
DUBLIN – Why My Business Participates at ICANN and Yours Should Too

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ICANN54 | Dublin, Ireland

VIDEO:

... Contributing trillions of dollars to the world's economies, expanding growth in developing and developed economies alike. This is all possible because there is one global, secure, and stable Internet that's constantly evolving. New Internet standards are adding millions of digital destinations and internationalizing full domain names in local languages. They're also connecting billions of devices, making the Internet of Things a reality.

ICANN (the Internet Corporation for Assigned Names and Numbers) helps make this possible. ICANN and its vibrant community coordinates the Internet system of names, addresses, and other identifiers, including the domain name system.

ICANN helps ensure your business is able to harness the power of the Internet, no matter what industry you're in. How your business capitalizes on the Internet today will determine how effectively you can reach the next generation of customers tomorrow.

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CHRIS MONDINI:

Hi, everybody. Welcome. My name is Chris Mondini. I work for ICANN in the Stakeholder Engagement Group. I'm responsible for business engagement.

How many of you are newcomers? Any first-time ICANN attendees? Fantastic. Did some of you attend our pre-ICANN54 briefing webinar, or have you had a chance to see the recording? Okay, good. I hope you found those helpful.

A couple of housekeeping things. We have boxed lunches in the back of the room, so if you haven't gotten a lunch and you just came in, please help yourself. Also, I was circulating some fliers earlier. This is a general flier that we have for ICANN54, items that may be of interest to you if you're a new business stakeholder.

There are two other additional handouts. We have them up here. I haven't handed them out. This one is about really what ICANN does, a little bit of a description. You may have seen this online, but a printed version is a little bit easier to read, I think.

This is an infographic about the domain name industry and the domain name value chain. Some of you that may be working in

domain name businesses may find this of interest. We have copies here, so please help yourselves.

We have about an hour together, and what I've tried to do is put together some very high-level, pithy questions with a really illustrious and diverse group of panelists from organizations that you will definitely know, and maybe some new organizations to you.

I would like to go ahead and introduce the panelists now, starting with Claudia Selli. She's from AT&T. Claudia is responsible in Brussels for AT&T communications policy and formerly worked with the European Commission.

Next to Claudia is Michele. Michele is the Founder/CEO of Blacknight, and within ICANN, a Chair of the ICANN Registrar Stakeholders Group. He's also been on many working groups for ICANN.

Next we have Aparna, whose last name I pronounced terribly – Sridhar. Aparna is an attorney with Google, and she works also on Internet governance and communications law and policy.

Next to Aparna is Martin Sutton. He's with HSBC, and he's the Risk Manager within their global security and fraud risk functions and is the point person for HSBC with regard to the

New Generic Top-Level Domain Program (New gTLD Program) at ICANN.

Finally, we have Lori Schulman. Lori Schulman is with INTA, the International Trademark Association, providing a business association perspective of participation at ICANN. She has been active in ICANN in many roles in addition to being a trademark attorney. She's also served in the non-profit/non-commercial side of ICANN's work and so brings a diverse perspective from her time and experience here at ICANN.

I challenged our panelists to give really very newcomer-oriented answers to three questions. The questions are on the next slide. Why does your company participate in ICANN? How does your company participate in ICANN? Finally, what's the top issue? What's your most important issue?

If you get anything out of this session, I hope you'll get an appreciation for the diversity of businesses and diversity of issues under discussion. But also, even more importantly, I hope you'll get to know some of the faces here as resources for you because, believe it or not, we were all first timers at one point as well.

Without any further ado, I'm going to kick it off with Claudia – lucky Claudia – to give an answer to the questions from the AT&T perspective.

CLAUDIA SELLI:

Absolutely. Thank you very much for having me here, first of all, and for organizing this session. I want to take a step back and reflect also on how the Internet has evolved, because if you think of when ICANN was created, the Internet was quite different. Basically, it was mainly North American. Also, users were of course mainly North Americans. The access to the computer was mainly through dialup, and the e-mail was just a plain text, no certainly video.

If you look at it today, it's a completely different environment. It's much more global, so the Internet has globalized. ICANN has opened offices around the world. You have users around the world, and we are reaching an area of digital revolution with the Internet of Things, precisely. So not only people connected to the Internet, but also machines, cars.

So my company engages in ICANN because we really care about security and stability, as you can imagine, because to serve also on a global basis – and the customer that we serve really cares about security and stability.

All this growth has been also thanks to the multi-stakeholder approach and to the people that participate and engage in the ICANN community.

So concerning the security and stability and resiliency of the Internet, we also want to make sure that the IANA function remains secure and stable as part of the transition process, and also that it protects the integrity of the DNS.

As you know, one of the core functions of the IANA is to coordinate the unique identifiers, or DNS, and to allow the Internet to run smoothly and seamlessly.

So certainly we want to see some security requirements and adequate resources that will allow the Internet to function and to continue to be what it is today, and also the Internet to remain a trusted place for our users and for our business clients.

On a broader point, of course, another issue that is quite important for AT&T is the responsibility that ICANN has in preventing and addressing abuses of the DNS, which can course can impact business as well as users.

My company is merely engaged through the business community, in which we are a member and we participate quite actively.

So this I think is my answer to the three main questions.

CHRIS MONDINI: Thanks very much. Claudia, I heard you talk about, from an AT&T perspective, that security and stability and the smooth operation of the domain name system is very important.

CLAUDIA SELLI: Yeah.

CHRIS MONDINI: You referred to the headline issue that's taking up a lot of the discussion at this meeting, which is about IANA and the transition from the U.S. stewardship of that function, and then the way you participate – question number two, how you participate is through the Business Constituency of the GNSO.

If you were on the webinar, you will have seen the various structures that businesses can plug into to become engaged.

Thanks very much. We'll have questions. I want you all also, in return for lunch, I've asked for you to think of questions to ask the panelists. As we continue down, maybe you'll think of some more, and we'll open it up at the end.

But I'd like to turn please to Michele. It's a pleasure to see you. Thank you very much for joining.

MICHELE NEYLON:

Good afternoon, everybody, and welcome to Ireland. Welcome to Dublin. Being one of the few Irish participants within the ICANN circus, it's nice to have you all here. Please go out there, spend money. The Irish economy needs it.

So the question Chris put to us was threefold. Why does a company participate, how does it participate, and what areas are of interest? To understand that, I'd have to give you a very brief answer as to what we actually do.

Blacknight is an ICANN-accredited registrar, and we are also a hosting provider. We weren't always an ICANN-accredited registrar. We started off selling domain names as a reseller of another registrar, and at a certain point, it made sense for us to go direct. We also sell a lot of country code domains. The country code for Ireland is .ie, and we are the largest registrar for .ie domain names in the world.

ICANN is a kind of a weird one. For a business that's focusing on selling domains and hosting and making sure that people have e-mail and websites and things like that, engaging with ICANN is kind of a weird choice in many respects. But unfortunately – or fortunately, depending on which way you look at it – ICANN's policies have a direct and tangible impact on our ability to do business and how we do business. Things like, for example, domain name registrations; which data, which bits of

information, do we need to collect from our clients; how we handle that data; how long we keep that data; who we give that data to; and various other things around that. These are all questions that ICANN mandates either via policy or via contracts with us.

As a hosting provider, a lot of things that we're looking at now would be around the depletion of IPv4 and trying to encourage to switch to IPv6. Essentially, it's like: IPv6 good, IPv4 bad. For companies the size of ours, this is actually a business issue because we don't have any more IPs.

So how do we participate? As Chris said, I'm involved with the Registrar Stakeholder Group, which is part of the GNSO. Prior to becoming an ICANN-accredited registrar, I used to participate, oddly enough, via ALAC. Maybe I could have ended up in the Business Constituency or somewhere else, or even the ISP group.

At the moment the key area of interest I suppose is around privacy. Privacy is a big issue. In light of the Snowden revelations and various other things, it's become a topic that we have conversations on over the dinner table these days, whereas a couple of years back, it probably wouldn't have been. Within the ICANN realm, it's a hot topic, especially on how it relates to WHOIS.

So that's my main topic. Thanks.

CHRIS MONDINI:

Thanks very much, Michele. As a registrar and a company that is selling domain names but also hosting websites, you mentioned the issues of how you maintain data, what the requirements are for maintaining data. Also, on the technical side you talked about IPv4 to IPv6 Internet protocol address versions, which is a technical issue facing the global Internet. Then of course, the headline issue being privacy.

You also I think made a very good point as you're a leader of the Registrar Stakeholder Group, but the definitions of the different constituencies and the constituent parts of ICANN are not fixed. They're blurry. So participating in the At-Large, ALAC, participating in the Business Constituency, participating in the Internet Service Provider Constituency, these are all areas that you could also lend your voice in the ICANN structures.

Thanks very much.

Aparna, may I ask you to tell us a little bit from your point of view about Google's perspective?

APARNA SRIDHAR:

Sure. I'll start by stating the obvious, which is Google's business depends on a secure, stable, interoperable, open Internet. Really

without the Internet there would be no Google. So for us, our main involvement with ICANN is primarily around our interest in ensuring that a stable, secure, and interoperable environment is preserved.

Obviously, ICANN is an incredibly important part of that through its management of the DNS, but the other organizations, like the Numbering Resource Organization and the IETF, have incredibly important roles to play in this process as well.

We participate in ICANN. We're members of the Business Constituency. We also have a registry program. We applied for a number of top-level domains, and we participate in the registrar. I think this is reflective of the fact... The reason we vote in the Business Constituency and the reason we have that interest foremost in our minds is Google's business will live or die by the Internet as a whole, not by particular stakeholder groups like the registry or the registrar.

In terms of the issue areas that are important, obviously as I mentioned, security and stability. That is one of the reasons that we are very interested in the transition. I think an important corollary to that is openness and interoperability. The reason the Internet works today and the reason that we can reach so many users is that there's one Internet. ICANN is a big part of

preserving that one Internet. So that is another really important issue.

CHRIS MONDINI:

Thanks. I think I'm going to send you on the road to make the pitch for business participation at ICANN. You made the point that I like to make, which is that the global scalability and interoperability and unity of the Internet. The Internet has very few things that require any central coordination, but all of those things depend on the domain name system and the addressing system and that the identifiers and addresses are unique.

This is the forum where that is discussed, so if interoperability and expansion of the Internet are important to your business, it's important to be here.

I heard you also make the point, too, about the broader Internet governance ecosystem, and I've heard it from other global Internet-based companies, that ICANN is just a piece of this ecosystem. Aparna referred to the Internet Engineering Task Force. There are other fora which are more on the technical engineering side, the protocols and rules that the Internet needs, which is also here with us at ICANN. But also, the Internet Governance Forum, various intergovernmental or inter-regulatory organization, these are all considered loci of discussion about the global Internet.

I've heard many companies that depend on the global Internet say that it's important to them to reinvest and give back and have their voice heard in terms of the development of policies and discussions in those fora. So thanks for being with us.

Martin, you have an interesting background and an interesting approach to ICANN, representing HSBC.

MARTIN SUTTON:

Thank you, Chris, and thanks for inviting me here today. My involvement with ICANN has changed dramatically over the years that I've been here. But first of all, I think the reason why HSBC has become involved in ICANN in that period largely and still remains the focus on maintaining the same issues here: a strong, capable, strong and secure, stable environment for our business.

We are a global business. Yes, we have a physical structure around the world, but we are dependent on the Internet for conducting our business for e-commerce, and it's ever more important for us to maintain the confidence for our customers in using that channel and to deliver.

So as a global resource, we have a big interest in maintaining that, but as for all the benefits that it's created, there obviously are bad actors that come along and use the same infrastructure

for their benefit. So from my perspective early on, it was having to work out ways to improve the ability to reduce harm on the Internet and for end users, certainly though phishing and malware techniques. But there's a far broader set of issues out there for that.

ICANN is unique in that it actually connects the players that you need to speak to and talk about the issues, raise the awareness. And whilst there may not be a definite need for ICANN to get involved with content issues, there are components along here that can support and understand and retaliate against the bad actors in the network.

So that was a primarily focus, but over time there's also the opportunities of using that platform, and with the New gTLD Program. I've led the .hsbc application. And we'll be looking for how to innovate and reach our customers far more effectively and use that infrastructure far, far more positively. There's an invested interest there in terms of what could we do on the DNS that will improve our service to customers and our business.

So my participation in ICANN has changed throughout this time from being focused very much so on the Business Constituency, which we still are, but with the advent of new gTLDs, I have now got a contracted position with ICANN, so I now need to understand all the things that are going to impact me as a

business, as a contracted party, as a registry, and protect my interest in that space. So any policy issues, any compliance requirements, those are very close to our heart to make sure that we adhere to those, and also where they're inappropriate for a .brand environment, which is highly controlled and secure, is how to adapt with ICANN as we learn more and more about different models that are being introduced into that space.

So key issues still remain around the consumer side to make sure that they have a safe and confident use of the Internet for e-commerce. But also now the issues opening up are very much around managing our .brand. With that, I work collectively with other .brand applicants, and we formed an outside association called the Brand Registry Group, where we can start to illustrate the different requirements and work together and collectively with other partners to improve that as we go along.

CHRIS MONDINI:

Thank you very much. So as a global financial services organization, I heard you talk about services to your consumers and customers, trust from those consumers and customers because if your sectors or you're concerned with mitigating abuses and fraud and so forth, so instilling confidence in e-commerce, essentially.

Then, as an applicant for a new gTLD, as .hsbc, now you have a new facet of your relationship with ICANN.

Interestingly, also on the participation, you have been active in the Business Constituency, but having formed the Brand Registry Group, you've also formed sort of a community of interests where you can participate in multiple discussions and multiple parts of ICANN and harmonize your positions for the people that you're representing, which I think has been very helpful and a good approach to navigating this new world for the people you work with.

In that same vein, I'd like to introduce Lori Schulman. Lori represents a business association rather than a particular individual business. So she can give you some insights on how INTA approaches its ICANN work.

LORI SCHULMAN:

Hello. The short answer to “Why does INTA participate in ICANN?”: it makes sense. The reason it makes sense is because we are a community of trademark owners and professionals who protect consumers through [inaudible] and promote fair and effective commerce.

What does that mean on the Internet – “to protect consumers”? We heard a little bit from Martin about concerns about fraud and

phishing, trying to prevent confusion in the marketplace if there are actors who wish to trade on some very famous brands, many who are sitting at the table today, like AT&T and Google, who are INTA members.

Our community is extremely diverse. Although INTA is very closely associated with what would be known as Fortune 500 companies, in fact we have 6500 global members, which translates into 30,000 volunteers. They come from business, law, academics. We have registries and registrars as members. Very recently, we welcomed ICANN as a member.

Some people have questioned that. Why would ICANN be a member of INTA? Why does that make sense? It makes a lot of sense because we are devoted to supporting brands and interests in brands. And INTA – and ICANN – I switch INTA and ICANN all the time and I apologize for that, but that is because I am so rooted in both organizations. But ICANN is supporting brands around the world through the naming function.

Of course, how we participate is – I’m going to do this a little bit out of order. I’m actually going to say “what issue areas” because I think that makes more sense. Then I’ll go into the “how.” Because ICANN is supporting brands. How does that make sense? I’ve had so many people, particularly from the technical community, say, “We don’t really feel there’s a place

for trademark owners and intellectual property in this system. This is about technical functions. This is about numbers, protocols, making sure that the backbone is sturdy, strong, reliable.”

We completely agree, and where the connection is made is these numbers connect to names. Names can be comprised of words, letters. When you start talking about human language, then you start talking about context. When you start talking about context, you start talking about brands, names. I’m sure everybody in this room, when they hear the word Google, knows what it means. So it’s very important for consumers to understand when they’re operating on the Internet that if they’re going to a site that’s Google that they’re getting the services they expect from Google.

A very important issue that’s highlighted and discussed very much in ICANN is about issues concerning consumer safety. Highlighted: this is pharmaceuticals. It’s very important on the Internet that you know you’re buying safe drugs. If you don’t buy safe drugs, you could die. It’s that simple. Fraud and abuse bilks hundreds of billions of dollars globally from unsuspecting consumers who may be donating to charities, but they’re not the charity. They’re somebody who bought a very similar domain name. There’s a world crisis – a flood, a storm, a famine – and you think may be giving to a hunger organization when in fact

you're giving to a cyber squatter who's bought a name and is now saying they're raising on behalf of a charity.

So security, stability, reliability – it goes to technical aspects of this, but it absolutely goes to the commercial aspects. It's very difficult to separate the two in today's economy.

By way of numbers, our members – as I said, we have 6500 members, 30,000 volunteers, represented in every global jurisdiction. Our members combined contribute \$8.8 trillion euros to the global economy. It's \$12 trillion U.S. That is an enormous amount of revenue, energy, volume that absolutely needs to be addressed and I know is rightfully addressed within the ICANN context.

So the issue area that's important to us, which you may glean from this, is of course names, that names are allocated fairly, that there's transparency in allocation, consistency in allocation, and that there are mechanisms in place to protect brand owners from those individuals who may attempt to register names that would cause confusion with the names that the brand owners have legitimately registered and are doing legitimate business with. That's our primary concern.

How do we participate? We're very fortunate. We have 200 dedicated volunteers that comprise our Internet Committee. Our Internet Committee focuses on specific issue areas, like new gTLDs, governance, compliance, advocacy, online use, IDNs, and WHOIS and domain disputes.

Today, in this building, we have at least 40 dedicated volunteers that I'm aware of who'll be covering different meetings, reporting on different issues, and helping INTA influence very important decisions when it comes to the namespace.

CHRIS MONDINI:

Thanks very much, Lori. I know you're not the only business association that's here with us today, so I wanted to say, in the couple of years that I've been working on business engagement for ICANN, I've actually found it very helpful to engage with business associations because, as you're learning, ICANN is complex and there are many issues. If you're a business association with members, there's an opportunity to add value for your members and encourage them to participate through you and provide them information that is relevant to them in terms of what happens here at ICANN.

Then I heard you talk very clearly about your concern about brands and names, but also about internationalized domain names and about what's called WHOIS, which relates to

information that's registered when websites and domain names are registered.

So there are 90 issues under discussion at any given moment at ICANN. Some of them are very, very technical. Some of them are very commercial. Some of them seem very legal. Some of them seem very philosophical. Some of them are about governance in the future and the open Internet.

So there's a wide variety of topics with which you can get involved, and I hope that our panelists have shown you a few different ways they participate to pursue their interests, to make sure that their voices are heard, and to participate in bottom-up policy-making and consensus outcomes.

I'm going to open it up for questions. I would be remiss if I didn't introduce Riccardo Ruffolo. You may know him because he's been helping to get you here. In fact, I think more lunches are on the way. If you haven't gotten any lunches, there should be some more coming through. I want to thank Riccardo for all of his organization skills for this event. We're here to answer any of your questions. He's also largely responsible for the snazzy video that we showed at the beginning, so thank you for that.

I'm going to stop now. You have a really great wealth of expertise and a diversity of use and opinions and experience.

Especially for you newcomers, we're here for your questions. What can we tell you? Please.

ADAM SCHLOSSER:

Hi. Adam Schlosser from the U.S. Chamber of Commerce. I really appreciate this panel because, as you know, Chris, I've been working hard on figuring out ways to get our members more involved and engaged. So something like this is really useful in helping to expand the scope of membership engagement beyond, just say, the technology side or IP side of folks who are already coming to ICANN.

My question for the folks on the panel – in particular, the gentleman from HSBC – is, how do we determine, when talking to companies, who is the best person to get involved? How do you identify that person and bring them into the ICANN fold? Because a lot of the people we interact with as an association are government affairs or corporate relations. How do we market the concept of ICANN to the right person in the companies and then bring them on board onto the issues without them being overwhelmed at the sheer scope of the different areas to get involved?

MARTIN SUTTON:

That's a very good question. Half of it is accidental rather than a conscious decision. I think it starts off with a particular interest, a particular area, concern. For each business, that may differ. So the hard bit there is identifying where are the pain points or concerns that that individual organization has, and those are most likely to have a vested interest, whether it's from an IT security perspective, from an intellectual property perspective.

Mine came very much from working in a fraud risk environment and the attacks that were experienced against our customers, was how do we connect with the right people, the connectors of the Internet, if you like, to be able to manage better processes? We need to identify things, take things down very rapidly. So there was a network here that we could tap into. That was engaging not just with registries, registrars, but also law enforcement, governments. So it all brings it together here.

Sorry, there isn't a clear answer as to who the hell do you go to with all of this. It really does depend on the particular organization.

In terms of engagement, you can leverage all sorts of ways to engage with ICANN. It can be a very light touch, or it can be a heavy touch, depending on how much you value that.

For instance, there is the remote capabilities that ICANN provides. There's different language services that are provided,

either at the meetings or through translations of documents. So they make it as easy as possible for people to participate anywhere in the globe.

Now, if you then have a vested interest in a certain area and you want to join up to certain groups, constituencies, or stakeholder groups, then you can invest that time. You, again, can manage that effectively by just watching e-mail traffic and make sure if anything of interest appears, you do it.

One of the key issues for corporates is it's very difficult, this environment, to engage in publicly. There are so many barriers. For me to talk here, I need a license and God knows what. And what are you going to talk about? So there's a number of hurdles that corporations do have. To manage that could be an association model. So there's, in the Business Constituency, you can join up as an association.

So there is a voice, a single voice, pushed through, but it could be multiple companies that are supporting that. If there needs to be that sort of arm's-length approach, that's available in the different constituencies.

REX WICKHAM:

I'm Rex Wickham from registrar. I'm just speaking more on behalf of small- to medium-sized businesses. Do you think that

the current focus of ICANN’s effort in this IANA transition is something that small businesses or medium-sized businesses should care about? Is this something they should be engaging in?

MICHELE NEYLON:

As you used the magic word “registrar,” I thought it best to answer that one. Yes and no. At the moment, ICANN senior management has a fixation with the IANA transition but have done a very bad job of explaining, in simple terms that a small registrar or hosting provider can relate to, why it would be important to you.

Having said that, I think it is important for all registrars, whether you’re ICANN accredited or not, to try to engage with ICANN, either directly or indirectly, because a lot of the policies and things that get decided here are going to impact you.

The IANA transition? Probably not that much. You need to keep an eye on it, yes, but I’d be more worried about other things, like, say, the NIS Director, for example. But the policies themselves, just looking at domain transfer policy updates, you’re being asked to do a hell of a lot more work now than you would have been done previously.

But it's not easy to engage if you're a small business with limited resources. Some of us have, well, done that for a certain amount of time, and we get to a certain point where we are a bit burnt out. Getting more people involved would be helpful.

CHRIS MONDINI: Lori, you represent some small businesses as well.

LORI SCHULMAN: Yeah. And I'm not sure I understood or heard the entire question. Did you also ask the question about silos and structure? Did I hear...

REX WICKHAM: No, I didn't. No. I was actually [inaudible] – I work for a registrar. I actually meant for, on behalf – a lot our customers are small businesses. We were saying to them, "This is what's happening at ICANN – all this stuff about the IANA transition." I can't really see that being of interest of them, or that it's going to matter to them, which I think Michele's helpfully answered, but I'm interested in your perspective as well, directly, from what you think small- to medium-sized businesses' interest in ICANN should be, really.

LORI SCHULMAN: Yes.

REX WICKHAM: What should we be telling them, as sort of their channel through to ICANN because they're customers of ours?

LORI SCHULMAN: I can speak from the brand owner perspective because I had this hard sell. Originally, as Chris mentioned, I came from the non-profit sector. I was Assistant General Counsel and General Counsel to very large American non-profit associations. They asked the same question. "We have a tiny legal department. We can't send three lawyers to cover technical aspects, legal aspects, and law enforcement aspects. Why are we even sending anybody?" So I hear you.

What I have said that I think is most important, particularly to a small business, is you are growing an identity on the Internet. You're growing your brand. You're building your website. You probably have a shopping cart, e-commerce site. All of this is affected by ICANN's policies in terms of how you can protect your brand online, particularly against counterfeiters, cyber squatters, people who are misusing the name.

Now, from a technical perspective, I'm sure there's others here more qualified here to answer if your customers are technical

operators. But even technical operators have brands. They're looking to establish their presence in a safe, secure way for their customers.

I can tell you a million war stories about purportedly-small charities, when you're talking about the global economy, who have literally lost millions of dollars, or even worse, had reputational harm because somebody pretending they were them was doing something else.

CHRIS MONDINI: I'm going to ask Martin to chime in, also, as it relates to the IANA transition, as well.

MARTIN SUTTON: I came up with the same questions because there's a lot of reading to do, and I can't get through all of this and all of the different groups that I belong to. But what is key out of that is the idea that more and more people are reliant on the Internet, whether it's small business, it's a big business, whatever. It's dependent on the Internet. We need to make to make sure that we manage and coordinate that effectively going forward.

So the structure and the governance of ICANN is very important because if we don't manage that effectively and it dissolves somehow, very rapidly, in the future, the scenarios need to then

be thought out. Why would it be an issue? What could we end up with as sort of a leadership and control environment within the ICANN space?

So I think that's how I kind of look at it. Whether or not it needs a lot of engagement by small companies, I would probably say no. But they probably just need to be aware and keep feeding them the information as to, does it cause you a concern with the way the discussions are panning out? And is there any scenarios that could be of an issue for you if you forward-think to five years, ten years hence.

CHRIS MONDINI:

Aparna, did you want to add something to that?

APARNA SRIDHAR:

I think it's also just important to remember that there are lots of levels of engagement. Right? Like, there's coming to three meetings a year, spending a week out of your life in some place far away from home. But there's also, "I'm interested in this narrow issue that affects me." Maybe it's universal acceptance. Maybe it's WHOIS. I guess that's not really narrow, but, "I'm interested in this one issue." There are ways to engage in and be effective at the working group level or at the constituency level that don't require a huge amount of commitment. I feel like

sometimes the meetings themselves don't reflect that. So it's an important thing to keep in mind.

CHRIS MONDINI: We have another audience question. We have three. Starting here, please.

TOM SMITH: How are you doing? Tom Smith from Ireland. A quick question just in regard to the engagement and, let's say, a policy life cycle in ICANN. Let's say I'm a small business and I have a big, wild idea. What's the life cycle, the schedule? Is there a set schedule? Is there ones for, let's say, small policy, and then massive policy? What's the level of effort required to get something carried or get traction on something?

MICHELE NEYLON: The short answer is probably no because there is a process that has to be followed. I suppose I look across and think to myself, "Well, if you've got a small child now, they'll probably be a teenager by the time some of these policies will actually go through the full life cycle." But it depends. It depends on what it is. If it's something which is highly, highly contentious, then it will take a really long time to go through that entire cycle.

So contentious issues are going to be around intellectual property, for example. The lady from INTA and I will probably spend most of this week yelling at each other across the room, politely. Or let's say expressing differing views on certain parts of this. We agree on some but on all.

Martin and some of the others have an emphasis on other parts of the ecosystem on certain things that are important for their business. So the entire kind of teasing out of all those different things, when it's very contentious, can take a really long time.

But we've seen other cases where it's been something that everybody's gone, "Yeah, we need to do this. We need to fix this." I'm thinking, like, say, fast flux DNS. There was a couple other things, like front running. These things were sorted out in quite a short period of time.

So if you want to get engaged directly, please do. You know where to find me anyway, so grab me. Or you could try to encourage [INEX] or ISPAI or the other associations to engage on your behalf.

CHRIS MONDINI:

I want to jump the queue because we have a remote...

UNIDENTIFIED MALE: We have a question from the Adobe Connect room from [inaudible] Hossein. He's asking, "How can business people from a developing country engage in ICANN?"

CHRIS MONDINI: Developing country businesses. Go ahead, Lori.

LORI SCHULMAN: Yeah, I can answer that question. I won't say it's easy. It's not easy. I think that the involvement of developing countries is a big issue here at ICANN. But it is possible. It's possible through the remote participation. ICANN does move its meetings around regionally, so if there is a meeting in your developing area, you could very potentially go.

ICANN has a fellowship program where you can apply to be a fellow, which means your participation in ICANN would be paid for. There are other programs within ICANN where you can get funding to participate live.

I think for most developing countries, though, the answer unfortunately right now is still remote participation, but it is something. I will say that I've personally been involved in a lot of different associations over the years, and the one thing that I think ICANN is particularly good at is providing reliable remote participation. In some instances, there's translation. In most

instances, they're not, and that's another issue we're discussing. Today we have translators, but not all sessions will have translators. We're working toward a solution toward that.

CHRIS MONDINI: Martin?

MARTIN SUTTON: Just as a thought on that, it's not restricted to three meetings a year. I think if you look in e-mail boxes along the line here, you'll probably see an awful lot of traffic coming through each day relating to activities in each of the groups that we belong to. So it's an ongoing thing. Most of the work is done via e-mail. It's the Internet. So the idea that it just needs to be limited down to the three meetings a year and a face-to-face is not true anymore. So that is one way that certainly helps. So you can pick your group that suits you most where you got the most concerns and just tag onto that and start engaging with the e-mail.

CHRIS MONDINI: Next question, please.

[ADAM SCHLOSSER]: I just wanted to raise ... The gentleman who was talking about small business engagement, because in '98 and '99 through

2001, I was the U.S. Chamber point person on tech policy issues, and we had this same problem – how do we get Chamber members engaged when maybe three percent of the Chamber membership actually had webpages at that point back then, and trying to figure out the importance.

But what the chamber did realize was that businesses had to speak up, had to be engaged in the ICANN issues, and one of the areas that we focused on was the WHOIS database, for example, where during that time of privacy discussions, only maybe I think it was ten out of 100 websites actually had privacy policies.

So one of the areas was customers were asking and wanting to ensure who were they dealing with online. What were the privacy policies? So we worked hand-in-hand and one, trying to get businesses to put privacy policies so you knew who was behind the curtain, and also ensure that there was an open WHOIS database so you could determine who was behind the website so if there was a cybersquatting issue or someone abusing your brand, that you had a contact you could go to.

That was the genesis of the Chamber's interest, and businesses got that. As more and more businesses got online, they realized that there was also security, stability, and other issues that had to be addressed, financial fraud and all these other areas that more and more businesses come in.

At 21st Century Fox, when I went there 14 years ago, it was really important to find the right people in the company. We did that and we stayed engaged because you found a business interest and a people interest to ensure that you have the resources and the manpower to keep track of everything that's going on. So it's finding the right people and the issues.

CHRIS MONDINI:

So you guys will have to connect with the gentleman that asked the question about the small business interests. It actually does highlight in the businesses engagement function we do at ICANN staff. For the global corporates, there's a challenge because even every little piece of a company might have a different perspective on Internet issues, whether it's the legal department or the marketing department or the IT department or the policy department. Sometimes we'll talk to all of them – you've lived this, Martin – and they'll all be feeling a different piece of the elephant, as the expression goes.

On the other end of the spectrum, small businesses, they have businesses to run. They don't have the bandwidth. They don't have the resources to spend a lot of time on policy-making. As Aparna made the point, there are different ways of engaging. Sometimes even just following, reading up, tracking an issue remotely that's of interest to you is an option.

Did you want to chime in, or should we go to a question? It's up to you. We had a question here. Did you have a question?

JEANNIE SALO:

Well, I think part of it has been answered a little bit, but I'll go ahead and ask. My name is Jeannie Salo. I'm with Lilly, which is a pharmaceutical company. Thanks to the panel. Great comments. But really for Martin and Lori, I'd like to know – I understand the issues. They're obviously near and dear to our hearts. But do you feel like the engagement that you're having at ICANN is producing results?

I know these are long, drawn-out discussions, and Michele said it well. Some contentious issues will take years. But are there enough tangible outcomes that you feel the dialogue is purposeful here?

CHRIS MONDINI:

It's a good question. I often ask when I meet new audiences that are within ICANN where they feel they've made a difference. So I think it's a good question. Are your efforts making a difference?

MARTIN SUTTON:

I like to think so, but as Michele mentioned earlier, these things can take an awful lot of time. And the perspective that you're

bringing in is your perspective. What the advantage is of engaging with ICANN and all the other groups is a better understanding and a different perspective that comes in and other rules that hinder other parties where you think it's a very straightforward and sensible thing to do. You want to stop people being harmed. It's obvious what's going on. Can somebody flick a switch?

It's not like that. There are certain things that need to be built up, and it's through a trusted environment and working with each other. So it doesn't always fall down to just terms and conditions or rules and policies. You actually create other solutions within this environment.

So where there is a definite need to push through policy, yes, you're in it through the long haul. I think I started one years ago and I don't think it's delivered everything that it set out to do with the final agreement. I was on the Registry Abuse User Working Group or something like that. It seems ages and ages ago, and components of that are still taking a long time to work through the process.

But a lot of it was delivered. Or it gets pushed into different avenue, like some of the agreements will be beefed up with certain terms and conditions for the contracted parties. So I have seen evidence of that.

LORI SCHULMAN:

Hi. I would say we've made a lot of progress, but clearly not enough. The fact that we do have rights protection mechanisms, the fact that there are remedies that we can use under the UDRP. That makes sense. But where we're definitely stymied and where we need a lot more work and where, to Michele's point, there's a lot of contention, is definitely in the access to data area, the WHOIS area.

Although I think we have come quite a long way with the WHOIS reforms in the sense now there is community acknowledgement and recognition. There is a need for access to information, and the issue then becomes how do you balance it against legitimate privacy concerns? That's something we've gone around and around and around and around. We'll still go around, but the point is, it's still out in the open. It's freely discussed. There has been some movement.

I think another area where we'd like to see as brand owners a lot more progress is compliance, how ICANN enforces and has the registrars and registries and the contracted parties actually live up to the agreements they've made with ICANN. Of course, there's a lot of debate about what those agreements actually are.

CHRIS MONDINI: So Lori, in answer to the question, what I hear you saying is, in some areas, there's been progress from your perspective. But also from your perspective, there's more to do and you're listing a few of the areas in which there's more to do. But you're here obviously because you're feeling that your participation is making a difference, in answer to the question.

LORI SCHULMAN: Absolutely. If you're not here discussing the issues, then I feel like particularly... We have the luxury that we're a large trade association, and there are bigger businesses here that can have sustained resources that, if we're not here, we're not making a difference, right? That's important to be here.

But to the legitimate concerns of small businesses in developing nations, my answer would be, do what you can now. The windows are always opening up. The fact that we have IDNs now, the fact that ICANN has regional offices, and to Martin's point, it is absolutely not just three meetings a year. It's e-mail. It's phone calls. It's regional discussions. Everything's open here.

There isn't an avenue of discussion taking place at ICANN today that anybody couldn't join in at almost any point.

CHRIS MONDINI: Aparna?

APARNA SRIDHAR: I think the progress question is a really interesting one in part because ICANN works by consensus. So sometimes the reason there's no progress is there's no consensus. That is frustrating, especially if you are the sort of person that's used to persuading people that your ideas are beneficial for the Internet as a whole, or beneficial for your company, or beneficial for the public interest.

So I think it's hard to measure the progress, but the reality is, there are some issues that are just incredibly difficult to solve because people's interests and their values really diverge. Sometimes that's a feature and sometimes it's a bug.

CHRIS MONDINI: I'm going to take one more, and then I'm going to come – go ahead, Claudia, [inaudible] and then we'll take our last question.

CLAUDIA SELLI: Sure. I just wanted also to echo the comments that were made before, and also stress the fact that some of the policies are discussed in a multi-stakeholder, bottom-up approach, meaning that you are considering different types of interest around the table. This is the greatest of this place, but also a challenge at

the same time. You have government and other interests that are all at the same table, I think it is important to engage.

Although it's difficult to measure progress, I believe that progress is being done. You can see it in different policies, including the IANA transition. Although there are sometimes contentious issues, some hurdles, we somehow overcome those, and putting all the people in the same room and working together, it's proved to advance.

Certainly, it can also have an impact on the broader Internet governance ecosystem, so I think it's important to continue to engage and believe firmly in the process.

CHRIS MONDINI: I think we're about to get kicked out of the room. Is it a quick one?

UNIDENTIFIED MALE: It's a real quick question.

CHRIS MONDINI: Okay. Please. Last question.

UNIDENTIFIED MALE: Or more of a statement. As someone attending my 51st ICANN meeting, I have a pretty good historical perspective. One of the first things I learned around meeting 20 was ICANN's mission is to creep where no organization has crept before.

CHRIS MONDINI: That's very well put.

UNIDENTIFIED MALE: Right? Now, that being said, here's a positive aspect, because that's kind of negative. But here's the positive. I look at LegitScript. I remember them about five years ago when they showed up at an ICANN meeting. They were not very well-received. They actually held court in the back of one of the empty rooms with about 20 chairs. You now look at where they're at to have a session on illegal pharmacies that's happening later this afternoon. So change does happen. It doesn't happen as quickly as most people want to.

So again, my words of advice is treat ICANN like a marathon. It's not a 100 meter dash. It's not a 200 meter dash. It's a marathon, and you got to go in with that philosophy. That's how you make change over the long-term.

CHRIS MONDIINI: That’s very helpful. Thank you for that. It’s something great to have witnessed.

In case you haven’t noticed, we have a diversity of views in the room and on the panel, and that’s what makes the discussions so vibrant. I hope that we’ve been able to convey for you the variety of businesses and, again, the perspectives that come to the table.

We’re going to wrap it up. I’m going to go and ask each of our panelists: in a Tweet-length one line, if you’re giving advice to a newcomer, a first-timer, what do you tell them?

LORI SCHULMAN: Stay focused, and don’t let the volume overwhelm you.

MARTIN SUTTON: Talk to people here whilst you’re here.

APARNA SRIDHAR: To get involved in a way that makes sense for you.

MICHELE NEYLON: Don’t be afraid to ask questions.

CLAUDIA SELLI: Engage and talk to people, and don't be shy to do that.

CHRIS MONDINI: Great. "Don't be shy." There are extra lunches if you didn't eat or you're just still hungry, so grab them on your way out. Let's please thank our panelists for their participation.

[END OF TRANSCRIPTION]