
BUENOS AIRES – LAC Strategy Update and Discussion

Tuesday, June 23, 2015 – 09:00 to 10:30

ICANN – Buenos Aires, Argentina

UNIDENTIFIED SPEAKER: ...so that we can have a better discussion. Perhaps the distribution of the room is not enough, but let's try to sit around the table.

For those who are newcomers who are here for the first time, let me tell you what this session is about and what this LAC strategy is about. Perhaps you might have heard about the LAC strategy for ICANN. This was a strategy created by the ICANN community where there are certain projects that had been established. This was created two years ago. And now in our ICANN meetings, we have a session devoted to an update of this LAC strategy. So this is the idea of this session. Of course we have the opportunity that if any of you would like to participate in the strategy, okay, we will welcome you to participate in our projects.

We will give you a general outlook of these strategies presented by Rodrigo Saucedo. He's the project manager for the Latin American region. We will see then the main project groups. These are not individual projects, but groups of projects. Some of them are related to the CCT development projects, [inaudible] country codes, and Carolina who is the director for the ccTLD organization in the region will present these projects.

Then we will speak about LACRALO related projects. LACRALO is the organization – the regional organization – gathering Internet users

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from the region within ICANN. Alberto Soto, who is the chair of this RALO, of this organization, will introduce these projects.

Then we have a very concrete topic and this is the DNS observatory and we have here Hugo Salgado. He's the leader of this project and he comes from Chile. He's representing NIC Chile.

We also have something important to mention about our region. In this case, Dev Anand will speak about this. Tony Harris will speak about the roadshow. The roadshow is one of the initial projects for the LAC strategy and this is a project that is an ongoing one. This project has different stops in different places around the region. It is divided in sub-regions. We have on roadshow for Latin America, Central America, and Mexico. Then we have another for the Caribbean region, for the South American region, another for the Indian region. We have already finished with the first round and now we are starting with a second round of this project.

The idea is to create awareness among the different stakeholders with topics such as IPv6, resiliency and stability and security of the DNS and new gTLDs as well.

Then we will have Vanda Scartezini. She will speak about LAC Space. Many of you yesterday attended this session which is called LAC Space, but it is also part of the projects in the region.

Now since our region is hosting this meeting, we have plenty of time to have an exclusive, a dedicated, session to present the progress of this

strategy and to discuss the other initiatives. So welcome to this session once again, and Rodrigo, you have the floor. Go ahead, please.

RODRIGO SAUCEDO:

Thank you very much. Good morning, everyone. It's a pleasure to have you here in our region. As Rodrigo said, this presentation that I will give to you is a general summary of the development and progress of the strategy during the last month. Have you got the presenter computer ready?

As Rodrigo mentioned before, this is the agenda. I will give you an overview regarding the strategy and then we will have the presentation by the strategy members. They're working on different projects and they will speak about what they have been doing in the region.

I see new faces here. I see people who are not actively participating in the strategy. So I believe it is important perhaps to tell you a little bit about the background.

The regional strategy is not an ICANN strategy. That is to say it does not mean that ICANN has developed this strategy and said, "Okay, we will take this strategy to the region." On the other hand, this regional strategy is an effort by the community. About 16 community members from the Latin American and Caribbean community were appointed to carry out this effort and create this strategy.

With representatives from all the sectors, this strategy was based upon four important areas. Political issues, capacity building and

outreach, operations, and economic issues. And the idea, of course, once this strategy was launched, was that the implementation was based or should be based on community efforts. That is to say on regional working groups.

Let me tell you a little bit about the timeline for this strategy. This strategy was presented in the Beijing meeting in April 2013 by the community, and from then on throughout one year, until May 2014, the community agreed upon to implement five pilot projects. These five pilot projects had to do with the roadshow. One of them was a roadshow. Then I will explain further.

Then we have the LAC Space project. Yesterday we had a session devoted to that project for LAC Space. Project number three was a communications projects. This is a project covering other projects related to communications and this is an effort to communicate with the Latin American and Caribbean community, and to communicate different topics such as political issues, economic issues, which are relevant for our region.

As from June 2014, the community was presented with an implementation plan. This implementation plan said two implementation periods for the other projects. The first implementation period goes from August 2014 to August 2015, and this is the period we are now. We are now finishing the implementation of that period. The second period goes from June 2015 to June 2016.

Let's see this translated into figures. As you can see on the screen, there is a pie chart. In orange, we have 15. These are the initial projects, the pilot projects I mentioned before. I didn't tell you there were 15, but in fact there are 15 because some of the projects were grouped because they were inter-related.

For example, the roadshow had several projects with the same goal, so it was decided to group them into one big project and the same applied for the communications project. So we're all aimed at improving communication in the region. So what we did was to group all these sub-projects into other projects in one big project.

The second period goes from August 2014 to August 2015 and this is the period we are right now. We have 36 projects that are being developed in this project. And for the next period that goes from June 2015 to June 2016, we have 24 projects to be developed.

Now, when it comes to implementation on this first implementation period, we have already started with 28 projects and there are eight that are still pending. These are projects related to improving the DNS industry in the region.

Let's talk about the Latin American and Caribbean engagement in the LAC strategy. We have 31 people participating in one or more projects of the strategy. We have 14 people coming from the Caribbean region that are participating and from the original working group or the original group that began the regional strategy, there were 16 in all, and 9 members are now working actively in one or more projects.

And there is a list of all the community members that are working on different projects. This presentation of course can be downloaded from the session link.

How do we communicate or how we do inform the community about this strategy? Well, the ICANN staff for Latin America and the Caribbean has a newsletter that is delivered or circulated for the community and there is a special session in that newsletter. We voted two updates regarding the regional strategy. Updates about the progress that is being made.

The regional website, which is also part of one of the projects, of one of the communications projects in the region, has a special link to learn about the different news and updates related to the LAC strategy. Alex [inaudible], who is the communications manager for the Latin America and the Caribbean region is constantly informing the community throughout social media and Facebook. She is informing all the relevant updates coming from the regional strategy.

And we have a monthly webinar which is open to all the community to inform the progress that is being made in the strategy, and on the other hand, we are also participating. I personally have participated four or five times in the LACRALO monthly meetings. In that community, updates are also being delivered.

In general terms, that is the progress of the strategy. This is an overview. However, and of course you will hear other participants who are involved, but I see many new people, many new faces, so I invite you all to participate in this strategy because we need to realize that

this strategy has been created by the community and for the community.

For this community to be successful and for this community to be impacted by this, we need your engagement. Thank you.

CAROLINA AGUIRRE:

Good morning. From the LAC TLD experience and taking into account the great amount of projects involving ccTLDs and LAC TLD, this first stage of the strategy, I would like to talk about – and may I have the slides on the screen?

I would like to tell you about the progress of these first stages. First of all, I would like to tell you that in order to establish the different guidelines for the project related to the e-learning training, this was one of the projects identified in the strategy and in order to identify the needs in terms of offer and demand for technical topic, in order to cover the [inaudible] of the fellowship program, we established and we developed a survey among the ccTLDs. This [inaudible] was carried out between early December and February. It was not perhaps the best time of the year to carry out the survey among the ccTLDs, but this was important for the ccTLDs and it was a way to [inaudible] document the real needs of this community in order to cover the different projects, and it was a way of [inaudible] this in a proper way.

In this survey, we had a high rate of response but it is open and we asked the members to complete the survey within this two months. Based on that documentation, based on that information, we

detected the most immediate needs – or at least the most urgent needs – that were also aligned with the ICANN strategic plan.

So when it comes to the e-learning course or training course, we realized that there was a common space between the ICANN strategy and the ccTLD needs to develop modules regarding DNSSEC. That was the topic that we took to develop our work. We have trainers and we have a [inaudible] topics and the curricula for this module of the training course.

With that, we covered this main course for this project. I should say that the course has not been implemented yet. We're working on the content, on the curricula. We're on the way and we're expecting to have that ready on the following months and to have the e-learning platform as well.

Project 4.6.1 is a project that is related to the need to develop a business view for the ccTLDs. Not all ccTLDs have these orientation or want to develop this orientation because they are oriented to something else. As you know, ccTLDs define their orientations and policies based on their policies and based on their needs, but this project comprehends the whole community, the whole cc community, that are part of ccTLDs and LAC TLD today.

All the ccTLDs need somehow to be sustainable. They need sustainability, and this sustainability is ensured and guaranteed in terms of renewal rates for domain names, in terms of the growth rates for domain names, and as long as these rates are kept healthy.

So all TLDs, new TLDs, legacy TLDs or existing ccTLDs need to invest in infrastructure. They need to invest in developing their technical capacities. They need to invest in [inaudible] human resources. All this requires investment.

Not all ccTLDs, as I said before, are constantly thinking about being more commercially attractive or competing in the global market. They just want to have a good presence within their own community. This is the most important aspect we took into account and this is what we are working on.

We have a ccTLD and we're developing new survey mechanisms to compare data among the countries, among regions, among historical and new gTLDs. We also have strategies based on case studies which are really relevant to determining the growth of ccTLDs. Some of them have to do with policy review. Some of them are related to other aspects. This is important for the Latin American and Caribbean region because this is related to the development of different channels such as registrars. So this is a strong working line that we are exploring at this time and we are moving forward and we are considering it as one of the specific outcomes of this project.

We had a workshop on Sunday and Saturday and we invited different development to develop ideas in order to create a channel for registries and registrars in our region. And of course we're expecting the final report that will be ready by the last week of September. We have a consultant devoted to this, and of course he will be taking into account LAC TLD information and we will be developing a final report

with different sections. We have the proposal for the resellers channel. Then we have another proposal so as to think about the factors that are conditioning the domain name selling price in the region, ccTLDs, the policies including certain topics such as second level domains or short domain names or factors that are limiting the capacity of the ccTLDs. So these are the sessions that we will be exploring.

Then we have the internship project. This is a project that is intended to identify the needs that are not fulfilled and to generate collaboration networks that are existing right now in an informal way in the ccTLDs of the region. And in this sense, we found three areas of interest to develop the internship program.

The first issue is EPP, then DNSSEC and IPv6. This is the result that was obtained by the survey and the amount of responses for each of these items.

So we will develop this program, this project. This is already confirmed. This will take place on the first, on one week in October. There will be an internship project for the development of EPP. There are two registries that are related to this with the colleagues of the .BR. And now we will keep on developing capacities. We will keep on working on this project with .BE. And now we are defining the counterparts for the second project, which is the internship project for DNSSEC.

We have many TLDs with needs in terms of EPP. However, we also need to develop other needs. So we are now developing the DNSSEC

area because we have realized that there are relevant needs to develop this internship program. Thank you very much.

ALBERTO SOTO:

Good morning. I am Alberto Soto. I want to thank both Rodrigos for our achievements. Let's see what we've done. LACRALO had a training plan already designed. We had conducted surveys in the region to check the profile and knowledge of our people and determine who amongst us were able to give training on certain topics. The topics that we were not able to teach ourselves, we should be looking within ICANN who was going to do that.

Rodrigo de la Parra initially informs us about the strategy plan and we confirmed they were completely complementary. Now I'm going to refer to each of the projects.

2.7.1 are webinar. Within our training plan, we had one training for each monthly meeting for approximately 20 minutes. Either we invited someone or we gave the training ourselves, depending on the topic, so we still needed something else to move faster. You should remember that training useful not only to acquire basic knowledge, but we also have to give advance to knowledge, which are basically oriented to leadership training.

So in coordination with both Rodrigos, because Rodrigo Saucedo comes into the team, we organized a monthly webinar with different levels. It provides training on the basic level and also an advanced

level. We already had the topics, the themes, in a coordinated manner. Through dialogue, we made progress on this.

We still lack some participation in the region. We are trying to push participation. We succeeded in getting the Colombian University to issue certificates. ICANN will issue certificates. I think every three webinars there will be a certificate.

We've opened up participation. We are inviting small groups to join these webinars in a region, which are in English and Spanish.

The next, if I'm not wrong, will be students of [inaudible] university that will take the webinar in relatively high numbers. So we're going a little bit beyond ourselves doing outreach.

The topics discussed are – in ICANNLearn there are some courses. Sorry, that was a different project. Let's move on.

There is a trivia contest. The three of us are to be blamed for this contest. Rodrigo Saucedo and two other members of LACRALO, we had a lot of fun in designing this contest. We promised that it will be better next time. Now with the experience acquired, we will implement some specific techniques and it will be better.

[inaudible] the community had asked me as ICANN meeting was going to be held in our region, I was asked to get as many attendees as possible. Not those of us who have positions in the organization, but also members of the organization. Rodrigo de la Parra said there was some funds allocation available and we decided to organize a contest on questions, trivia about ICANN. We had a lot of fun.

At the beginning, we started with one minute and eventually we ended up with four minutes because one minute was insufficient. That's something that we have to change.

We used Facebook to enable the participation. We found that some could enter Facebook and some had good scores, but they were members of ALSes. Let's see how we solve this issue in the next edition of the trivia contest. The winner was a person from the Caribbean, [Bartlet Morgan]. I haven't met him yet. I'd really like to meet him and make him a member of our group. I have not much to say about the trivia. Let's move on.

E-learning courses 2.7.1. ICANNLearn provides courses in several languages. In Spanish. There are very many in English. Anyone can take them. The topics are quite broad in their scope. These courses do not overlap or interfere with e-learning courses in ICANNLearn. They are complementary.

I said we need courses at different levels. Well, these courses will also have different levels, as it was the case with webinars. We'd like to have a more interactive to prevent the person from getting bored just by reading. So we want to use teaching tools to have a better reach to the student. Just reading too much might get the student bored.

The courses will be divided into shorter segments with video. I don't know if we'll be able to get interactivity in some of them, but it will not be just reading. I dare say now that in the future at least we will try to do some interactive courses. That is all I have on this topic. Thank you.

HUGO SALGADO:

I am Hugo Salgado. Good morning. I'm from NIC Chile. The project I will present is the Latin American DNS Observatory. Just wait a minute for the slides.

Well, I will start by explaining the background, the history. In NIC Chile, we had this idea of conducting a study on the Internet resiliency in our country, and in the various levels of importance within the network and the protocol, DNS was one of the basic ones [at] physical level and at the [GP] level.

This study was conducted in Chile. We're now preparing the final report in coordination with the Laboratory of NIC Chile and via Carolina Aguirre from LAC TLD. She contacted us. We expressed to her that we were interested in a project like this on the Latin American vision of DNS monitoring.

So basically here we combined two topics just by chance, as it usually happens. We set up a working group with members from LACNIC and members from [inaudible] Brazil who are here, Antonio and Victor. So we started giving shape to this project. We had experience on similar studies conducted in Chile, so it was easier because we had a baseline.

What is resiliency in DNS? It's the ability to maintain an appropriate level of response in case of attack or unexpected events. DNS operates normally because it provides certain margins for high loads. In Chile, however, we've had natural disasters and other events that have given us experience on how to work with resiliency. In addition in our

region there are DNS attacks that are customary, so we have to be prepared.

How do we measure resiliency? How do we work with resilience by measuring? Measure the current status of affairs to see what technical improvements we can make and then move on. The next one, please.

As I was saying, there are different levels above and below the DNS. The DNS can be considered an application above the Internet layer that is below.

So in our study that we are conducting in Chile, we are addressing each one of these layers. On the basic level, we have the physical interconnection. We are therefore checking what is the condition of the [inaudible] country, the data centers, the power supplies. These are critical components that we identified after the natural disasters experienced.

On top of the physical layers, there's the BGP routing portion. Basically, it consists of drawing a diagram to see where the Internet [packets] travel within and outside the country, which are also critical components to maintain resiliency in case of events.

The next layer is the DNS, which is the one I will explain later in further detail. And on top of that, there are critical applications. Certainly the web, and for [inaudible], instant messaging, WhatsApp.

There is this theory. In Chile there were two major earthquakes and one of the theories was that in the second earthquake a couple of years ago, the interruption of communications among people, it

wasn't so bad because of WhatsApp, because of its [inaudible]. That makes it critical.

At present, the ICANN project is focused on DNS, but in the future, we will see based on the experience acquired if we can expand it. The next one.

So the purpose of the observatory is to have a series of points of technical measurements of authoritative and recursive DNS servers. What are the purposes? To improve knowledge. As I said before, to be prepared to gather statistics on how technology improves over time.

One of the things we see in our country is that there are lots of ideas on how to improve resiliency. These are technical steps or measures that we could request, the TLD could request the people to have a minimum standard. But before imposing a restriction or such technical improvements, we have to take measurements to see if there is any positive effect.

The third objective is to measure the compliance with standards. That's something very important. The fourth is to have better practices and develop reports and the last is to report the cooperation among the various actors.

We have the authoritative server in NIC Chile, but the other part is also very important. So we want to enhance coordination here.

The intention is to have biannual reports. I wish we could have them in shorter term, but as we are measuring trends, I don't know if it makes any point in having them monthly.

The measurements will be both active and passive. The active measurement is when the observatory notes will go out and take measurements on the network in a voluntary or active manner. Passive measurements is when you set up a device in the network that is listening and gathering real-time information. Both are important. Because of the profile of the people involved, we are going to start with active measurements.

The idea is to have continuous and systematic measurements to develop trend reports, so this should be done every six months. The monitors or the probes installed in various strategic places from the topology point of view, network topology – well, again, the idea is to deliver reports, trends, and communications for the community.

Let me now explain what are the metrics we have agreed to take with the members of the group, which are the most important ones. These metrics are similar to those who are [inaudible] [CL] and similar to those taken in other TLDs. There are possibilities to expand this, but this is the starting point.

The topology of authoritative servers would give us a number of [inaudible] and the diversity in the network. If they come from various [AS] numbers or different [inaudible], these are recommendations that take several years and the purpose of this recommendation is to improve resilience. With this data, we can make a diagnosis of the current status of the network.

Then compliance with the standards, the EDNS will be measured. It's an extension of DNS that's been run for ten years, approximately. Then

response to [inaudible], something that was fashionable or started with IPv6 a few years ago.

The idea is for DNS is to continue growing. DNSSEC and many other applications that want to use DNS to store various types of data – digital certificates, BGP signatures, etc. So a DNS server has to be prepared for that type of technology. For that, there is a technique that is based on [raw queries].

Finally, TCP support which is also very important because of the DNSSEC and IPv6.

There is this tendency to get too focused on security. There are people observing attacks in real time. We didn't want to do that because there is an extensive industry and products that already do this, so we wanted to focus mostly on resilience, which is also very important in terms of security, but not so much in terms of support for attacks or virus analysis, which is quite extensively used as well. So for this, it is very important to do random port and [recursivity] checks.

And as I said before, the development of new technologies, DNSSEC support and IPv6 adoption both in transport in the protocol and also the support for registries.

What are we doing now? In our group, we had already produced a first report. We had identified the metrics to be measured. As I said, we have some experience in NIC Chile, so our software is ready for measurement and we are in the stage of installation of a first monitor

funded by ICANN to be installed in Chile and we hope it will start next month with the first active measurements.

It will be very important also to get the support of LAC TLD, to get the support of the ccTLDs of the region. This active measurements starts with the list of domain names. We need to have, for example, the status of the domain names of the region from all TLDs to do analysis. In our working group, there was this idea to use domain name ranking of public knowledge, which are also useful, such as the Alexa ranking and others.

The idea is to have a snapshot of the status of the domain names in the region as an input for measurement. The first report is expected by the end of the current year because then [inaudible] required to analyze the measurements take and produce a report. The slide says active measurements, but it's wrong. It should be passive measurements.

And here we should have the support of other agencies in the region, such as LACNIC, and then on-demand reports. This is because there may be some reluctance to disclose private data. Someone could be afraid that the impact [inaudible] negative if I accept there is a weakness in my network. So the idea is to give generic names. Do not give a specific name, so that everybody can improve together. For certain TLDs, we might give some further levels of [details] for use within their specific region.

That is all, and I'll be around the entire morning, so any question you have or idea on measurements, cooperation, collaboration, I'll be

happy to talk to you. This was presented in the LAC DNS Forum and there were there some ideas on compliance with IDN. So any idea will be welcome. Thank you very much.

RODRIGO SAUCEDO: Thank you very much, Hugo. Now Dev Anand will talk about the project – the outreach project – for the LACRALO community.

DEV ANAND TEELUCKSINGH: Thank you and good morning, everyone. My name is Dev Anand Teelucksingh. I'm from the Trinidad & Tobago Computer Society from the island of Trinidad & Tobago in the Caribbean. I've been a member of LACRALO since its inception and served on the At-Large Advisory Committee and as a LACRALO secretariat.

One of the projects I was assigned was the – well, that's not the correct slide being shown on the Adobe Connect. I was assigned to a project regarding the outreach project, specifically the objective that was quoted was to support the LACRALO community with outreach in the Latin American and Caribbean region.

There are two travel slots allocated for this process, for this project I should say. What happened was that in between the formation of the launch of [inaudible] strategy, ICANN itself developed a program and it was called – I know ICANN loves acronyms. The project name was called the Community Regional Outreach Pilot Program (CROPP).

The CROPP program, just to give some background here, was that it was a program that applies for all the various advisory committees and the supporting organizations to allow them to make outreach travel requests independent of the physical year budget requests that all the ACs and SOs typically make each year.

Each AC and SO was assigned up to five outreach trips. And for the At-Large, it was five trips assigned to each RALO. So LACRALO was assigned five such trips.

What the CROPP program also did was that it had a set of rules by which the trips could be done. We had to get approval from within the RALO and also it also had to be approved by the global stakeholder engagement VPs, in which case was Rodrigo de la Parra from the region.

It was decided that rather than trying to come up with a separate program with its own separate rules, it was decided given the level of transparency, given the level of detail, and given that the purpose and goals of such proposals have to be published and made transparent, it was decided to use the CROPP program for this purpose.

For this year, Juan Manual Rojas, who is right here attending this session, was selected. A second trip was originally allocated for possibility of someone from the GNSO from the LAC region to take advantage of this. But that opportunity fell through and I was afforded the opportunity to file and apply for the application and get approved.

The approval process is a two-step process. One, it required approval of the LACRALO leadership. Alberto Soto and Humberto Carrasco, the secretariat. Then what we also did, we submitted it to what is called the At-Large CROPP Review Team. This is a process by which the At-Large community, all the five RALOs decided to do to have this review team review all of the applications from all the regions. Then once that approval was obtained from that review team, submitted to relevant global stakeholder engagement person from that region. Those approvals were sent to that CROPP Review Team, and of course also to Rodrigo de la Parra which was then approved.

The CROPP program is concluded for this year, and a new CROPP program has started for FY16. Part of the new developments for CROPP FY16 – I've been having discussions with both Rodrigos for that matter. Because one of the challenges was that there was a lack of notification of what events could be – what kind of outreach events were in the region.

One of the stipulation of CROPP is that you have to submit – in order to for Constituency Travel to make the bookings and so forth, Constituency Travel needed six weeks before any request is filed. And for the CROPP program for At-Large, we said eight weeks for a minimum before any travel takes place because it gives two weeks for review, approval by the At-Large CROPP Review Team – or disapproval, for that matter – by Rodrigo de la Parra.

One of the things we are going to be looking at is establishing an outreach calendar and looking to seek a way to have that more public

and to get feedback from the community as to what could be suitable outreach events in Latin America and the Caribbean. We will be working to have that such calendar published soon.

I think that's a good summary of the project and open to any questions.

UNIDENTIFIED MALE: Thank you, Dev. We'll wait for the questions to the end. Next presenter is Anthony Harris. He will be telling us a little bit about the Roadshow Program.

TONY HARRIS: Good morning, Buenos dias. I will speak in Spanish. Sorry, I was in another meeting. If I'm not wrong, I have to speak about outreach, right? Great.

RODRIGO DE LA PARRA: Roadshow is your topic.

TONY HARRIS: Okay, roadshow is my topic. I will try to tell you about the enthusiasm that I had when I participated in these activities and when we started in the LAC strategy to speak about these outreach activities in the region.

When we discussed this in the project, we had the opportunity to develop some roadshows and I had the chance and the opportunity to

participate in some experiences. We had one first opportunity in Guadalajara with the [inaudible] event that was held last year in October if I'm not wrong, Rodrigo.

To tell you the truth, this was a very important and interesting event. Fadi Chehadé was there. What we did was to call the ISPs sectors – at least that was my part of the job. They came from Mexico and from other areas around the region.

Taking into account the topics of interest for an ISP – for example, a telco company – we decided why it was important for them to participate within ICANN.

We have a reasonable attendance. There were around 25 or 30 people and we presented an overview of the ISP sector within ICANN. We presented the topics we were working about, and we also spoke about new domain names at that time, and that was a new opportunity for ISPs because ISPs on many occasions need to buy domain names for their customers. So that activity is closely related to what we do.

We also talk about the possibilities to become an accredited ICANN registrar. Not many people really know about this possibility and what this is all about.

We also spoke about the application round to become a registry. And as I always say, this is to operate the generic top-level domain and of course the round was closed at that time, but we knew that in April a new round was going to be open for applicants. So we spoke about that.

We also spoke about some other topics that might be of interest in their call centers, such as calls from new domain name users. That is to say users with new domain names on their e-mail addresses and some resolution issues that they may have in terms of [inaudible] definitions or [portal] definitions that were adopted in many parts of the sector, especially in terms of home banking or online transactions.

For example, when someone wants to complete a transaction, that person might receive a message from the Bank of America or Citibank saying that the address is invalid and they need to use dot-com or dot-net. This of course goes against the adoption of these new domain names that are now being launched to the market. We have more than six million new domain names that are assigned or registered in the world.

So I repeated this experience. It was not exactly the same, but the content was more or less the same. We repeated this experience, thanks to the invitation and [inaudible] of the fellows. This was an invitation by [inaudible]. She's professional. She was a fellow. She's an ISP provider in Santo Domingo. So when she learned about this and when she learned about the process in October in the fellowship program, she came to me and asked me to deliver a presentation in Santo Domingo so that the ISP sector in Santo Domingo was able to learn about ICANN and its potential.

Since I had to go to the United States, thanks to Rodrigo and [Chris], I was able to get to Santo Domingo and we were able to create in fact [inaudible] the communications regulator for the Dominican Republic.

There were more or less 50 people coming from the official governmental, the ISP sectors, the software sector. There were some associations present as well.

So I [worked] alone. When I went to Guadalajara, it was accompanied by other colleagues, but at that time, that opportunity I was alone and I spoke about three hours with more than 80 slides and we covered everything related to ICANN. We covered information about the ISP industry and I also spoke about XPs. That was a topic relevant for them, and this is a topic which is related to me in my everyday activities in CABASE.

So these were the two face-to-face roadshows in which I participated. Then I have participated remotely in some other events. I remember there was one in the Caribbean region not long ago. But the most interesting thing is to tell you about these two experiences. I'm trying to read the slides.

I believe this is our task so far. What I would like to highlight is that these are not useless efforts. People get really surprised. They have no idea of ICANN. In case of our industry, especially – well, when it comes to ISPs, we need to overcome the barrier. I tried to encourage them to come to ICANN meetings because my task in our constituency is to try to encourage ISPs to attend ICANN meetings, but they always tell me the same: “If it works, don't fix it.” [It is your business]. So this is unbelievable, really. But it's a long process and I am very committed to this activity.

I also belong to ECONLAC and I also work in CABASE in terms of domain names and ISPs, so this is part of my activity.

I would like to say something, and I hope both Rodrigos don't get angry, but we are not launching dot-lat in association with NIC Mexico and I was hearing some comments that this is on a speculative TLD. That is to say this is [inaudible] earning money very quickly. So I cannot laugh at this because ECONLAC is a federation based on Uruguay. This is a non-profit organization and of course I don't need to tell what NIC Mexico is.

So if there is someone in the meeting hearing this comment, well, of course you know what we are talking about. And now I'm open for questions. Thank you.

RODRIGO SAUCEDO:

Thank you very much, Anthony. You have touched a very important topic, which was the objective indeed of this project. The work to evangelize – that is to say the people we want to reach with these roadshows are people who know very little about ICANN and its ecosystem.

This project at the beginning had four projects and they were all aimed at educating and teaching specific topics. One, it was related to IPv6 and the other topic was related to domain names, and there was a third one related to IPv6.

So what we did was to group all these projects and had only one roadshow to guarantee that all regions – all sectors in the region – we have a roadshow.

It was decided within the groups to have four [annual] editions of this roadshow. The first one was in the Caribbean region in Mexico – for Mexico and Central American region. For South America, it was held in Sao Paulo together with a [Future Com] event. And Bolivia was the last edition in [inaudible].

These were the 2014 editions. There was a total of 250 attendees and this project of course is becoming more important. This year, the first edition was held in San Lucia in together with [inaudible] [number 9]. This is a very important event within the Caribbean region.

So this is all about the roadshow, and now we invite Vanda to tell us about LAC Space.

VANDA SCARTEZINI:

Good morning, Buenos dias, bon dia. Just adding something to Rodrigo. Rodrigo, we have done a lot of things in Brazil with [Danielle] this year. I do believe that part of this outreach that we should consider because [inaudible]. We should add the event of [inaudible], the event in the [inaudible]. It's all events about convince people to become registrars, convince ISPs to [audio break]. We had in the [inaudible] more than 500 people listen to me.

So it was very interesting things that we have done, and we should just add in our efforts around and probably other [inaudible] have done

other things that we should get together and put in your account because we have done. So thank you for the opportunity.

The LAC Space was defined in [inaudible] by our strategy group in the 13, in the years of 2013, to focus on business. To now, it was six meetings. The audience was growing. The first one that I noted was 22 persons and yesterday we had 101 persons that I count yesterday. It was very interesting meeting yesterday. I was astonished to see how many people attended because it was really growing fast.

I'll go to just past quickly what we have done, because in the end of this presentation, I put a slide for next steps. We probably could debate a little bit what done is good or not or we should do what. So open this space to something.

The first one of course was explain everybody what is the region, what we have done around, who is working that area, inform about [inaudible], each project of LAC strategy, and roundtable about the new gTLD because it was in the process, in the time, [inaudible] people what's going on in our region.

The second one. The second one was basically in Singapore in 2014, in the beginning of 2014. We had a balance. We asked people from the region, from the Asia-Pacific area, to talk about the landscape of the DNS there and then we showed them what is going on in our region here. Then we discussed a little on how to make the most of LAC Space. As always, we give a quick update on the LAC strategy projects. To people, it was quite new everything and we start to [inaudible].

The next one was in London. In London, we make quite different aspect of this meeting and we invite people – a panel – to talk about free trade agreements in Internet and updates on regional IGF and the LAC strategy plan that is [aligned] that we are living now, [aligned] with ICANN plan. That was the London one.

In Los Angeles in the end of last year we had a very large group talking about LAC strategy update. Rodrigo did that. Fostering ecommerce ecosystem in LAC region. ISP training in Brazil in the [inaudible] service. The [under-served] regions, the outreach update like our [inaudible] just have done. And the new gTLD in LAC region, we talk about all have applied and have [get] the approval from ICANN.

Then Tony talked about the dot-lat and people from – I don't remember the name [inaudible], but from Mexico – they came and talked about the new one [inaudible]. It was a large one. It was quite interesting.

Finally, yesterday we had a quick LAC strategy update. Sorry, in Singapore, the consolidation of IANA stewardship because this was [inaudible] over the table and the proposal for CRISP. The new vision for Internet [inaudible]. Someone from Brazil that talked about new approaches around the world shaping Internet aspects, and plans and strategy for dot-[letda] in Latin America. This is a proposal from [LETDA]. It started as a proposal from Brazil, now a German company bought the idea. It's become Germany, but at that time, it was in this process. It was in Singapore and it was interesting to have that. But now they are German. It's still around, but they are German.

Yesterday we had a very interesting with a lot of people, as I said. We talked about the LAC DNS Forum conclusions that have done in Friday. [inaudible] DNS initiatives that [inaudible] from the [inaudible] just talk about the region strategy and what is going on over there. The problems they show was absolutely the same that we have here in that region. It was quite interesting to look for more coordination and more working together.

A strategy for ccTLDs in the new commercial environment, this is [inaudible] contracted to someone, a guy from Ireland. The LAC DNS [issued] projects itself in what is going to have, which area we're going to check.

And a quite interesting change in the cc .AR, Argentina domain. Model of business. So they start to charge the clients – registrants. The registrants. It was quite interesting. They got a lot of new availability – very huge availability. People that was not one to do that, and from my point of view, it was sharing with the [inaudible] yesterday, probably will bring a much more safe environment to Argentina, at least under dot-ar because most of the people didn't use the domain really to [register] something, but it was easy to [inaudible]. It was a very huge path to follow using dot-ar as domains as a place to be fraud, to be phishing, etc.

So it was a wonderful decision from dot-ar in my opinion, and [inaudible] now growing again and be in the model [inaudible] model we like very well.

So what we heard and I made some notes from the three last meetings. It was what the people would like to see in LAC Space. [inaudible] from the region. Debates about how to improve business in the region. I'm asking maybe we can do a panel next meeting about what is the problem in the region, [taxes], difficulties for ISPs, how the resellers are treated, how the registrars treat the resellers in our region, whatever, something like that. Local [inaudible] – should we do that?

Business. There is a lot of business interested in the region. The question is can they participate or we are just focused on our business to the others and no other business to us? That is questions that we need to answer because everybody [approached] and ask how is the way they need to sponsor, any questions around. Because, of course, I run around asking for responses for the DNS Women breakfast, so people just also ask for the LAC Space, what is the model, and blah-blah-blah.

So that is some questions that I believe we need to have opinions for attendees to really understand what they need and which [inaudible] should we do and prepare for the next meetings.

So thank you very much. I hope that we can debate a little bit.

RODRIGO SAUCEDO:

We have a few minutes before the end of this session, so we open up for questions and comments. Wanda?

WANDA PEREZ:

Wanda Perez from the Dominican Republic. Initially, we do not know from the [inaudible] document if the beneficiary countries of the various projects that have been defined. If they have, which they are. If there is a list. I understand this initiative will not end in 2016, but will be renewed over the years. And if the beneficiary countries have already been identified for this plan, how we can apply to participate in the next stage. We are especially interested in DNSSEC.

RODRIGO SAUCEDO:

Thank you for your question. Actually, there is no list of beneficiary countries. This is a strategy defined and developed by the Latin American community for the benefit of the entire region. There are certainly specific projects on specific topics that can be for the direct benefit of one country before another, but there is no specific list of countries.

The model on how to carry on the strategy, it's a model of open participation. Anyone who's interested, any person or institution who's interested in a project, should simply contact any member of the regional team and he will be added to the working group mailing list and then he or she can start working in the project.

I think there was a second part to your question Yes, certainly this project model they are not executed in 2015 and they are done. No, it is to [inaudible] 2016, etc.

ALBERTO SOTO: The panel with the ISPs resellers and registrars, I'd like to see Haiti and Nicaragua also included. We have two ALSes that have been recently added and they cannot participate but by e-mail. We need some type of communication for them and some facilities for them.

I'm also conducting other efforts through other means because they cannot participate but by e-mail.

RODRIGO SAUCEDO: Thank you. It is a very good suggestion and this should be as open and participatory as possible.

WANDA PEREZ: I think we should consider the idea of grants for them to participate in major events to be held in our region where these topics are discussed so we can have a face-to-face contact with them to explain how we operate, because typically those who are knowledgeable are very few and a person can act as a [multiplier] in these countries.

We often do not have opportunity to contact them. We had the LAC IGF in El Salvador last year. I attended it and I stayed there for a long time talking with them about other things because they were interested in more technical or more commercial issues.

But in order to involve the smaller countries, I think we should have a more point-to-point face-to-face strategy inviting them to participate, so that we can train regional multipliers, because internal

multiplication in these countries requires at least one person well-prepared and able to do that.

I believe that if we invite them to an event in larger countries, we can get his or her commitment and actually we can get the benefit later on.

ALBERTO SOTO:

I presented this issue yesterday in the [inaudible] topic discussion, what to do with the \$60 million available and Fadi said the community is to be decided. So I made an explicit request. I don't know if the money will fix the problem, but at least coordination with the countries where the communications are absolutely necessary.

VANDA SCARTEZINI:

Yes, we must play within our roles, but even so, how to give support through grants. Fadi was saying that there was a major opportunity to have a fund for LAC.

RODRIGO SAUCEDO:

Eduardo first.

EDURADO ROJAS:

Eduardo Rojas from Bolivia. Good morning. I have two messages to convey to you. First I am here on behalf of the [inaudible] Foundation, which is an NGO, and I'm also the chair of the Board of Directors of the National Network [Tech] Bolivia which gathers associations involved

in technology. The civil society support in Bolivia to support the strategy of ICANN LAC. That's the first message.

The second, as association of associations working in ICTs in development, we are entered in an agreement with the main telecommunications carrier in my country to promote initiatives development on human rights. My country is now promoting the development of a server to protect or work on materials against child abuse.

Along the same line, Congress last week commissioned the drafting of a bill for the prevention of digital violence. This draft alone will refer to DNS infrastructure, the role of ISPs. So an analysis should be made of the potential challenges in traffic and network interconnection points, so we are envisaging a potential scenario of the [inaudible] national and Latin American model, not to fight against cybercrime but for the defense of human rights in alignment where the baseline is the defense of the legal code of human personality rather than material legal code, which is [a database].

So this is an invitation to all actors first to incorporate this approach in a national Latin American discussion group on the one hand, and on the other hand, promote a multi-stakeholder dialogue to address these issues.

This is a social approach of technology that is going to make political decisions, at least at national levels, with regard to technical issues, the Internet technical infrastructure. We believe that [inaudible] can also be a potential setting for Latin American dialogue.

RODRIGO SAUCEDO: We are running out of time, so Carlton Samuels, you have the floor. Your last comment.

CARLTON SAMUELS: Thank you, Rodrigo. You've been listening to our colleagues in the region talk about the challenges we have. If you would wish, I would like to put them in three different buckets.

The first one is the issue of access. Alberto spoke about because we are far away, to bring us together, we have to use technology and electronic means to do so, and there's a real need to improve the tools that we have access. Alberto spoke about that, and that requires some investment.

If all of us are agreed that we are all in this thing together to influence the global policy of ICANN, then we would imagine that ICANN has a stake in ensuring that people have access to make their contributions. So we need better tools.

It's a region where there are different languages and where translation and interpretation is absolutely critical for having the conversation. We need better translation and support tools for language management and language services.

[Kristina] and the others in the ICANN language group have made some strides significantly since we first started back in 2006

timeframe, but we still need a lot more. The tools that are available can be made better and more of them are needed. That's access.

The other one is participation and that is a little bit more challenging. Here's why. Because there are some cultural barriers to participation. In the Caribbean, I can tell you we like the face-to-face. We like to see who we're talking to. We like to interact with each other. We are from societies that are more verbal than anything else. So the immediacy of the conversation is very important to participation.

What does that mean? Well, it means for a lot of us, a lot of our people, they will very soon drift away from participation when the participation tends to be remote. That doesn't work very well for us. So we have that to overcome.

Now, maybe we can use better tools – electronic tools – not just mediate the question of distance, but also mediate the cultural barriers between face-to-face and remote. There are tools that can help us do that. So effective participation is also dependent on the tools we have.

Rodrigo, Alberto spoke about the participation and Vanda said something that I think I need to emphasize because I think she gets it. Not everybody in our region is interested in every subject, but you have to have people who are multipliers in each area. And Vanda, you get that. That's exactly what you need. Because you're not going to get every subject of deep interest, but what we want is a wide enough participation so that we have enough people covering.

Let me give you an example. Vanda, we've been at this for a while, so I think we've picked it up as we go along. You are not going to get a lot of connection between, say, the IANA transition process that's happening although it's critical. People will glaze over when it comes to that.

But if you are talking about, like my friend [inaudible] was talking about here, effective how the Internet and how the use of the Internet impacts people in the places where they live – he was talking about human rights and child protection and cybercrime and so on.

Those things are important because in our region, people are using the Internet for development – social and economic development. Access to the Internet is one thing, but the ability to use, the stability and the availability of the Internet is big for us.

So we have to find ways to get the people who have [inaudible] interest involved in the ICANN fold realizing that they will not have every – they will not be interested in every single subject here. But if we have a multiplier in the place, we have a better chance of creating that community that we need to ensure.

So for us in the region, the challenge is really about access, about participation primarily, but also about how we get our local communities to understand that some of their interests can be encouraged, can be embraced, within the ICANN enterprise, within the ICANN community.

For us, it's going to be a hard [inaudible] because we have regional interest, we have global interest. But the local interests that we need to ensure we have the participation, we have to embrace them. Just thought I'd add that. Thank you very much.

UNIDENTIFIED MALE:

Thank you very much, Carlton. I think it's very important this kind of comment and feedback is so important and that is why we need the community to participate in the different projects of the LAC strategy. Remember, the projects in the LAC strategy are only text. It's a general idea. It's up to the working group, it's up to the community, to develop each of the projects meaning you have to create the objective, the data you want to – everything you want to do about the project, the working group develops it.

So people with such good feedback like Carlton, Vanda, Alberto, it's very important not only for them to participate in these projects but for more like them to get involved and give this feedback so these projects can really have a strong impact.

That's about it. I just wanted to thank everyone for being here to participate in this session. Thank you very much.

[END OF TRANSCRIPTION]