seem right to another person, depending on their cultural context.

ALBERT DANIELS:

Perhaps I'll make a few comments on that. We come from different places and cultures, and as a result, in a multistakeholder environment, we will represent and reflect those cultures. Also, within ICANN, what you will find is that the different stakeholder groups and the different parts of the community, also have their cultures. I should warn you that if you enter an ALAC meeting and then perhaps immediately after that go to an SSAC meeting, you will find very big difference in the way that the discussions take place.

At-Large is a group of end users and the end users tend to have their own ways of dealing with things. The technical community, on the other hand, mainly engineers, they have their own very technical way of dealing with things. Then if you move to a different kind of environment within ICANN, called the GAC, you will see something also very different to what you may have seen in the At-Large group and to what you may have seen in the Technical Security group.

Maybe the first thing you'll notice is that most of them are dressed in suits and ties. There are some in jeans and t-shirts, but the way they deal with issues is very formal; almost like the United Nations. Perhaps you'll find, if you are someone from the business community, who is focused on getting results, you may find, "Well, why is this long

discussion about whether you should have a comma there or a full stop, or whether you should use the word ‘the’, or some other kind of word”?

There is a lot of variety. There are many differences that you will encounter. But remember, we are here to learn, we are here to learn the different ways that people communicate with each other. Some people always speak loud, some people always speak soft, some people always want to have something printed in three languages, but prepare yourself for it. It will not all be the same. You may go into a room and you may find some of the exchanges aggressive. Don’t worry about that.

Don’t be fearful to pick up a mic and speak in a room where there appears to be some battle between two people who are maybe on their 35th or 25th ICANN meeting. It’s okay. You listen for a while, but you also have something important to bring to the table. My comment would be, prepare for differences, but listen and observe, understand initially, and eventually you will find that you easily fit into whatever group you feel you need to participate in.

JANICE DOUMA LANGE:

Thank you Albert. I sit here and I listen to all of us this morning and I want to also recognize – I mentioned it quickly at the beginning – I know some of you are here for a very specific purpose. This morning, for some of you, was like, “I know the multistakeholder model. Thank you very much, that helped a little bit. I know about these groups. I’m involved in one of these groups.” “I came here because I need to learn how to get something very specific out of this meeting.”

Now, not as a carrot or a teaser to get you to this afternoon, but what we want to do this afternoon is really get into those individual reasons that you might have wanted to come here, and explain a little bit better about that work and how you can get engaged. Again, this afternoon, our Senior Director of Policy Development Support, Rob Hogarth, will talk about that gNSO, which really is the nucleus of our policy making.

He'll talk about that a little bit. Rob runs on questions. His energy comes from questions. Think about those kinds of things, if you really want to understand... "How are policies made here and way?" and, "How does it reach a global audience?" and, "What does it mean to me as an ISP user?" and "What does it mean to me if I'm a lawyer and I'm concerned about trademark issues?" We're going to talk about that this afternoon.

We're going to talk with our Security Directors about how we are doing on training regarding security. How we can come to you to help with that. What we're doing about the new gTLDs and the policies around the new gTLDs as it applies to security. Again, our mandate; security and stability of the DNS.

They'll talk more about that, so those of you interested in saying, "I wanted to come here and learn about cyber security and learn about the security of the DNS," this afternoon we're going to get to that place and introduce you to the people that you can walk out of the room later and know how to find to get those specific networking opportunities and more information. Again, also about the IANA function and the

functions that we are mandated, as one entity in the entire Internet ecosystem, that we are mandated to do.

I know it's been a lot this morning, and I want to acknowledge that for some of you it's like, "Okay, I've heard it," and for some of you it's, "That's so overwhelming, I can't believe they expect me to come back this afternoon and hear more!" But I promise you – we really want to be able to engage with you on this. We want you to ask the questions about those things that you really need to know. I've had the experience over seven years of being able to watch a gentleman from Albania, who had come and was having tremendous difficulties with his peers in Italy.

At first I thought, "What the heck?" because I wasn't thinking from a political or a cultural perspective of what might be happening between these two countries as it relates to providing Internet service. An introduction between two individuals helped to ease that situation following the meeting. It's those networking opportunities that we here in the Newcomer Program, are trying to set up to provide to you, so that you can get to one of us or someone here in the room, or anyone – I see Olga Cavalli back here, who's a very influential member of the Latin American contingent here at ICANN. She has held many roles; a seat in the GAC and she's been Vice Chair of gNSO.

So she's been involved for many, many years here, and we want to be able to have you see these faces of these individuals for even what others may think is a small problem, but which is a large problem for

you. You wouldn't be here if you didn't have challenges that you want to resolve and you want to have changed.

We can't save the world, but we can help you to help yourself and your region by what we can offer here. The networking here we'll talk about this afternoon. It's amazing, but you have to put your hand out and step forward and let us know how we can help with it. I see a question over here and I've got my... Adrian, if you can come over with a microphone? Olga, if you'd actually like to say a couple of words of welcome, you're more than welcome.

[DAHLIA SEIPURA?]

Speaking of networking... I'm [Dalia Seipura? 01:30:32] from [Seipura la? 01:27:33] in Chicago and we're excited to meet everybody. We saw on the calendar that there's an event this evening. Could you quickly go through what events there are from a networking perspective; for the rest of the week as well? I think there's one on Tuesday morning for women...?

JANICE DOUMA LANGE:

Actually, that's this afternoon. Not to make you come back – but please come back – this afternoon the other thing we do is schedule building. We talk to you about how to get through the maze of an ICANN week and have your mind still attached to your body and brain when you leave on Thursday night. Part of what we want to talk about is the events that are happening. Tonight, for instance, we do have the 15th anniversary celebration at seven o'clock, open to everybody. That's the

fun at the end of a mind-blowing day. This afternoon we are going to show you...

[DAHLIA SEIPURA]: This afternoon, is it an open format? I didn't see a breakdown of what happens when this afternoon.

JANICE DOUMA LANGE: For this afternoon, yes. We have the 1:30 - 4:00... Here, you mean?

[DAHLIA SEIPURA]: Yes.

JANICE DOUMA LANGE: At 1:30 we talk about the policy building, and we don't want to be too time-constrained because we want to have questions, but after that we're going to talk about the functions that are ICANN's mandate, and IANA's part of that. Then we're going to talk about the registries, the registrars, IDNs and gTLDs and how to get the most out of it from a Newcomer perspective; the sessions available to you and the people to network with, and then security and stability.

At the end we're going to just help on agenda building and the main sessions from a Newcomer perspective that are happening throughout the week.

[DAHLIA SEIPURA]: Great. Thank you very much.

JANICE DOUMA LANGE: You're welcome.

OLGA CAVALLI: Thank you Janice. Hello everyone. I'm Olga Cavalli from Argentina. Welcome to our beautiful city. We're so happy to have you all around. Let me tell you that you have the best people here that can help you understand this environment. Janice is the mother of so many of us here in ICANN. She's so lovely. We have Alexandra, she's a newcomer in the staff but she's a friend of all of us in the region, and as for Albert from the Caribbean.

I don't know of the friend in-between Janice and Alexandra but I'm sure that she must also be great. Thank you for this opportunity. I just want to tell you that I coordinate with other colleagues a training program on Internet governance. We do it every year in a different country of the Latin American and Caribbean countries, and the next one will be in the Caribbean for the first time. I'm so happy that we're doing that in Trinidad and Tobago.

As part of the 25th anniversary of the Caribbean Telecommunications Union, we will organize the South School of Internet Governance in the Caribbean for the first time. We do grant Fellowships for all the participants. We have some students in the audience here that were there last year, in Panama. Go to our webpage,

[governanceinternet.org? 01:33:25]. I will bring some cards in the afternoon so you can have the right spelling of the website.

You can go there and request a Fellowship, and then we have a Committee that makes the selection and you're kindly invited to join us. In Panama we've had 150 Fellows, and for the moment we have trained, in six years, more than 500 friends. Many of you then became part of the ICANN family. Welcome.

If you need anything that I can help with... Now I am the GAC Representative of Argentina. I used to be gNSO Council Member. If you have any question that I can help with, or if you need something from Buenos Aires or any information, just grab me in the meeting and ask me. Thank you so much for this opportunity. Thank you.

JANICE DOUMA LANGE:

Thank you Olga. Olga was also a Fellow. I wanted to stress, between the two of us for these different programs that are available, sometimes people hear the word "Fellow" or "student" they assume, "Oh, well, that's for folks in their teens or their 20s, when we're talking Fellowships here, whether Olga or myself, I've had Fellows in my group that are 65, 66 years old. They've retired, and they've now had this amazing thought to get involved with the Internet and they become Fellows. The age and all that doesn't matter.

The interest, the motivation, the desire to learn more in a more focused and concentrated way, that's what matters. So I want to really make it clear – age limitations don't happen with Fellowship Programs.

OLGA CAVALLI: Thanks Janice. It's the same for the School of Internet Governance. We have no limitations with age. There's a different with other programs. Everyone who's interested is welcome to join. Thank you.

JANICE DOUMA LANGE: Whilst I have a minute, to my left is Maya Reynolds. She is a member of ICANN staff and she is managing the ICANN Newcomer booth that is right next to registration. We're going to talk about it this afternoon. When you see Maya you're seeing someone with amazing knowledge within ICANN. She's only been with us about a year and a half, but has worked with the finance team, and when you work with the finance team you have to work with all the different departments of ICANN. Therefore she was my perfect mix to be in the booth.

She's working with a lot of the Fellowship alumni, who've had such great experiences and come from the different backgrounds. They might be a registry operator, they might be a member of the GAC, they might be a member of the non-commercial stakeholder group, but it's an amazing background of people that are available at the booth.

They too can connect you, because of their connections and networking with people from ICANN community or staff that can help you with any questions or issues you have this week, or anything that you'd like to try and resolve. We're all here to help. Are there any other questions?

[YOUSEFF AHMEDU]: Hello. Once again, my name is [Youseff Ahmedu? 01:36:55] from [inaudible 01:36:56] Ghana.

JANICE DOUMA LANGE: Could you put your microphone right up to your...?

[YOUSEFF AHMEDU]: My name is [Youseff Ahmedu?] from [Investors? 01:37:06] Ghana. Good morning. I also had the same question in my mind: “Why am I here?” After listening to Albert and other speakers, I’m convinced that I must be here. My other question is, what can I do after I have acquired this knowledge? How can I get other investors in Ghana involved in ICANN activities? That is my question now.

ALBERT DANIELS: That is a very good question, because it gives us the opportunity to talk about one of important stakeholders in this important stakeholder model: the business community. Historically, the business community in many of our territories have not been as involved as really they could be. I think part of the reason for that is that it’s not always easy to understand exactly where business fits into the whole ICANN multistakeholder model.

Without going into detail, I will repeat something that Alexandra mentioned. There is this little pamphlet that has actually put in a separate section the sessions that would be of interest to persons from the business community. You will see which of the ICANN sessions you

can go to. This is the brochure. It's in three different languages. This is what it looks like. You can get some of these from the registration booth.

The general answer to that question is you have a big job. Whilst you are here at the ICANN meeting, you now need to understand what role business plays, where business fits in, so that when you go back to your country, you start talking to your investors and there are big opportunities in the gNSO space with the gTLDs. There may be an investor who is interested in registering one of what we call the new gTLDs. Instead of .com, .org, and .edu, there may be an investor who's interesting in registering .gambling or .cars.

There may be something in your region where persons would like to have websites that end in ".something". You will then need to understand the whole process that an investor has to go through in terms of applying for this new domain name. You would need to understand how he needs to put his business plan together and what the various stages are, and you can learn about that here at these meetings that are dealing with the new gTLD program.

The new gTLD program is what we call a very hot topic, here at ICANN. There are several new domain names that have been delegated recently. The first four were what we call IDNS – the acronym meaning "international domain name" and all IDN is for a country that does not use the regular script, where you see A, B, C, D, E, and so on, but countries like China, Russia, Saudi Arabia and so on, who use different scripts.

They are now able to use the Internet in their own scripts. They are not forced to use a language which is not native to them. This is one of the aspects of ICANN's work that increases competition and increases choice. ICANN is not only for English speakers. ICANN is for everyone and by having these IDNs and new TLDs that relate to something that is of interest to your business people and to everybody's business constituencies, we have an Internet that better represents the end users.

To answer your question, you have a big job. You have to learn all about the business constituency, a little bit about the gNSO and the new gTLDs, and your job then will be to bring that back and have maybe workshops in your country, bring your Chamber of Commerce together, you can maybe speak at a Chamber of Commerce meeting.

You can bring the technical community in your country together and explain to them what these new gTLDs are, explain what their role is with security. My friend, your work is cut out for you. This is the same for many of us who will be representing the business community when we go back to our countries.

While I have the mic, Janice reminded me that I need to talk about something. It may be a surprise and a disappointment to you at an ICANN meeting, but you have no free time. There are scheduled sessions, but there are coffee breaks, and there are lunch breaks, and there are evening social functions. Some people would argue that the coffee breaks and the lunch breaks and the evening social functions are maybe more important than the scheduled functions.

Why? Because they give you an opportunity, one-on-one to talk to somebody over the coffee table, or better yet, for one hour over lunch you're stuck with them – they're at your table. You have to ask about their country. They have to ask about yours. They have to ask, "What do you do? Why are you here?" and you have to come up with the answers. At the end of it, you know them by name: George, Gabby, Theresa...

When you see them in the lobby, you can do what Janice spoke about earlier – you can go up and give them a big hug the next time you see them, because we're all part of this big family. So make an effort during the coffee breaks to speak to somebody you don't know, to speak to somebody you've not met before, to practice that second language that you're learning. If your native language is English, try to speak some Spanish. You're in Buenos Aires! Habla Espanol! I have to, because I'm in Buenos Aires. Make that effort.

Some of you are extroverts and some of you are introverts. Those of you that are introverts, you really have to try harder. I used to be an introvert and Janice, believe it or not, there was a time when, believe it or not, I wouldn't speak at all to anybody. I would hit the bricks because it meant you had to go and speak to strangers. You know what though? At the end of that experience you will have grown a little bit and you would have started the beginnings of a new relationship, which you can now take to great places.

When you leave here you go back to your country and you have a friend in Armenia, you have a friend in Czechoslovakia, you have a friend in

Russia, you have a friend in Argentina, and that makes all of the difference when you are working towards completing projects related to the Internet.

JANICE DOUMA LANGE: it's really hard today to believe that Albert was an introvert... [Spanish 01:43:15]

UNNAMED SPEAKER: ...He or she says that ICANN needs more of an initiative and engagement program for participating in the policy development process, especially in a developing country. We also thank ICANN for the At-Large structure. That was our comment.

JANICE DOUMA LANGE: Comment well received. I'll say we're just now, from a Fellowship standpoint, getting Fellows from that region. Our first Fellow from Nepal, my friend Vikram, is up here in front; first time in Beijing or Toronto? Toronto, yes. Vikram came a bit quietly to us, and within about two days we couldn't get him off the stage, so some people adapt much easier than others. We had our first Fellow from Sri Lanka as well, at that meeting. So we're just getting to really reaching out, and we need folks like this to reach in and knock on the door to us, just like you're doing through remote participation.

I'm glad we got one remote comment. It makes us remember again what we talked about this morning with Rodrigo. Remote participation

is a way for you to engage, not just with ICANN but even with the Internet governance forum and other Internet entities who offer remote participation – even if you can't afford or take the time to go to one of these locations. This person from Bangladesh has been following us through the live stream provided, and the presentation, and has been able to come in and ask questions and participate. That's a great tool.

Do we have any other questions or are we all good? I would want to thank all of you for being here this morning. I hope we didn't talk too much or overwhelm too much. This afternoon we clean the deck and start over and talk about those individual subjects. We're very excited to have you come back with us. Remember the ICANN booth is there for you.

Anything from, "Where can I get something to eat?" "Where are the restrooms?" "How do I get that cool bag somebody else did?" or "What sessions are really appropriate for me and how do I manage to get from Monday to Tuesday? I'm exhausted." The ICANN booth is there for all of those questions and support. I do look forward to seeing you all back here this afternoon.

[newcomer-2-17nov13-en.mp3]

JANICE DOUMA LANGE: Everyone, we're just going to wait a couple more minutes. We realize it's the after-lunch hour, and everybody's wandering in, so we're just

going to give everybody about two more minutes and then get started. Thank you for being here.

The faces in the room look familiar from this morning. This morning, we were just starting with the multistakeholder model behind me. We laid the groundwork this morning for this afternoon’s conversations. We talked about ICANN’s mandate, names and numbers. We talked about the tool that we use to implement that mandate; the multistakeholder system. We briefly went over the different communities that are engaged with us in this multistakeholder model, in order to develop policy, in order to maintain the interoperability and security and stability of the Internet.

This afternoon, as promised, we have some experts from staff in each of these areas. We’re going to start with the gentleman to my left; Rob Hogarth. Rob is Senior Policy Director for ICANN, and he’s been doing this Newcomer presentation for us for probably a couple of years. With him you’re going to travel down the path of bottom-up, community-driven policy. Rob, it’s all yours.

ROB HOGARTH:

Thank you Janice. You’re going to be running the slides for me? Fantastic. Perfect. The red circle reflects the area I’m going to be chatting with you about this afternoon. I’m Rob Hogarth. I’m Senior Policy Director within the Policy Department. I think there’s three or four of us in the Policy Department, who have that title, and essentially the role we play is to help manage the policy processes that the various

communities engage in. If you want to use a sports analogy, we play the referees, in terms of understanding the rules, helping to advise the community of what the rules are, keeping time, making sure that the processes are followed.

That's a general description of what I do. Today what I want to do is very briefly go through some high-level descriptions of what we do, why we do it, how we do it and who are some of the players. One of the major areas that people look at in terms of ICANN, and in terms of how it's unique and different, is the concept of multistakeholder, bottom-up policy development. On this slide you see the four primary areas that we focus on in terms of principles.

First and key is multistakeholder – the concept that many different participants, many different players, many different individuals and/or organizations with various interests, contribute to the policy development effort. That's critical. The second aspect is bottom-up. The idea that decisions aren't made in a cramped boardroom, out of sight of the rest of the community, but that it's the community that identifies the issues, that raises the concerns, and that proposes the solutions to particular issues or problems.

The last two components, open and transparent, are very critical to how we work together at ICANN. The concept of openness is that everybody in the community has the opportunity to participate. Through our Working Group model of policy development you can be from any community, from any region, from any part of the globe, from any part of the industry and participate in the policy development processes.

Then finally, the concept of transparency, and that's that what we do is readily available, readily reviewable, readily recordable, to people who can't participate at a particular point in time.

What does that mean? That means we record our sessions. We record our meetings. We have transcripts of them. Anybody has the capability to go back through and see not only what went on but who participated and what they do. Those are those four critical areas that we really try to focus on. I'm really working hard to speak slowly for our wonderful interpreters, some of whom in other sessions have pointed out that I speak way too fast. If I'm sounding stilted I'm working hard at speaking slowly. Thank you all. You do a great job all the time.

Let's talk a little bit about 'who' from a participation standpoint. I'm not going to dwell on this point tremendously because you talked about it this morning. But the 'who', when we talk about policy development at ICANN, is really the SOs and ACs. They're essentially the major players. They provide the framework, the structure, the processes, the policies for how policy development is conducted at ICANN. The difference between the two; whether they're an SO or an AC, reflects their role in the policy development process.

An SO, a supporting organization, is one of the groups at ICANN that formally develops and recommends policy to the Board of Directors. A AC, an advisory committee, plays an advisory role. Their job is either at the direction of the Board, or on their own, to present points of view, perspectives, ideas, opinions, all sorts of different concepts or structures, to provide input to the Board. What will typically will happen

is that an SO will recommend a policy or have a process, and members of the ACs will participate.

An SO will create a Working Group, be open, and members of either SOs or ACs can participate. Again, reinforcing that concept of openness, of multistakeholder, of bottom-up, of open and transparent. That's that concept. Next slide please. What? Okay, well, I put up on this slide two examples of policy development processes. Don't try to read the small print because it won't be successful. The concept here is to show you that the SOs – and these happen to be the policy development processes on the left of the ccNSO, and on the right of the gNSO – it's that there are various detailed processes in the various SOs for how policy is managed, considered, development.

As you'll see, even if you're squinting your eyes, you'll see many different steps. There are a couple of critical steps in all of these, and while every area is important, two areas are extremely important. The first is just the beginning of the process. One of the challenges in a multistakeholder organization is how do you bring issues up? How do you present a concern? How do you begin a process? Both the ccNSO and the gNSO, and in other similar ways the ASO, all have fundamental procedures for how an issue can be raised.

What's very important from a policy development process perspective at ICANN, is that it be very clear at the beginning what is the community trying to achieve, what is the specific problem? Is there an understanding of the facts? Is there information that everybody can agree on? Essentially, the key being to have a common understanding

of what the problem is and what the goal is at the end of it. Any one of these processes – and you can tell there's many steps here – they can take a year. They can take 18 months. In some cases they can take several years depending on the level of detail and the importance of them.

So it's very important to be able to know what the timetables are, to be able to follow the process. But it's a tragedy if at the end of 18 months you find out, "My goodness, we didn't solve the problem we were looking to initially solve." So the key there is to, at the very beginning, make sure that the issue, the problem, the concern, is very clearly defined, and that the goals are clear.

Most of the policy development process work within ICANN is governed by a charter, so the various... While these processes are laid out in the ICANN bylaws, each one of the groups also has their own set of processes and procedures for how they conduct their business. Again, sometimes people look at me strangely when I say, "Sometimes the process is even more important than the final result," because if you recall my first slide, it's critical for the integrity of ICANN, for the multistakeholder process, to make sure that it's open, it's transparent, it's bottom-up.

Without very strong processes that aren't just – as I heard earlier today – lip service, but actually lived, were actually observed and followed, then the entire construct of ICANN doesn't work effectively. When you think more broadly about what ICANN is, ICANN is the collective effort of the multistakeholder community. If the multistakeholder community

doesn't support the work, doesn't believe in the work, doesn't have the understanding that the rules are being observed, then it doesn't have the legitimacy that we as staff and members of the community, really know and feel is important.

Again, just examples up on the screen. If you have interests in particular aspects of a policy or a process, either me or a member of my team can help you discuss specific details as you learn more about ICANN. Let's go to the next slide.

JANICE DOUMA LANGE:

Rob, when you're talking about the PDP, policy development process, in real life, if we were sitting here to understand it in real life, what would one be? Our big examples right now would be the new TLDs, or the IDN variants? How do those things come into the ICANN sphere for people to understand? Someone suggested, in light of ICANN's mandate to promote competition and choice, that new TLDs would have to be brought into the root. Does that come up through a community request policy process?

ROB HOGARTH:

Let me answer that question in two aspects. One part of your question is, "How does it start or begin?" A policy can start in three ways. It can be introduced by a member of the community that's in the community that's starting the process; a member of the ccNSO, a member of the gNSO – that's one way. Secondly, one of the ACs can stand up and someone in the ALAC, for example, can say, "I've observed a problem in

my region, in my community, in my business, in my organization,” and they have the opportunity through that AC, to recommend to the Board that a policy be initiated.

So you have the SO itself within its internal group. You have an AC outside of that, and then of course you have the Board of Directors, who recognizes through conversations, through other feedback, that there is an issue that is important enough, that then the Board will assign a policy development effort. That’s one piece. The other aspect, in terms of examples, are these could be huge, major policy changes at ICANN.

New gTLDs is an example of that that came up as a bottom-up policy development process. Now I guess about seven or eight years ago. That was originally brought up within the gNSO, and a major policy that took many, many years to develop and come to fruition. At the same time it could be something very technical. There’s a current policy development process within the gNSO that talks about inter-register transfer policies. How do you, as an individual, change your domain from one registrar to another? In the gTLD space there’s a policy that governs that.

In the case of the IRTP, there’s an element in that policy that says it should be reviewed every three or five years. So there’s that operation too that takes place, on something that’s very individual and very technical. Am I close to answering? Okay. Thank you.

JANICE DOUMA LANGE: Every member, if you do have a question at any point in time, we'll have a microphone. There we go. Adrian, could you grab the mic and grab a couple of questions here?

EDWIN: Hi, my name is Edwin from Ghana. I have a quick question on the diagram. Why is it only on the left hand side we see a ccNSO but on the right side we see a zigzag? I would say gNSO policy development process, so I'm kind of confused.

ROB HOGARTH: The reason I put up this slide was to show the diversity. Remember, this is a multistakeholder community. Each community has its own culture and its own approach to how they conduct policy. Whether it's a zigzag or the other element in colors, totally a function of the designer and what looked good. With some of you, we can share the slides and whatever. If you look very closely a lot of the elements are similar. You initiate the policy, you produce an initial report, that initial report goes out for public comment, the comment periods are 'x' number of days.

There are a lot of common elements. By showing them differently it reflects that multistakeholderism in those different cultures. Yes Sir?

HASSAN: My name is Hassan. I actually have two questions. One is, who approves the policy before finalization? As a policy, you mentioned that the policy can be coming from a community member or it can be coming

from members of an AC, or it can be coming from the Board? If it's the Board, no problem. Right now, if there's approval for an issue and you have to put a policy in place. But if it's coming from an AC or the community? That's question one.

Number two, related to the policy and the relationship between ICANN and a ccTLD. As I know, it's controlled by the country itself and the policy is controlled through the country itself and it's not controlled through ICANN. What is the role of the policy development here, related to ccTLDs?

ROB HOGARTH:

I'll try to get both of those. I'm thinking. Let's go with the second one first and I then I'll try to go back to the first one. There is a difference between the relationship of gTLD registries at ICANN, and their contractual relationships with ICANN, and ccTLD managers. Completely different, in that essentially ICANN does a lot of the management and works with the contract work with the gTLDs, and that's the primary nature of that relationship.

The ccNSOs – and I know some of you are ccTLD managers or other members – you're here because you support ICANN and its legitimacy, but you're essentially here to work together, to network, to develop policy collectively among yourselves. You're going to work with your local government in terms of how you manage your TLDs back in your own country, but you'll work collectively with ICANN when it comes to

issues like IDNs or the concept of delegation and redelegation, which will immediately get me out of my sphere of expertise.

But you're right – there is a difference there in that the delegation/redelegation concept, the idea of what IANA does and how that process works, is outside the policy development process, if you will. The overall concept of what are IDNs, should we do them? That was a policy decision by ICANN as whole, with the work of the ccNSO and other groups.

So that overall policy that they should exist and there was a fast-track for some of the first IDNs that came out, there is – I can't remember the specific status – but the formal long-term policy for IDNs is again something that's been a product of ICANN. Each individual ccTLD and how it's managed, that's a different relationship. I hope that answered that question.

On the broader issue of what's policy versus not policy? It's similar to that overall relationship where you recognize that the cc's have just the different nature of a relationship than the contracted parties that we refer to on the 'g' side. So that's just a fundamental difference in their relationship with ICANN. There are very unique operational and political issues involved in that relationship. Many cc's support ICANN in a variety of different ways; either contributing resources or their time and efforts and expertise.

That's been a subject of much discussion and debate over the course of the years. Again, that's separate from the policy development process

sphere. I know I'm never going to be exactly right but I hope that was responsive. Was there another question? Okay.

MARTINE SILVER:

My name is Martine Silver and my question is, since each local government already controls the rules of each cc, what kind of policy are the governments usually interested to pass through ICANN?

ROB HOGARTH:

I think some of my colleagues who work directly with the governments are better equipped to answer that. But I think what's been very impressive for me over the years – and I've been at ICANN for five years now – is to see how organized and thoughtful the cc community has been on a whole range of issues. Particularly when you talk about security, when you talk about the relationship between the cc's and their registrants, that in many respects it's the gTLDs who learn from the cc experiences.

Through this Working Group model of policy development, through interactions at these ICANN meetings, you see a very useful exchange of information. In many respects it's the cc's that are establishing the best practices, providing some of the examples that really seem to work really effectively, much more broadly.

MARTINE SILVER:

Thanks.

ROB HOGARTH: Thank you. There's a gentleman back there?

VIVIC GOYLE: Hi, my name is Vivic Goyle. I have a quick question on the AC and the SO. The way I understand it is anyone in the ICANN community, even somebody from outside, can have a point of view and that can be expressed. Since some decision has been taken to differentiate between an AC and an SO, is there something that an SO can do and propose that an AC cannot, and vice versa?

ROB HOGARTH: Yes. Essentially the role of the SOs is that they are the structures that make the recommendations to the Board of Directors. That's their role. As you saw, there are more ACs than there are SOs, and that's because they have unique capabilities or unique perspectives – root servers, security and stability, governmental advice, At-Large advice – so it's a concept that says you've got these groups that have particular responsibilities and areas of expertise that the Board looks to for specific advice and input. That's really the best way I can explain the difference.

In terms of what that means for your individual participation or for the participation of your organization, there's not as big a distinction. Particularly if you look at the ccNSO or the gNSO, there's this Working Group model of participation. Many of these Working Groups are open to anyone who has an interest, a perspective, a passion for the issue.

Now, of course ICANN doesn't deal with all Internet issues, so we already find ourselves collectively self-selecting, right?

How many people in the world are really interested in inter-registrar transfer policy? So there are some pre-selection, self-selection that takes place, but the concept is that whatever your label or wherever you fit in, you can participate. There's one other aspect to this that I think is important to note – depending upon the SO or the AC, as an individual or as an organization you fit naturally or you find an easier time of engaging.

I think over the years, as I've observed, many groups have special areas or interests. If you're in the gNSO you're particularly interested in the generic space. But the gNSO is very diverse. There are many different players. You have stakeholder groups of contracted and non-contracted parties. You have individual constituencies, whether you're commercial or non-commercial. There's a very diverse community that naturally can form smaller subsets.

When you talk about an SO like the ccNSO, it's a fairly homogenous group. You do many of the same things. There's a degree of commonality. Many of you, while this is your first ICANN meeting, you may have observed ICANN over time, you may know people who've been involved with ICANN. What you may have observed is that once somebody gets involved with ICANN, they don't tend to leave. There are many different ways to serve within ICANN.

You might serve on a SO Working Group, you might be involved in a council or committee. One of the areas that I've seen people gravitate is the At-Large community, because they don't have very strict expectations of you fitting into a particular profile. They're based on what they call At-Large structures. Those could be ISOC Chapters, individual business or non-profit organizations or associations that just have an interest in the Internet.

The overall strategy of the structure is to give a voice and representation to anyone who touches the Internet in some way, shape or form. I think the structure as a whole makes sense. As some of you become more involved in ICANN, there are always areas where they can be adjusted, where things aren't as efficient as they could be, where they need to be improved, but I think the structure itself is pretty solid. I hope that addressed some of your concerns. Thank you.

We can go to the... How am I time-wise? Okay. Just to give you a perspective – over the last two years or so people have talked about, “Wow, ICANN staff! There's a lot going on, there's a lot of new staff, what are some of the challenges? How do you manage that growth?” Our policy team is not very big. Our responsibility is to work with the different community groups to help administer the work, draft the documents, produce the minutes, keep track of websites, manage the Wikis.

There are 22 of us. We're in eight different countries, nine time zones, we've got multi-language capabilities. We like to say that any member of the team is awake and working at any moment of the day. We also

have expert support in outside contractors and vendors, who we'll bring in for specific areas of expertise on a particular issue; some technical background in the DNS or something like that. We're a fairly diverse team but not a very big team.

The way we structure ourselves is that for the most part, specific staff members are responsible for specific communities. We'll have a couple of people working with the At-Large AC, a couple of people working with the ccNSO, gNSO and the rest. Then there's a group of us, like me – I'm not quite sure what culture this term comes from – Jack of all trades. The concept that we will move to the individual community that may need the most help, or we'll manage cross-community Working Groups where there are a variety of different interests.

That's who we are. How do we work? We have three primary principles. Help, support and manage. Our job is to essentially be the assistance to you and your colleagues as you work through the various policy issues. Support – that includes not only providing the administrative support, but answering questions, providing details, helping to act as liaisons to other departments or operational parts of ICANN. Finally, I mentioned this before, essentially acting as the referee and managing the process.

People view ICANN in different ways and one of the best analogies I ever heard was that it's an arena. In an arena, people come in to compete. They come in and there's potentially conflict. In the case of ICANN, it can be constructive, productive conflict. It's different points of view, it's different perspectives, and ICANN is the place for those differences to be

aired. It doesn't mean that every time everyone's going to agree. It doesn't mean that people are going to ultimately come to the same opinion or conclusion, but it provides that arena for ideas and discussion.

We hope through careful management of the rules and processes that everyone feels like their voice has been heard and that they've been able to participate in the process. The one commercial that I like to bring along to this is that what we try to do from a policy team process is regularly inform the community about some of the highlights, some of the big items, proceedings, activities that are going on from policy development process perspective. One way to stay updated is to subscribe to our monthly policy update.

In fact, an issue is in the web admin team's hands right now and will probably be published in the next half-day or so, for this meeting. The idea is in 10-15-20 pages, to just share with you what's going on with each community, what some of their significant activities are. I would recommend to any of you who are interested or have the responsibility for following ICANN – particularly if you need to report back to someone in your organization – is that the monthly update is just a good, useful tool for doing that.

The subscription is free. It's available in all six UN languages. We're working to fine-tune the process so the various editions come out as quickly and efficiently as possible. I definitely encourage, if you have any interest, to go to the policy page on the ICANN website, and through

that you can follow the monthly update and subscribe to it in your language. I think that's my last slide.

I'm happy to take any more questions, otherwise I'm here all week. My colleagues are around. If you have a particular interest in a particular SO or AC, I generally tend to know more about At-Large and the gNSO than the others, but if I can't answer your questions I'll either find one of my colleagues or you can always ask Janice, as she knows just about everything anyway. Thank you very much for your time. It was a pleasure to meet you all. [applause] Thanks.

JANICE DOUMA LANGE:

Thank you so much Rob. Leo, if you'd like to make your way up? Leo Vegoda, if you're in the building... I'm kidding. I want to thank you all for the questions. Really Rob just looked over at me when the questions started and said, "Yes, this is the cool part, getting the questions." Again, keep this going throughout our other presenters, with anything you'd like to ask. From an SO/AC perspective of, "Who do I get a hold of?" a couple of things:

One, Rob's right: me. You can write Janice.lang@icann.org and I'll get you hooked up this week with one of the experts in one of those areas. It's not a problem, it's my job. Please take advantage of that. Also, in the ICANN website, on the front page, if you go to the tab 'groups' there you will find information on each of the SOs and ACs. On the home page under 'about us' you will find staff, and each of us has our name and our title, and you will be able to identify who that staff member is that's

working in a certain area. We do not hide behind random email addresses – we are all firstname.lastname@icann.org. More likely than not, you can track us down by going through that way.

I'm going to go ahead and introduce Leo Vegoda, who is our Business Excellence Manager, but also an excellent previous manager of IANA functions and knowledge there within. Leo, I hand it to you.

LEO VEGODA:

Hello? This is my second ICANN meeting in Argentina. The first one I attended was the Mar del Plata meeting, and I have to say, as someone who was attending my first meeting in Mar del Plata, I wish that Janice had been there then to organize a Newcomers' event like this, because I was a little bit lost. When I go and see a session like this put together, it's like, "Oh, why couldn't you have been there seven or eight years ago when I didn't know what I was doing?"

Anyway, I'm going to talk about the IANA functions that ICANN provides. Is there a clicker or something I'm meant to use? Okay, lovely. IANA. First thing I should do is spell out that acronym. It's the Internet Assigned Numbers Authority. That word 'authority' confuses some people. They think that we're the Internet police and if they send us an email we can take down a webpage they don't like or that we can investigate crimes and that sort of thing, and that genuinely isn't us. We're not police. We don't have badges and guns.

Authority in IANA, literally means that the set of lists we publish are authoritative lists. They're not copies of someone else's, they are the

authoritative lists. That is really what it means. If we move onto the first of the IANA slides. What I've done here is taken the front page of our website. The ICANN/IANA website pretty much describes everything we do. We've got these three boxes on there. The first one says 'domain names', the second one says 'number resources', and the third one says 'protocol parameter assignments'.

I'll go through each of them in a little bit of detail, but I think the important thing to note here is that IANA is not a separate organization. It's not an independent entity or anything like that. It's set of functions. I'm going to talk about those three boxes in the next slides, and as I'm doing that I'm describing functions that ICANN is providing. I'm not describing functions that are provided by an independent organization called IANA, because that's not the case.

Moving on. Domain name services. This is the set of functions that I think is the most widely known. It's the one that gets in the newspapers when new gTLDs are delegated. I understand we have delegated 24 so far, which is more than existed this time last year. That gets in the news. What we look after is the root zone. We don't publish the root zone as an IANA function – what we do is curate the content.

People come and say to us, "We need to change a name server," "Our telephone number has changed," whatever, and the TLD operator sends in a request, we process the request, and if it's a DNS change the DNS is updated by the root zone editor, which at the moment is Verisign. We also have a couple of other number functions. We run the .int and .arpa TLDs.

Now, the .int TLD is only available to registration by treaty organizations. That is organizations that are created by treaties between governments or observer members of the UN. It's a highly restrictive policy. We don't control the policy, we just run the TLD. The .arpa TLD is effectively an IETF protocol parameter registry, but instead of being published as a webpage it's published in the DNS. That's a high-level overview of what happens in the DNS.

Moving on to the number resources section, this is the one I'm most familiar with. These are my customers. We have three products – if you were to take a business-y approach to it – that are IPv4 addresses, IPv6 addresses and autonomous system numbers. IPv4 is the version of the Internet protocol that you'll use most of the time. Here at the ICANN meeting we have an IPv6 network and a lot of your web traffic will be IPv6, even without you knowing it, because just about everything that you can buy today will use IPv6.

Facebook serves IPv6 content, Google, YouTube, Yahoo, lots of organizations, big content providers provide their content over IPv6. The reason for that is that there's only a limited number of IPv4 addresses. Roughly 3.7 billion available to ordinary use, like your laptop computers. There's about 7 billion people in the world. You can see there's a mismatch. IPv6, which has 340 undecillion addresses, fills that gap in the market.

IPv6 is now starting to see real growth in traffic, close to 2% of Internet traffic is now IPv6, and that is a significant growth. I think we're at the early stages of a very steep curve. Autonomous system numbers – lots

of people won't know what they are. Basically, these are the numbers that ISPs and other organizations that control their own Internet routing, use to identify their network. If you think of an IP address as a street address, an AS number is a bit like a postal code, a zip code, and that tells you the area.

We go and allocate these addresses according to very deterministic policies. With the DNS the policies aren't quite as deterministic. There aren't literally calculations that you can apply, in the same way as with these, where we actually have a webpage on our website. In this case it's stats.research.icann.org, and if you go there and click through, you can go and see that we've done a policy analysis of every single regional Internet registry every day, based on the information they publish.

You can go and look at those graphs and see if they qualify for additional resources. There's a distinction here. We have a deterministic policy that's been given to us by the ASO. We don't have to think, "Is that a good idea or not?" we just take the result and implement it.

Moving onto protocol parameter registries, really everything is a protocol parameter. The domain names in the root zone are protocol parameters. The protocol is DNS. IP addresses are protocol parameters, and the protocol is IPv4 or IPv6. Really, this is everything else. As you can see, we publish over 2,000 registries. Now, I've got an example here of the main page where you can go and see all of the registries and sub-registries. That's at iana.org/protocols.

I've gone and taken that ANCP registry and expanded it here. This is what a typical IANA protocol parameter's registry looks like. It's got values on the far left going from zero to 255. It's got a name. It's got a couple of codes, capability data... I don't know what that means, I'm not sure exactly what ANCP actually does, but it's got a reference, and if I want to find out what it does, I can go and click on that RFC reference and find out exactly what's going on there.

You'll also see it has registration procedures. In order to get a registration in this registry, it has to be a standards action, which means a particular kind of RFC needs to be published and approved. You'll also see that you can download this registry as a .csv file, which for this registry, which only has four values in it, isn't a huge issue, but for some of the big registries it's a big bounty. It means you can go and put it into a spreadsheet program like Excel or Numbers, and you can go and play around with the data and interpret it yourself.

You can take our authoritative data and you can pass it and go and produce an analysis. That's the overview of what we do. I think... It's just down to questions now, if there are any? Go ahead.

HASSAN:

My name is Hassan. Actually, I need to ask about root servers. IANA has a full responsibility for the root servers, am I right?

LEO VEGODA: You asked if we're responsible for the root name server? Okay, what we do as the IANA functions operator is we manage the data that goes into the root zone. We go and get that authorized and then Verisign, who's currently the root zone editor, edits the zone and they sign it with their zone-signing key. From there secret master server they go and send it out to all the root DNS server letters. There are 13 root server DNS operators – sorry, 12 operators, 13 letters, and ICANN operates the L-root server.

It just so happens that the people who operate the L-root server report to Elise Garrick, who is the Vice President of IANA and Technical Operations, but that's not an IANA function. So, while it's carried out by people who are also responsible for the IANA functions, it's not an IANA function – it just happens to be done by the same people who are working for ICANN.

HASSAN: Can I ask another question?

LEO VEGODA: Go ahead.

HASSAN: Right now, the relationship between IANA and ICANN is a contractual relationship, and ICANN manages through multistakeholders, the registries and the registers, using that contract. Am I right?

LEO VEGODA:

I would rephrase slightly. There isn't a relationship between ICANN and IANA, because in order to have a relationship you need to have two parties. Really, IANA as an entity, doesn't exist. What we have is ICANN as an entity that exists, that has a relationship with NTIA, which is the agency of the US Department of Commerce, which issues the IANA functions contract.

So there is currently a contractual relationship between ICANN and NTIA, and that is the IANA functions contract. So the functions that I was describing here are basically the contracted IANA functions. There are then some other things that happen to be done by people working in the IANA department of ICANN, but they're not contracted functions.

FREDERICO DIAZ:

One question. I am Federico Diaz. I am a litigation lawyer from Argentina and a university professor. One of the large problems we come across with lawyers when researching and conducting research on legal cases, in terms of the Internet, is the issue of IP identification. My specific question is, IPv6 protocol – is it a more complex protocol that will make it more difficult, from a technical standpoint, to locate a given content or a given message? That's my question.

LEO VEGODA:

For those people that don't have their headphones on, the question was whether IPv6, the protocol, is more complex and will make it more

difficult to trace the users of IP addresses. Actually, I don't need to have the headphones on when I'm speaking myself. I think the answer to that is that IPv6 is not really more complex than IPv4. In the past, IPv6 has been described as 96 more bits, no magic, or things similar to that. Basically, IPv6 is very much like IPv4 but with bigger addresses.

There are some differences in the way that you run a network. For instance, there are auto configuration options that aren't available in IPv4, but from the perspective of finding out who's using an IP address. It's very similar. ICANN, as the IANA functions operator, allocates large blocks of address to RIRs, and they allocate smaller parts of those blocks to either ISPs or in some cases to national Internet registries, and they then go down to end users.

Basically, as long as the registration databases that are run by the RIRs are maintained, there should be no more problem chasing an IP address than in IPv4. In fact, I would go on to say that IPv6 should in many ways make things simpler, because with IPv4 shortage, what happens is there's a temptation to introduce carrier-grade network address translation, which is sometimes called CGNAT or large-scale NAT, with 'NAT' meaning network address translation.

This makes things much more complex for tracing who is using an IP address, because what happens is the port space, which is... Ports are a bit like radio channels. Say, port 80 is used for http, for web, and port 25 is used for email, and so on. There's a whole bunch of ports which are reserved for ordinary user use. CGNAT basically shares a single IP

address between multiple customers, simultaneously. The only differentiator is the ports that are used.

That means that not only does the ISP that's doing that sharing has to maintain logs, so that they can answer legitimate legal orders such as who was using this address at that time, but the person who is sending that query also has to know the port number. Right now, a lot of people won't be tracking that port number and they won't have the degree of time accuracy that is required. So IPv6 in many ways is going to make things a little bit simpler, rather than making them more complicated. I hope that answers the question.

JANICE DOUMA LANGE:

We're going to take one more question and then move onto our next presenter, in respect of time. Now you know Leo's face. Leo.vegoda@icann.org. If you need anything more from Leo, please avail yourself of that whilst he's here. Go ahead.

SAMSON YUSSEF:

My name is Samson Yussef. I have two questions. You have mentioned that IANA functions have three main focus areas, but as you've also mentioned, the discussion seems to be really focused on DNSs, as if IP addresses are more important in terms of how the Internet works, than DNSs. So, why do you think the discussion in relation to IP addresses is being swallowed by the DNS?

My second question would be, with regard to the distribution of IP addresses, we had some problems, for instance with IPv4, where the distribution has been really towards the developed countries, where the developing countries have only had a few – or some kind of distribution problems. So, what kind of measures do you think are in place now that... Even though I agree that IPv6 is so huge that scarcity might not be a problem, but what measures do we have in place that such a big difference would not happen in IPv6?

LEO VEGODA:

Thank you. I think the first question about why does the DNS get more discussion – I think it boils down to the fact that on the whole, the IP address distribution system works and there isn't a huge amount to discuss. That being said, the policy discussion that does happen, happens in the RIR communities. There are five RIR communities – roughly one for each continent. They have twice-yearly policy meetings, and they do have policy discussions about the way to distribute IP address.

That actually segues nicely to your second question to do with the fact that historically, the people who started using the Internet first, got large blocks of addresses. Then it got to the 1990s and we realized that, "Oh, IPv4, which was meant as an experiment, now has a success problem. Now we need IPv6." I think you make a good point; that there are people who are only now starting to connect to the Internet and they don't have large amounts of IPv4 space available to them.

Without going into a lot of the historical detail, what the RIRs have done is they have been developing transfer policies that allows someone who has a large block of addresses that they don't need – for instance they could make do with a smaller block, or they could implement network address translation on part of their network, or something like that – they can go and transfer those addresses to someone who needs those addresses, and there are policies to support that.

Now, in some regions they've developed policies which allow the transfer of addresses from one region to another region, and in some regions they've not done that. For instance, the APNIC region, which is the Asia Pacific, including Australia, New Zealand and the Pacific Islands, they have a policy there which meshes with the ARIN policy for North America and allows transfers to go to and from APNIC and ARIN.

I was at the ARIN meeting in Phoenix about two or three weeks ago, and at that meeting they gave some statistics on the number of transfers. Whilst it's not high, there is a steady number of transfers and they do have inter-regional transfers going on. So it's a way to address that, but of course it's not sustainable, because there are only 3.7 billion IPv4 addresses that are practically usable by ordinary Internet devices. That means that there are basically half as many IP addresses as people on the planet.

IPv4 is not a sustainable future. IPv6 is sustainable because... Well, we currently have every RIR with exactly the same amount of address space, and if IPv6 usage grew dramatically, we could allocate the same amount of IPv6 address space that we've allocated already to each of the RIRs,

every single year, for a whole century, before we ran out of the current block that we're allocating from. There are seven more just like that. IPv6 is sustainable and IPv4 is not sustainable.

So whilst there were problems with IPv4 not being big enough – and that is always going to lead to problems with one group not having enough as another group – IPv6 solves that. It's doing okay in the deployment now, what with 2% of Internet traffic being IPv6. I've got to return the rest of the time to Janice.

JANICE DOUMA LANGE:

Well, not so much to me but to the gentleman on my right. Leo, thank you so very much. Very much appreciated. I have to just say to some of the folks in the room, I am one of those people that when Leo says, "IPv6" my eyes go like this – this whole glaze seems to happen and my brain starts to go through a freeze. [laughter] I have to pinch myself and say, "You can learn this. You can!"

LEO VEGODA:

Sorry, can I just interrupt? My colleague, Selena, worked with our Publications Manager, Lynne, over the last couple of months, and there is a brand new, hot off the press, IPv6 fact list, which you can grab from the Newcomers' lounge. Not only is it factually accurate – and I think Selena and Lynne did a good job in writing it – I actually think it looks nice as well. So that's three reasons to go and get that: it's factually accurate, it's well written and it looks nice.

JANICE DOUMA LANGE:

So, if anybody in the room is feeling like I do, it's okay. That doesn't take away from the quality of the material at all. We're all coming from a different place and our brains function a little differently. We're going to switch gears. Mike Zupke, who has been patiently waiting over here to my right, I actually gave him this title.

I decided to name this section "Competition and Choice; Operating the Domain Name System" to try to encompass the idea of the mandate of ICANN in promoting competition and choice, and all the components within that. Mike, forgive me. I created this presentation for you and I appreciate you coming along for the ride. I'll hand over to you to introduce yourself to everyone and move it on.

MIKE ZUPKE:

Thank you Janice. As Janice mentioned, these are not slides that I created, but I'll take credit for them anyhow. Would you mind going to Rob's slide that had the policy development process on it, the one that looks like a 'Z'? I'm going to use Rob's slide entirely to do a little introduction of myself. As Janice said, my name is Mike Zupke. I work in the gTLD Services Team at ICANN and I work most closely with registrars. I just wanted to put some perspective on what it is I do and what my team does, by showing you Rob's slide from earlier.

If you look on the right side of the screen you've got this diagram, which I'm sure is not legible from where you are. You've got a 'Z' shape that shows you each step along the way of how a policy goes from an idea to

a policy. What I wanted to mention is the very last segment of that – the red arrow is where I work. Rob does all of that other work with the community, and after all of those months or years of work going into policy making, the last little red box is staff turning the policy into something that could be implemented.

That's really my job. I get to take what the community has done and bring it to life. That's my short introduction. Now onto what Janice wanted me to talk about. What ICANN came to be, roughly 15 years ago, it was charged with a few things. Primarily, one of its missions was to promote competition in the market place. There were a couple of ways that people envisioned this.

Back then they said, "Well, you should open up the space for new gTLDs, and you should disrupt the current monopoly where there's one registry who's currently selling domain names in all gTLDs, or at least all of the ones that could be registered by consumers." That was pretty much the first order of business – turning that one registry into a model of registry and registrars, and then eventually multiple registries.

So, in the beginning when Verisign ran .com, .net and .org, we ended up with Verisign running .com and .net and a company called PIR, which is a non-profit, running .org. Then of course there's been the introduction of new gTLDs along the way, which have been run by different new actors in the marketplace. As I mentioned, my primary job function is working with the registrars.

Although I probably don't think ICANN invented the model of having a registry and registrar, I think it was one of the earlier, more successful component of this, in that there are now, in our marketplace, something like 900 to 1,000 registrars who are selling domain names to registrants. Obviously we've got considerable growth now in the registry space. On this slide what you can see is just the different participants in the marketplace right now.

They don't necessarily all participate in every transaction, but this is really a look at how registrants might interact with ICANN, or with domain names, or with registries or registrars, and in some cases resellers. In the gTLD space you've potentially got a registrant could go to a registrar and say, "I want a .com domain name, or a .info domain name," and the registrar would then go to the registry and attempt to register that domain name on behalf of its customer.

Or, you could potentially have a registrant who approaches a reseller, who is not an ICANN-accredited entity, but instead is an entity who does business with the registrar, and then interacts with the registry through the registrar. So those are the two primary channels in the gTLD space for registering a domain name. Obviously in the ccTLD space there's quite a bit of variation on how that might work, and that's because we're dealing with sovereign entities who can set their own rules, whereas in the ICANN space we've got a more uniform policy which is generally set by the gNSO.

By the way, Janice likes to ask me to speak because I don't prepare. I tend to ramble and I tend to say a lot of goofy things, but I'm really

happy to entertain questions. I think that's how this works best. At any point feel free to jump up and down, or else when it seems that I'm at a good natural stopping point, raise your hand or whatever. I'm happy to answer any questions along the way.

JANICE DOUMA LANGE:

I actually have one that I've never asked. What do you think would be the benefit... Why would a registrant choose to go to a reseller instead of going directly to the registrar? Why would that be a choice that they would make when they're not accredited with ICANN, which is the safety net? Why would the reseller have business, if you can go directly to a registrar instead?

MIKE ZUPKE:

That's a good question. I mentioned there's something like 900 registrars in the registrar marketplace. There are probably hundreds of thousands of resellers in the reseller marketplace, so they can all have a very specific niche in the marketplace. It might be geographical or it might be their customer base. It could be that a person becomes a reseller to manage their own domain names, because they get better pricing from a registrar.

But ultimately, you cannot register a gTLD name without going through a registrar who's been accredited by ICANN, whether that's directly or through the reseller – but to a certain extent it's a question of marketing; who is marketing to your needs or who can serve your needs. I would like to start with a question. It's good to know in the room...

Get a sense of people’s level of understanding on how domain names work. There’s a question here, what is a registry? That’s not what I wanted to ask.

What I wanted to ask was, if people are generally familiar with how registrars and registries work? Whether it’s in gTLDs or ccTLDs. Is it helpful if I give a more elaborate explanation, or do people feel pretty comfortable that they understand that process? If you feel like you understand it, maybe you could put your hand up and say, “Yes, I get it. Don’t waste your time on me.” Okay, it looks like we’ve got a pretty knowledgeable audience. Are there people who would like a little bit more information? Okay. All right, good. Then I’m happy to do that because they’re the slides that Janice gave me. [laughter]

I think there’s another slide here that’s maybe a bit more helpful. When people ask me, “What do you do for a living?” I usually take a deep breath, sigh, drop my shoulders and say, “It’s really complicated. How much do you know about the Internet?” and I get all sorts of varied answers. Usually I start off with something like, “A registry is something like a phonebook. They’re the keeper of the phonebook.

Everybody has this address where IP addresses need to match up to domain names, and the registry is like the authoritative keeper of that phonebook. But registrars are allowed to put things in the phonebook on behalf of the registry. People have told me that’s a really terrible analogy and people will say, “What’s a phonebook?” [laughter] I think there are a lot of different ways of looking at this, but in general,

somebody needs to tell you or your computer what IP address is associated with what domain name.

That's the registry's job. In very simplistic terms, it's a very simplistic function. Then you'll see on this slide that there's actually quite a bit of service that the registry needs to provide that is a little bit more complicated than that. People have joked, "It's not so hard to be a registry. You could run one from a spreadsheet." You could run a bad registry that way, I suppose.

There's really a lot of work and in this environment, where you've got all sorts of elements that are testing for vulnerabilities and there are these aspects of security that the average user doesn't think about. The registry actually has what I consider to be a very sacred function in the DNS and in the Internet generally. If the registry stops working, people think the Internet broke. To people at ICANN and in the ICANN community, that's why we're all here. We don't want the Internet to break.

So when people ask me what I do and I can see they don't understand, I just say, "I try to keep the Internet from breaking." So that's the registry's job. It's still very much technical in nature. Then you have these registrars, and they interact with the registry, and they have much more of a customer-facing role. They're like the retail front, and the registry could be looked at as the wholesaler – for another analogy that people have told me isn't very good. I'll keep trying.

The registrars... In the ICANN and gTLD space, registrars have existed technically since the beginning, but competition has existed since about 2000 and we've had originally this test program where people could come up with an idea, start their business and say, "I want to be a test bed registrar." So that took off and people said, "Wow, there's a lot of potential here. I could make money doing this." So in the beginning domain names cost something like \$70 for a two-year registration, and that was the minimum.

There are still registrars who probably charge fees of that or potentially even more, and of course it depends on the domain name. But pretty quickly, after the introduction of registrars and competition in the registrar marketplace, the price of domain names came down. You could see the price has gone from \$35 a year, to \$10 a year, to \$9, to \$5 to free. Now you've got promotions when they actually give you domain names below their cost sometimes, because they see that as a way to try and bring in new business.

So as a very simplistic view of the success of this model, the pricing alone, I think, is demonstrative. If you have a gTLD registration and you're paying less than \$35 a year, I guess you can thank the people who dreamed up the ICANN model. On the screen, what you see is kind of a surveying of the landscaping of registrars right now. These are the sorts of markets that they serve. They all have to have a contract with ICANN and in order to sell a particular TLD they have to have a contract with that registry operator.

You can become accredited if you wanted to become a registrar, but you would still need to go to every registry. You don't automatically get to sell every gTLD. So that's actually one of the first things that I think about in registrar business models – you could be a registrar who offers everything to everybody. I think there are some who do that very successfully and there are some that say, "That's not helpful to me. What I want is a very particular thing. I'm interesting in .tel domain names. I need a bit of help understanding what they do."

There might be a registrar who focuses on selling .tel domain names. There are some who we mentioned, these resellers, who sell almost exclusively or at least primarily, through resellers. That's to enable a really broad marketplace. One of the things, Janice, that you didn't quite ask but maybe I should have answered, is, "Why would a reseller not just become a registrar?" I mentioned that registries have what I consider to be this sacred Internet function. Registrars do too.

By way of their contract with ICANN, we have very high expectations with what they need to do. It's not necessarily an expectation of customer service levels, it's more an expectation of their technical capability and their commitment to business continuity. If somebody's registrar goes dark, they somehow fail to provide the DNS services that they were offering, or maybe they have a lot of customers but their control panel is down and that creates panic among a lot of people.

There are a lot of ways in which a registrar could conceivably do something that could cause alarm and cause people to say, "Once again, the Internet is broken." A reseller on the other hand doesn't have these

obligations to ICANN. They might have obligations to their registrar, but a lot of those critical functions, that are frankly not free, they're not cheap, they're important things that require infrastructure and staff – those are things that a registrar must invest in, and they must pay ICANN fees.

Those are things that a reseller might say, "I don't need to do that." The difference in pricing might not be that significant between buying a domain name from a registrar and buying it from the registry. So that's a little bit about why I think resellers continue to exist, even though I think their registrar accreditation has become much more widespread. I'm moving along here.

JANICE DOUMA LANGE: No, you can keep talking. I was doing this for myself because I have a comment, so I was moving along so I didn't forget.

MIKE ZUPKE: Go ahead.

JANICE DOUMA LANGE: I wanted to just reference this back to this morning's conversation and a bit with Rob. We talked about the multistakeholder model. Breaking that down we talked about the gNSO. Breaking that down we hit a bit on the contracted versus the non-contracted parties within the gNSO. I said those things slowly and in order because that's the way, finally, I

could get it in my head. You really do need to take it from the top and break down each part to places that make sense.

When you talk about the entire multistakeholder model, and then you break it down to the gNSO, and break that down further to the contracted and non-contracted. What Mike has been doing is explaining the contracted houses. Those that have to sign a contract with ICANN. These are the only two entities that have to sign a contract with ICANN. Correct, Mike? Right.

So I just wanted everybody to put that in their head as you're taking in all this information and how it related to everything we were talking about this morning. Then there's the management of these contracted parties.

MIKE ZUPKE:

Thanks. Actually, you could leave this slide up, as I glance at the clock and see that I'll be pulled off the stage pretty quickly. That is a really good point Janice. We occasionally get complaints from consumers, or users of the Internet, or people who are the victims of phishing or spam or whatever it is. They say, "You're ICANN, you're like the Internet government." It's a really fine point, and that's that we operate with contracts with these parties. We don't have what in a legal concept we would call 'police power'.

We can't just go and make up laws. We can't say, "We really find what you're doing to be distasteful." As staff people especially, it's our job to enforce the contracts and the policies. There's a note on this slide that

mentions that that's our Contractual Compliance Team that has that responsibility. Even if we say, "This is something that we, as staff, have all universally agreed is distasteful," in a lot of cases it's really a matter of policy; for the community to say, "We find this activity distasteful. Therefore we'll create a policy that prohibits it."

This slide, I think, is a good introduction to how gTLD domain names work in the marketplace. I don't know how clear that is up on the big screen. I'll give you a big walkthrough. The two yellow clouds that you see are a domain name being generally available. At the beginning you have this period where a domain name can be registered by anybody, for the most part. New TLDs have some new rights protection mechanisms, that allow people to place a claim on them in advance, either by alerting potential registrants that have a trademark, or trying to be one of the first to register a domain name.

In general, after those processes have cleared, a domain name is available on a first come-first serve basis in the gTLD space. You can register for a year, you can register for ten years, but currently, ICANN policies do not allow a registration of more than ten years. There are some registries that allow partial years but that's an anomaly. It's so you can synch up your different registrations to each other, in case they have different expiration dates.

Then what happens, if you renew your domain name you can continue to have it. You're not stopped at ten years, you can always renew your registration so that you have at least ten years ahead of it that's basically pre-paid. But if you don't renew a domain name it expires. Typically

there's some kind of grace period that's offered. Then it gets deleted and there's another grace period, and then the domain name is available for anyone else to register.

As you might imagine, sometimes people inadvertently allow domain names that are valuable to expire and be deleted, so people rush to register them. On the lower part of this series of arrows you see some terse descriptions of ways that people try to make money in this marketplace, particularly in relation to expired domain names, or trying to find domain names that have value. I think that's probably not the more helpful part of the slide. For our purposes it's really a discussion of the grace periods that are there.

Some of these grace periods exist... In fact now, officially all of these grace periods exist after a domain name expires because the gNSO said there should be a policy. The gNSO took this up because people in the At-Large organization said, "Hey, we think there should be a policy that protects registrants in case their domain name expires." So we now have a very new policy called the Expired Registration Recovery Policy, that now mandates some of these grace periods.

I only bring that up, not because there's a quiz or a test later, but because this is the policy-making system at work. In the US, if you grew up about the time that I did, they had these little cartoons on between your cartoons about how a bill becomes a law. I always thought we should have that for ICANN; how an idea becomes policy. This is, I think, just an example of a really good policy that came out that helps protect registrants. It's good for the marketplace.

Everybody who had a stake in it got to participate in the policy-making. I think it's the ICANN model at work. Despite people's grumblings about the amount of time it takes for the ICANN model to work, it was a success. Moving on, unless there are questions about that? Yes? Go ahead.

MAURISSIO:

Thank you. My name is Maurissio and I'm part of the Costa Rica ccTLD. Right now our situation is that we're not working yet with registrars. We assume both roles; registry and registrar. If eventually we start working with registrars, since they follow certain obligations, does a registrar need to follow a specific process directly with ICANN, or are the rules set by the registry itself?

MIKE ZUPKE:

Thank you. By the way, I realize you're speaking English but I get a lot of distraction noise over here, and that's why I put the headphones on. It helps me to hear you a little better. The question, I think, if I understand it, is how does a registrar come into existence in the ICANN world? I'm not sure if you're asking how that affects ccTLDs.

I can tell you what I know about how ccTLDs do it, but in the ICANN world, if you want to be a registrar you must first come to ICANN, fill out an application, tell us a little bit about your technical capabilities – well, tell us a lot about your technical capabilities – and there are a series of criteria that we expect you to meet.

Assuming that you meet them all as a registrar then you're accredited. We don't have a subjective test. We don't have a limit. We don't say we have enough, we just allow the marketplace to decide who are going to be the 'big winners' and who might not. It's not our job to make a judgment about your business model, necessarily.

So that's how you become accredited, and then each registry has their own process where you have to go as a registrar and say, "I'm worth to be a registrar of your TLD." Now, registries, they have different interests. One is they want to uphold the quality of their brand, they want customers to have a good experience with their TLD. So of course they don't want to say everybody can sell it.

On the other hand, they make money by selling domain names, so they do want to encourage a robust marketplace. To a certain extent, I think registries rely on ICANN screening the registrars, and I've seen this in the ccTLD space. There are some ccTLDs who say, "If you're ICANN accredited that's good enough for us. You can sell our ccTLD also." But other ccTLDs have no deference for the ICANN accreditation process and say, "We have our own unique thing and that's how we do it." Did I answer your question? Good. Thank you. Other questions?

LEANA:

Hello. My name is Leana. No, I'm talking louder. Okay. I have a question about a policy after an expiration date. Is there a policy accepted so that everyone, so that the registrant can be protected from selling at different prices? I know there are some registrars who sell and

make money after this expiration period of a domain name. Is there a policy, or is it free for registrars to make their own market for this? Thank you.

MIKE ZUPKE:

I had the headphones on. Did everybody hear the question or should I repeat it? Okay. The question is really about renewal pricing for domain names. As a registrant myself I very much understand that. What if some registrar or registry one day says, “That’s a really good domain name. Now it costs twice as much!”? So there’s a few answers to that. In general, ICANN is not in the business of regulating pricing. That’s the general philosophy.

The legacy TLDs, to a certain extent, have pricing restrictions in them that is a cap, but I think in general our position would be that if we could not be in the business of regulating pricing we’d prefer that. The competitive marketplace is supposed to address that. I believe with new gTLDs there is a provision in the Registry Agreement that applies, and that would say that pricing has to be indiscriminate, unless you sign something saying you’re willing to have variable pricing.

But I think really the better answer is we have the inter-registrar transfer policy that allows you to take your domain name to another registrar if you’re unhappy with yours. If you get close to renewal and you see your registrars’ prices have gone up, you can transfer your domain name to a cheaper registrar. Of course I would encourage people to research things other than price when choosing a registrar, but I think that’s the

ultimate safeguard for consumers against – let’s call it ‘gauging’ by a registrar.

They know you could go someplace else and you could do it fairly easily. So I think that’s the marketplace working, and in fact the transfer policy was one of those policies that the gNSO envisioned and came up with and went through the entire “how an idea becomes a policy” process. Some people call it the self-regulatory model, and I always cringe when I hear that, because it sounds like nobody’s paying attention, or that people can do whatever they want.

But in reality, in this ICANN universe of so many different interests – for example the At-Large Advisory Committee saying, “We think there should be a policy about this,” there are, within ICANN, so many watchdogs. Everybody has a voice in this. The other thing is, I was mentioning there’s that new policy, the ERRP, and that requires registrars to specify what their renewal pricing is. Now, we know prices can change over time, but the idea is that we want consumers to be able to make educated, informed decisions when buying a domain name.

I think the two parts are, as much information to the consumer as possible, and give consumers choice so that if they’re unhappy they can change their minds.

JOEY MANARETI:

Joey Manareti. I am a domain reseller and I’d like to know, has there been any discussion about formally acknowledging domain resellers in

ICANN’s landscape? If so, will they be acknowledged in the Thick WHOIS format that’s being discussed?

MIKE ZUPKE:

Great question. Thank you. There’s a certain amount that’s subject to interpretation. By acknowledging resellers we acknowledge that they exist. We’ve done that since the beginning. In terms of ICANN, let’s say, publicizing the identities of resellers or the way we do for registrars... Let me back up. If you want to find a registrar, one way to do that would be to go to the ICANN website. We have a list of every registrar. You can sort by country. You can sort by name, and I think there’s one other...

We don’t do that currently with resellers, and I don’t think there’s any plan to do that in the near future. The other thing that I think you alluded to was that registrars have a new form of Accreditation Agreement now that requires them to identify to ICANN who their resellers are in certain circumstances. That’s not currently required of registrars, and it’s probably a longer answer than people would care to hear but...

Becoming accredited and going through that process, paying the ICANN fees and all of those steps being acknowledged by ICANN is the privilege of having gone through that. Resellers don’t get that benefit. To a certain extent you could say, “Well, they’re kind of disadvantaged,” and to a certain extent you could say, “But they don’t pay ICANN fees and

they have other advantages.” So I think it’s your choice as a business on do you want to go for the accreditation or not.

Like I said, if you become accredited, one of the privileges is you get identified by ICANN as accredited and authorized to sell domain names.

JOEY MANARETI:

If I can take that one step further? As a reseller, when we liaise with our customers, one of the first discussions we have is, “Who looks after your domain?” and the answer we most often get is, “I don’t know.” Where do we turn to for that? We turn to WHOIS to look up who looks after that customer’s domain; be they a small business or a major enterprise, the answer, “I don’t know,” is still the most common one we face.

In light of that, do you think that ICANN should consider listing the reseller as a service not to the reseller, but to the registrant, to help them track down the person in the sales chain that has helped them with that, in these situations?

MIKE ZUPKE:

Thanks. You reminded me. I forgot to answer the second part of your question. I started to answer. The reason I brought up this new form of Accreditation Agreement is that registrars who use the new form of Accreditation Agreement will be required to list the reseller in their WHOIS output on their website. In Thick TLDs, registrars will no longer have to provide port 43 WHOIS, but if you go to the registrars’ web-based WHOIS you will see who the reseller is. Now, if you’re using port

43, which you might be, that might not necessarily help you then, because you're going to be getting registry data and the registry doesn't know who the reseller is.

That's a half good answer for you and a half not that helpful answer for you. I understand your point and I think that is helpful. In fact, when I first started at ICANN one of my jobs, to learn my job, was answer a lot of consumer inquiries. Frequently people said, "My registrar is this," and we had no idea who this was, because we had no list of resellers and they weren't a registrar. So our response was, "I don't know who that is, but I can tell you who your registrar is."

So that's a point well taken, and I think this may help. I don't know whether registrars particularly like the idea or not. I think some probably do – like the customers going to the people who are getting paid to serve them. I think it's a good idea. I think that where we are was kind of a compromised position, so I don't think you're going to see more than what there is, in the new Registrar Accreditation Agreement. Thank you.

JANICE DOUMA LANGE:

I'm going to go ahead and we're going to move this along. I'm going to let Mike take some questions afterwards, and there are some folks here who are waiting for the security and stability per timing, and some of the other things. What we have for the next couple of slides, we're talking about the introduction of the new gTLDs, and we have a series of sessions on the ICANN schedule, specifically about the status and the

different particular issues that are still continuing post-application period.

You heard before there are about 24 of the TLDs now in the root, out of the approximately 1,900 applications that were received. So I'm going to go ahead and say to go to those sessions that are posted on the Buenos Aires schedule to learn more specifics about the TLDs.

MIKE ZUPKE: 10:30 tomorrow morning is the gTLD update that I think usually everybody wants to attend.

JANICE DOUMA LANGE: Beautiful, thank you. The same with, again, the slides on the internationalized domain names, which have been part of our world since 2010. Again, the beauty of that introduction, which I was here at that time and three years later I feel like it's always been there. I can't remember now when internationalized domain names weren't a part of our life.

But we do have several specialists from ICANN who are here on site this week about internationalized domain names, and the internationalized domain name variant. Again, you can use me as your resource. If there's anyone you want to connect with... I don't know whether Mike left the schedule, but we can also look to see when any of those sessions are going on. There you go. See how I got that exit going? [laughs]

MIKE ZUPKE: I just wanted to say thank you. By all means I'll be here. I'm just going to sneak out for a second but I'll be back. I'm happy to answer questions in the hallway throughout the week.

JANICE DOUMA LANGE: We have a remote question that would be not good to not answer.

REMOTE PARTICIPANT: [Question from the Adobe chat room] My question is: in IDN ccTLDs not showing .bangla is it possible to inform us the update about .bangla, or have you not got an application for .bangla?

MIKE ZUPKE: I'm afraid I didn't catch the last part of the question?

REMOTE PARTICIPANT: In IDN ccTLDs, it's not showing .bangla. Is it possible to inform us with an update on .bangla, or have you not got an application for .bangla?

MIKE ZUPKE: Okay. I'll just say that it's beyond the scope of my expertise. I know with the gTLD applications there's a website where you can check the status of any of them. CcTLDs are not quite as clear to me. I think that's more of a matter between the cc's and IANA and the government. I'm not at all capable of that, but I think maybe Janice, if you have an idea of who would be a good resource...?

JANICE DOUMA LANGE:

Wendy, I don't want to give the wrong email address for this, but we have two specific email addresses on the gTLD site, on the ICANN website, that they can write to. If you can direct them to that webpage for gTLD, and then they can find those specific addresses to ask the questions, because if it comes to the general ICANN inquiry, it will take a long time to get through the systems.

That's the help we can offer right now, is to give you the link to get you to the right place to get your question answered. Great. Thank you again Mike, very much. As Mike, said, he's here all week. I'm going to ask our good friends from the Security Team, Dave and John... Patrick? Rick? Good, they just come out of the woodwork. They're like a comedy trio on a very serious issue. I don't know how this will all mix.

JOHN CRAIN:

Let me briefly introduce myself. My name is John Crain. I have a fancy new title. Every time I come to an ICANN meeting I try to have a new title. This year it's Chief Security, Stability and Resiliency Officer. It's very long. We say SSRO. Anybody who knows about philosophy, etc., can go and figure out who that is. We try not to be too much of a comedy team because what we deal with is fairly serious.

It used to be that you would have what we call a Security Team here. We don't refer to ourselves that way any more. We have quite happily divested ourselves of corporate security issues; your typical information security. We now focus on the security, stability and resiliency issues

that face the identifier systems. I say identifier systems and not the DNS, because the DNS is purely one of those systems.

We can also look at routing, IP addresses and autonomous system numbers, and any of hundreds of registration databases that IANA has for various identifiers. Obviously a lot of focus is on DNS. We're not going to bore you with lots of detail, because I do want to be able to take questions. But I do want to introduce the two members of my team that I have at the moment.

We're going to be building a team. Look for job advertisements if you're in the security field, please. I'm going to pass off to the gentleman on my right, who's going to introduce himself with his fancy new title.

DAVE PISCITELLO:

Yes. We've been able to create our own fancy titles. My title is Vice President of Security and ICT Coordination. ICT is information and computing technology. It's a very popular term among governments. The way that John and I have divided the fiefdom is John is going to be spending a fair amount of time not only managing the entire group but also focusing on things like metrics that we're going to start to research and collect on various activities that affect the DNS, and he's also going to continue to be the point man and central figure in what we call threat awareness and intelligence.

I will be focusing a fair amount of my attention, as the coordination part of my title suggests, in working with external security communities. A very large amount of my time is spent working in collaboration with

security professionals on issues that affect most of us every day; phishing, botnets, identity threat, fraud, counterfeit goods, and working with law enforcement as well on those issues. We try to provide assistance and facilitation by connecting parties that we know and working together in investigations, or by sharing information that will assist us all in mitigating crime.

Another part of the remit that John's thrown on my shoulders is providing capability building, and actually Rick is a very instrumental part in this, in a different segment, again because I work mostly with security and ICT, my focus is on providing training on finding examples of and finding information related to the abuse and misuse of the DNS today, but in the future we'll be looking even broader into other identifier systems.

That was probably longer than you expected from me, so I'll just let Rick talk now.

RICHARD LAMB:

Use your roving microphone. Well, no, it seems like we have a certain... I'm going to follow in line, because I certainly do not want to piss off my new boss. I do the DNSSEC training stuff there, and maybe if Janice allows me, at some point after this, I will start wandering around and talking to you guys individually. I'd like to say more broadly, I come from both private industry; working in government, and I had a couple of successful start-ups. I stayed in school too long and got a PHD.

I'm here because of the good hospices of people like John, who have shown me how powerful this multistakeholder model really is. The opportunities I've had at ICANN to actually do some training for people – some of you may have actually been in one of my trainings, unfortunately – and how important that is, and particularly as we start to look at cyber security more and more, how critical a component that is.

Just last week I was in Montevideo, as was Dave, at a cyber security conference held by OAS. These people were looking to the ICANN model, actually, looking to us for advice on how they might come up with national cyber security frameworks for their countries, based on a multistakeholder model. So what I do normally, day to day, is something called DNSSEC, very boring, very technical. If you want to talk to me about that I can give you everything you need – even write your c-code on that stuff.

But in this wider audience I think it's very important to understand not only how important security is, but how important the ICANN experience is. I'll say one more thing and then I'll hand it back to you guys, just in case I'm not allowed to go and rove around in here. Every time I do one of these things I look at you guys and I go, "You're so lucky. Do not spend time getting room service in your room. Hang out with everybody. You are your own network. You are your own mafia. You could get together and do all kinds of things in this space, just because of the relationships you create here."

Again, I have to thank John, not just because he's my boss, but the chance to do those sorts of trainings, I realize it's not got anything to do with teaching DNSSEC or teaching that. Well, it's got something to do with that, in all honesty. People are there to learn something. But it's the relationships that form in that room – and I see it. Doing training in Lebanon, seeing the relationships between people within the same country, within the same governments, that don't even know each other, they come back and go, "Hey, that was kind of cool." Anyway, I'm going to stop there and give it back to John.

JOHN CRAIN:

This is the gang, if you like, the three of us at the moment. We'll be hiring more people. I want to talk a little bit about one more responsibility that we took up. I just reported to the Board yesterday and I pointed out that I've only been at ICANN for two weeks with this new role. I've been here probably about 13 or 14 years. Wow. One of the new roles we're also taking up is we're leading an Executive Council, where all of the executives, the key roles within ICANN, get together once a month to talk about risks to the identifier system and issues relating to the identifier system that we need to keep track on.

So that will be one of our core responsibilities to the organization. Of course we'll be reporting much of this to the community. Look out for us. We're out there a lot. We can count almost as well as the guy on the other microphone. We work for you. Just like the rest of ICANN we are employees of the community, if you like. So expect to see us out

there. I'd like to open up for questions about anything you want to know.

UNNAMED SPEAKER: Hello? Okay. Right now we're hearing about root domain servers. Is there any event that a root domain server has been any one of the thirteen nodes that has been hacked, or tried to be hacked? If that has happened, what has been the action from security?

JOHN CRAIN: That's a very good question. It's not something that we directly coordinate, but coincidentally I've been a little bit involved, in all those years, in root servers. We've had reports or claims of hacking of root servers. Not one of them has ever been substantiated. When you see people reporting that they've hacked a root server, the evidence they'll show you is a copy of the root zone. Can you maybe count up to five, whoever's on the other microphone? One, two is getting to me.

So, we've seen no evidence of this. Typically what we'll do is coordinate amongst the root server operators and people will basically go and red team against their machines and look for vulnerabilities to see if they've been hacked. But when you see people saying they've hacked a root server, what they're showing you is a piece of public data that I can download from numerous places. Every time we see a report we have to react. If we see a threat we stand up teams to make sure we're ready to deal with an attack or a threat, but we've never actually seen one actually take place.

UNNAMED SPEAKER: Actually, here you are reviewing the team and reviewing the evidence itself. Right now, in case of... We need to do a preventative action to avoid such hacking. Right now, for the 13 operators, for the 13 nodes over the root servers, is there any activity from the security section of just reviewing them? Because maybe the hacking is from inside, not from outside. Is there any procedure that reviews the policy and what happens inside the organization of root server operators itself?

JOHN CRAIN: There are 12 organizations that operate the roots and they all act independently. What is less well known is that they coordinate very closely. There isn't a set policy. ICANN does not contractually run the root server operators or have contracts in place to instigate such a policy. What we have is a committee called the Root Server System Advisory Committee.

What you could not possibly know, because I don't know if the drafts are actually out there yet, is there is a document about to come out in the next months that talks about the service level availabilities, etc., of root servers, that's going to talk about some of these things. But it's not the case that ICANN has a control mechanism, for example, to go in and audit. That's not in place. These are things that each organization are expected to do for themselves. What we do, as a root server operator ourselves, is we play a key role in that coordination.

I talk to root server operators on an almost... Definitely a weekly basis, and it's sometimes a daily basis. I hope that half answers your question. There is no set document but the actual work happens in a different way.

UNNAMED SPEAKER:

My question is whether ICANN has any body or section devoted to collaboration and cooperation with legal authorities and law enforcement authorities, considering the importance ICANN has; its technical infrastructure, the Internet... I'd like to know whether there's any body devoted to collaboration with the legal and law enforcement authorities, and if there are any policies, standards or rules. What kind of rules and regulations do you use when there is a request for international cooperation, for example?

JOHN CRAIN:

Dave didn't quite get the question because of playing with technology, so I'm going to try and shorten it and repeat it, and see if I got it right. I believe the question was, what are the processes and policies in place for when we interact with law enforcement and on international collaboration. Maybe you want to talk a little bit about MOUs we have and people we work with?

DAVE PISCITELLO:

One of the things that ICANN does is that we participate as peers, as colleagues, with security researchers, with law enforcement agents in

various communities. Some of them are organized by private sector or commercial interests, like the Anti-Phishing Working Group or the Messaging Anti-Abuse Working Group. Some of them are organized or deliberated by various law enforcement agencies who simply coordinate conversations or dialogues.

What we do is offer technical expertise. John and I are subject matter experts and we also have our own network of people who are able to bring their expertise in on a particular pre-investigation or investigation. Our role is not to actually take part in any criminal investigation. We lend assistance and we lend insight. We are not out there banging down doors and marching in there with jackets and taking down hackers, we're simply providing the type of information that we have access to.

By and large, that information would be accessible to nearly anyone if they were monitoring networks in the same manner that we do, or if they have background that we have in being able to understand how operating systems work, how security systems work or how networks work. So that's essentially our role. One of the things that John and I have done – and I've done a very heavy part of the load recently – is provide some training.

We provide some assistance with two various law enforcement agents in learning and understanding how to do some of the things that we know how to do, so that they can do it themselves and so that they can train other agents. Almost all the material that we use, and almost all of the tools that we use, are publicly available. When we do this kind of training, we're not involved in surveillance, we're not involved in any of

those sorts of activities, we're simply showing people the same kinds of tools that most private sector security professionals use to defend their own networks or to defend their customers' and clients' networks.

JOHN CRAIN:

I'd just like to... Because you were asking about some of the formalities about it. We do a lot of this work with individual agencies, but we also have, for example, a Memorandum of Understanding with Interpol. They are one of the coordination points that we use. We have some Memorandums of Understanding with other agencies as well. We have close contacts, for example, with Europol, Francopol, and doing the kind of roles, as Dave said, where we're a trusted introducer and subject matter expert. I hope that answers your question.

JANICE DOUMA LANGE:

I just wanted to say, I just learnt what this new team does right here with you. This is how fast we're moving. Congratulations guys on the new structure and security. I know that there could be many more questions but I know it's a four o'clock hard stop for this. I am trying to coerce this group, one person by one, to join us on the posted schedule, Wednesday 6:00 pm, we call it the Fellowship Download Session. So we'll see if we can't get this group or one part of this group to join us, to talk specifically about DNSSEC and the new security issues around.

As well, guys, is there anything going on this week that would be of interest to anyone here? Any session?

JOHN CRAIN: Well, there is an SSR session on Monday, but it's going to be very focused on the issue of name collisions, which you may have all heard about, and frankly I think you'll find most of this table are a little bit tired of talking about because it's been going on for quite a while now. That will be on Monday. More importantly, find us in the corridors. If you see us and we don't look busy – or even if we do look busy – come talk to us. As to being there on Wednesday at six o'clock... Is there beer?

JANICE DOUMA LANGE: Yes.

JOHN CRAIN: There is beer? You will almost definitely find us there if there is free beer. Please come and find us if you have questions. Stop us in the hallways, talk to us. Use the time you have here to network. Don't just sit in the meeting rooms either, go and network with people. We're here. Find us. Rick, shh.

RICHARD LAMB: John's completely right. Anywhere there's beer, you'll find us. We also have – I feel I have to do this because it's my hat – there's a DNSSEC workshop all Wednesday. That might be excruciatingly boring, but the key thing again is that you'll get the right people in the room so you can get your question answered right away. Don't waste any time, just go right up to one of us, or I'll introduce you to them, and then run.

I think also on Monday there's DNSSEC for beginners. I think that's towards the day some time, but if you have any idea what this is... The reason I'm excited about this is that I see opportunity. I smell business in a long run in DNSSEC, and that's why I'm looking at it. I didn't say that, did I? Was that my inside voice? I'm sorry. Anyway, that's my DNSSEC spiel.

DAVE PISCITELLO:

I'll be happy to come on Wednesday. One thing I would encourage you to do if you come is feel free to ask questions about general security matters. We've both spent a lot of time looking at just about every aspect of security, information security, cyber security, cyber terrorism and all the rest. The 'beer' sessions are the sessions where we want to roll up our sleeves and just talk candidly with you about security. We'll be a fire hose of information if you want to drink from the fire hose.

JANICE DOUMA LANGE:

Thank you very much you guys. The last part of this session – yes, it's coming. The day is actually coming to a close – I'm going to ask one of our other staff, Nora, if she'll come up and join me for just a minute. The last part here is just about how to build your schedule for the rest of the week. We take a look at a typical ICANN morning and afternoon. When you look at this empty block, and then you go and look at the Buenos Aires schedule, the two look nothing alike.

We have over 220 sessions offered within a five-day period, so we don't have any superheroes here that can attend 220 sessions, let alone the

per day conflicted schedules. You really do need to think about your interests. You need to think about what meeting you want to be at in person, because all of these sessions are recorded, transcribed and translated – most all of them in multiple languages.

I have my language expert right here besides me. Think about the one that you want to be in the room for, when you have conflicted schedules. I'm going to just get to the place where I can introduce Nora and her certain section, but I just want to refer here to the schedule overall. Just jumping into Monday, the welcome ceremony is not your everyday welcome ceremony. This is our President and CEO, Fadi Chehadé.

The closest I can get is when I look at tapes of Steve Jobs and then I watch Fadi. It's that same feeling in a room. So you want to be present there. It's where we find out what's going on. We talk about the local, regional events, and we talk about where we're going – not only for the ICANN week but ICANN's vision. Under his leadership, where are we going?

We talked earlier on the new gTLD program status update. Those who are interested with Leo's conversation earlier, the IPv6 in Latin America, Internet governance, the ICANN Strategy Panels, which we heard earlier today some of us have evolved over the last two ICANN meetings, and the DNSSEC for beginners, it's done in skit format – like a play format, by leading professionals, not ICANN staff. Not that we aren't professional in our own right, but in that field. So it's a very fun way to have the light bulb go off about DNSSEC. I strongly encourage you to do that.

Tuesday, I warn you, is the hardest day for a Newcomer, because every single room you go into, you feel like someone started the meeting about three hours ahead of when they told you it was going to start. Now, you've walked into the middle of conversations. The advice I give everyone here is you can either go with the tasting strategy of looking up the multistakeholder model and looking at the various SOs and ACs and stakeholder groups, how they closely identify with you and taste a bit.

If you get into a room, someone said before, "Don't leave right away. Try and take some of it in." You can also watch who are the key speakers in that room? Who knows what they're talking about? At the break make a beeline for that person and say, "I think you know what I want to know. Can I mentor with you? Can I sit alongside you? Can you help me to get further in my understanding of this community?" Don't be afraid to go up and do that. They're your resource. They're right in the room and they want more participation – they want you.

Don't shy away – go ahead and go for it. The light at the end of the tunnel on Tuesday is music night at 8:30, so you get to kick it up on the stage, do some karaoke and let off all the steam from the Tuesday. Wednesday there's a Q&A for new business participants. So if you're here and that's your angle, this would be the place for you to go at 8:30. Our role in Internet governance, we talked early today about ICANN's role in the Internet ecosystem. We are working with other entities and we want to talk about what our role is overall in Internet governance strategy.

Here to my right I'm going to hand over to Nora to talk about the next two items: the public responsibility framework strategy, and ICANN online learning.

NORA ABUSITTA:

Thank you Janice. Welcome to all of you. I actually joined ICANN about a year ago, and before I joined ICANN I attended one of these sessions with Janice. The first time I wasn't sure what anyone was talking about, but things got better eventually. I think you'll have a very interesting week ahead of you. My name is Nora Abusitta, I'm VP for Public Responsibility Programs in ICANN, which is a newly founded department within ICANN.

It focuses on all the programs that can fall under 'development'. With development we mean capacity building, education, and also all the tools that we can develop to increase participation. I'll start talking a little bit about the public responsibility framework strategy. In the last ICANN meeting, Fadi Chehadé announced a number of Strategy Panels, that will focus on different topics and will advise ICANN's five year strategy.

One of those, and one that I am responsible for is the Public Responsibility Framework Strategy. We're working with very knowledgeable community members to develop a paper that will advise ICANN for the next few years on the areas where they should focus their attention; things like education, capacity building, languages, youth... Everything that might fall under that. ICANN has done a lot of work in

that sector, but we never actually formalize it under one department and we're looking at ways to do that.

The Panel will meet on Wednesday morning and then we'll have an open session with community members. I urge you to come and talk to the panelists because we're looking to the community for requests from your regions for identifying gaps where you feel ICANN hasn't done enough to bring people to it, instead of... Basically, any ways that we can attract participation from around the world to the ICANN process, we are considering these projects.

Please join us. It's going to be an open, informal discussion. We'd like to hear from you about your experiences from your region. The second thing I'd like to talk about is the OLP or the Online Learning Platform, the idea of which came about a bit more than six months ago, and we've been developing it since. It's a platform, and open and free platform, that will enable us to communicate, engage and educate. We're using Moodle as a platform. It's like a free, online university.

It's open to the community members. It has basic ICANN modules, so you can go in there and learn about ICANN 101 or the basics of DNSSEC, but it will also contain modules from the community itself. You will be able to go in there a request a module on something you feel hasn't been covered, or that you feel people need to be more educated about. Right now we're in phase one. Be very patient with us because we're trying to launch this pilot in the six UN languages, and as many of you know, it's quite challenging to use different scripts with programs that haven't been developed for them.

The platform has been breaking sometimes when we're using Arabic script, for example. I do urge you to go online and take a look at the platform. I think you'll find it at learn.icann.org. But more importantly I invite you to attend the session on Wednesday afternoon, because we will go over the platform in detail and show you what's already available, as well as ask for your input on what other things you might like to see.

The very last point I wanted to mention – although it's not on your list, Janice – is Language Services. I took over Language Services about a year ago and I realized that it's the most important tool that attracts people to ICANN. It's across the board. It's DNS Security, it's development, it's all the ICANN departments translated, interpreted into the six UN languages. So we see that also as a project of public responsibility from ICANN.

I'm happy to take any questions but I think it would be worthwhile for you to come and join us on Wednesday. We will do live demos at the booth. There will be flyers at the booth as well. Of course, any questions you have, any suggestions, you'll see me around all week. You can also see Ricardo, who works very closely with me, and he'll be able to answer your questions.

JANICE DOUMA LANGE:

Thank you so much Nora. These are things we're recommending through this list, because we are looking for Newcomer input. We know what the folks from the community who've been with us for a long time want and need, but as we're building a new ICANN, refreshing ICANN,

we need to know what the Newcomers need. What is it that's going to keep you here, keep you active, keep you motivated and keep you on a learning and challenged agenda? So it's really you we're reaching out to in these sessions.

I'll be there, trust me, I'm an educator from way back and I'm thrilled that ICANN is now taking this direction and thrilled that Nora is leading it. This is the cusp of the new ICANN, and I really encourage you, as Newcomers, to go there. I have sorted out some times at the ICANN booth when we can have some demos, and I'll have those times available at the booth so that you know what day to come back, and there will be someone there to run through some demos for you. Thank you so very much.

I'll quickly go through these last couple, if I can find my arrow. For Thursday there's another session at nine o'clock that's really great for Newcomers. It's about our engagement and outreach and what more we can do to engage the community and be going in the right direction for what you need. Universities in ICANN – again, building educational capacity. I think you're seeing a theme here of where we're going with the refreshed ICANN.

The public forum is a very unique opportunity. This is very rare in the Internet sphere, to be able to ask questions and provide commentary to a Board. The public forum is just that. We take the hot topics from the week and give an opportunity for the community to come up to the mic and ask questions, or give commentary, about what's happening at ICANN or in their community. My advice is this: when you go into the

forum at 1:30 you will see set a time clock, and they'll be clearly set up to the left or right of the big screens. That tells you how much time you have at the microphone.

My advice is always to take your iPad, your phone, your computer, write out your question. Make sure that when you're saying it to yourself it's going to be within that two-minute – maybe three minutes if there's time – timeframe. Then a buzzer goes off and says you're done. So think about your question.

Don't be afraid to ask any question, because everyone was new once and everyone came up to the mic for the first time to ask a question – and you'll be very surprised to look around and find out how many people are shaking their heads like this saying, "Yes, that was a good question." There's no... It stays within topic, gTLD, IDN, geographic regions, you'll know the topic. Stay to topic, stay to time, and it's a really unique opportunity that I advise you to take advantage of.

If you have a question from a remote participant standpoint – and Wendy and Ricardo have been monitoring the remote participants so I'll say this for them – forum@icann.org is where you write in your question. Wendy and I both facilitate the public forum and make sure that your question, as a remote participant, gets put into the queue. Okay? So the public forum is a great, great opportunity. Please don't miss it.

The close of the public forum is the Board meeting. They summarize the activities for the week and what's going to go on ahead. Right after that

there is a Chairman’s reception. I think you also get this theme – we work hard all day, we go party all night. We work hard all day – we go party all night. [laughter] I actually have a slide for that! We do have the LACRALO event on Monday night. It’s open, it’s at seven o’clock. We have music night at 8:30.

The Gala event is at seven o’clock on Wednesday. There will be buses and announcements about this. The invitation to the Gala will be available at the sponsor’s table in the sponsorship area, starting tomorrow. Everyone will get in – the ticket is a formality. It’s free, it’s open, everyone’s coming in. I’ll just mention the Thursday wrap-up cocktails and networking every chance you get.

We are here as staff to work. Like I said, I get to enjoy my job. I can’t speak for anyone else, but I love my job, and it’s my job to be on my feet as long as you need me. If I’m up from seven in the morning until two the next morning, and get back up at five, that’s okay. That’s my job. That’s what I’m here for. So if you see a staff badge and you have a question, and it’s in the middle of a coffee break, or you’re in the middle of a hallway or it’s at an event, step up and ask the question. Get the contact. Get the card.

If someone says, “I’m on my way to another session,” respect that. Take a card and take a chance to meet them later. Please respect the fact that these sessions have to also run on time. But we, the Board Members, the staff, the community – we said it before at the beginning, I’ll say it again at the end – our purpose is to be here and to get you here with us. We are very few, quite honestly, for the amount of work that

has to be done, and we are encouraging your participation on any level that you can afford at this time.

Whether it's getting educated through the Online Learning Platform, whether it's blogging, publications, public comment or the ICANN website, attending ICANN meetings remotely or in person, joining Working Groups or joining on of the SOs, ACs or stakeholder groups. Whatever level that you can start your participation in, take it. You want to keep the energy, the motivation and the enthusiasm, everything you learnt here.

It's like I said – don't learn a language and then stop using it. Take it from here, take it from the week, take the advice. Come to the booth as often as you like. It's right next to registration. We are there, the Fellowship Alumni and myself, and other staff, to help you through this week, because it's crazy, but it's crazy-great! Make it crazy-great for you by taking advantage of all of us who can help you, and asking questions, and attending sessions, and hanging out in the hallways.

Make this your own. Make this a great first experience. I think that's about all I can say about that without just rambling on. Janice.lange@icann.org, engagement@icann.org, either one gets to me, so please avail yourself of me. Last thing, Fellowship meetings are every morning at 7:00 am. You are invited. It's open. We had selected Fellows. There are 30 of them from almost 200 applications to come to this meeting, get sponsored and get this fast-track immersion into ICANN.

But their session is open to you and we have the Chairs of At-Large, the Non-Commercial Users Constituency, the Not-For-Profit, ccNSO, the GAC, we have a couple of Board Members, we have our Executives coming in to talk to us. So it's worth getting up in the morning to come into a room that has a living room, intimate setting, where you can actually hear about these community groups and talk to them with those questions you'd like to ask.

So if you can get yourself up and get some breakfast, join us at seven o'clock every morning, Monday through Thursday, in Golden Horn, just down the hall. We'd love to see you. Have a great day, have a great week. See you tonight, seven o'clock at the 15th Anniversary Gala.

[END OF TRANSCRIPT]