MARRAKECH – APAC Space
Tuesday, March 08, 2016 – 11:00 to 12:30 WET
ICANN55 | Marrakech, Morocco

EDMON CHUNG: We're a few minutes after the hour. I just want to check if there would be audio from remote participation. We are expecting maybe one or two to be speaking, so I'm just curious if audio is –

UNIDENTIFIED MALE: We should test it maybe.

EDMON CHUNG: Pam, if you're online, feel free to go ahead and test if you can speak especially, because on one of the items we'd like you to hopefully take the lead, especially on the participation, the GNSO. Anyway, do we need to get the recording started or is it already –

UNIDENTIFIED FEMALE: We're recording.

EDMON CHUNG: Okay. Welcome again, this is the APAC Space. We have been doing this for a number of times now and thank you very much for the APAC hub actually to keep us going. And I guess rather

than going through too much introductions, this is a space for us to talk about a broad aspect on ICANN and I'm pretty happy to see that we have both on the policy side – I mean on the agenda, both on the policy side and the market and on the community. So we're growing the agenda here and seeing more people participate, that's great.

My name is Edmon Chung, I've been kind of moderating this session for the last little while and thank you continue for your support, but I guess let's start with just going around the table, just mention who you are and we'll go from there, and then I'll hand to Jia-Rong.

SIRANUSH VARDANYAN: Siranush Vardanyan, APRALO chair.

MAUREEN HILYARD: Maureen Hilyard, APRALO and ALAC.

SATISH BABU: Satish babu, APRALO vice chair.

HOLLY RAICHE: Holly Raiche, ALAC executive. Thank you.

KURT PRITZ:	Kurt Pritz, Allegravita.

DON HOLLANDER:	Don Hollander. Actually, I have a number of hats. I'm on the Oceania working group working on universal acceptance and I have a second hand book shop in Wellington that uses the internet to sell our products, and we're very keen to make sure that as many people in the Asia Pacific, but particularly the pacific region can use the internet to order our books. Thank you.

JOYCE:	Hi, I'm Joyce, ICANN staff taking care of Asia Pacific. I'm also your remote participation manager for today.

YANNIS LI:	Hi, this is Yannis with DotAsia as well, but I'm also with APRALO through the NetMission program, which is a youth engagement program. Thanks.

EDMON CHUNG:	Edmon Chung from DotAsia.

JIA-RONG LOW:	Jia-Rong, ICANN staff.

LEONID TODOROV: Leonid Todorov, APTLD.

UNIDENTIFIED FEMALE: [inaudible] DotAsia.

JENNIFER CHUNG: Jennifer Chung, DotAsia as well and part of the GNSO through the registry stakeholder group.

UNIDENTIFIED FEMALE: [inaudible] from [DDNS]

SOPHIA FENG: [Sophia Feng for DNS.]

UNIDENTIFIED MALE: [inaudible] through SAT ThinkTank through the [inaudible] of China.

ZHEN SONG: Zhen Song from ICANN Beijing Engagement Center.

SAVE VOCEA: Good afternoon, this is Save from ICANN staff.

SAMIRAN GUPTA: Hi, this is Samiran Gupta, ICANN staff based in New Delhi, India.

MUBASHAR: Hi, this is Mubasha [inaudible] from ISCO Pakistan Inslamabad, also from ALAC.

UNIDENTIFIED FEMALE: [inaudible] from CONAC.

YOSHI MURAKAMI: Hi, this is Yoshi Murakami from JPRS.

UNIDENTIFIED FEMALE: Hello everyone, [Niki] from the [I Group]

UNIDENTIFIED MALE: [inaudible] from Knet.

SONAM KEBA: Hi everyone, I'm Sonam from Bhutan and I'm a first time fellow for ICANN. I represent Bhutan Telecom.

RAJEEWA ABEYGUNARATHNA: I am Rajeewa from Sri Lanka, I'm a first-time fellow for ICANN.

HASHIM NOUMAN: Hashim Nouman from Pakistan, I'm also a first time fellow.

MUHAMMAD SHABBIR: Muhammad Shabbir, also from Pakistan and also ICANN first time fellow 55.

UNIDENTIFIED MALE: [inaudible]

ARIS IGNACIO: I am Aris Ignacio, second-time fellow.

IHTISHAM KHALID: Hello, I am Ihtisham Khalid from Pakistan and I am here for the first time. I'm really looking forward to it.

JAWAD TANVEER: I am Jawad, I am from Pakistan, your NextGen.

EDMON CHUNG:	Welcome everyone, and it's great to have the West Asia, more western part of Asia participating in this. Oh, there's one...
MARY WONG:	Oh dear. Hello everybody, welcome, my name is Mary Wong. I work for ICANN staff. I support the policy team and the GNSO which I think Edmon is going to start talking about, and I'm from Singapore.
EDMON CHUNG:	And you're just here to watch us so we don't go out of line. Thank you and welcome everyone. I wonder if anyone online is able to speak and perhaps want to just identify yourself that you're on. I was hoping that Pam would be on.
PAM SOI:	Yes I'm here, hi everybody, hi Edmund.
EDMON CHUNG:	Hi Pam.
PAM SOI:	Hi, I'm from Sidney, Australia. It's 10:00, I'm almost falling asleep, but I'll try to stay awake.

EDMON CHUNG: Please stay with us, but your voice is coming through a little bit faint. I wonder if we can turn it up a little bit or if you can be closer to the mic.

PAM SOI: Okay, is it better?

EDMON CHUNG: Much better, thank you. So welcome once again, and great to have this congregation. We have a brief agenda. There are four items really. The Asia Pacific participation in GNSO, the universal acceptance efforts, the development of China's domain market, that has been a big news in the industry recently, and then also ccTLD market in the Asia Pacific region. Anyone wants to at this point add items that they think they want to cover? Don, please.

DON HOLLANDER: Just if we get a chance at the end and there is time, I'd like to just flesh out the work that the Oceania working group is going to do over the next year or so.

EDMON CHUNG: Okay, Oceania working group, exciting to hear that. so that means we have five items, we have 90 minutes. I guess we'll try to organize it around 15-20 minutes each, so as you take a lead

into the session, please bear that in mind. But before that, let me turn to Jia-Rong to give us a bit of an update from the APAC hub, and again, one more time, thank you for keeping this APAC space and we really appreciate this opportunity at every ICANN to meet.

JIA-RONG LOW: Thank you so much, Edmon. This is Jia-Rong speaking. I will just keep this short since we have a lot of items and I'll keep it to three minutes. if I overrun, you can just ring a bell or something. First of all, I'm very happy that today we have so many first timers joining us at APAC Space. APAC Space is meant to be a community interaction space that's facilitated by ICANN staff. Here from the APAC hub, we continuously hope to be able to facilitate for this format every ICANN meeting, and I'll talk a little bit more about this later.

Those of you who have been with the ICANN community for some time, you know that the Vice President for Asia was Kuek. You know him much more than me, but I joined ICANN on day one together with him, two and a half years ago, so I'm not entirely new to this community. You will have seen me looking in the shadows at the sites at ICANN meetings, and occasionally doing one or two speaking opportunities that Kuek didn't want to speak on. He has since left, so I'm replacing him as the Vice

President for Asia and also the Managing Director for the Asia Pacific hub.

And in my new capacity, I've been with the team since day one and our commitment to the region remains the same. I remain very passionate for our region, and having joined ICANN two and a half years ago, then and now is very different. We have a lot more engagement going on. Our community is picking up the confidence to speak regionally and internationally. I'm very excited about this, and this commitment remains. This is something that I want to stress. And the second point is on the APAC hub. The APAC hub is to drive and implement ICANN's globalization. During the opening session, Steve Crocker mentioned three hub, and it's not entirely there yet but we're moving, and this is a priority for me.

The work regarding driving and implementing ICANN's globalization, a priority for me is to continue to streamline the different teams sitting in the APAC hub. We have contractual compliancy, registry service, registrar service, legal, IT, GSE, .coms The different teams have different structures and still different stakeholders, but we are working together right now to streamline the teams in the hub so that we can service you much more cohesively. When you're dealing with our teams, I'm hoping to get more feedback from you, that if you think there's an area or areas we can improve, there's something that I'm

hoping that we can do. Don, you want to interject quickly? Let me finish. Thank you.

For example, another area that we're working on is on the 24st of March, the registrar service and contractual compliance are doing outreach in China to address some of the common issues that they are facing when working with registrars. We think that we can be more cohesive, so we are working and tying in together with our partners from CICT to on that same day do an ICANN readout and the workshop for both registries and registrars in a day. And then after that, the various teams, registry services, registrar services will continue the outreach in the other cities.

This way, we are sharing our services and focusing on being able to target stakeholders in a much more qualitative way. That's one example, and we're hoping to be able to do this much more regularly and be able to service our stakeholders as a hub, and not just ICANN teams. I'm hoping to get feedback from you as much as I can, and this is a commitment that we're hoping to be able to drive things forward.

A third thing that I want to say is the priority on engagement. We want to bring ICANN to the world, that's ICANN strategy objective, and we want to bring ICANN to APAC. A lot of it right now is doing the awareness raising, but actually we have done a

very good part of the awareness raising already. What we need to do is take it to the next level. Being able to bring the right stakeholders from APAC to the right PDP or the right public comments – the PDP means policy development process – to the right public comments, to contribute to the process that's happening in ICANN.

We can only do that working with you, and we hope to be able to increase that interaction and be able to do that. One good avenue is in the APAC Space. Here we have talking about the APAC participation in GNSO. It is exactly this platform that allows us to discuss, and how can we contribute back to that process? I'm hoping to raise one point here, that we have bi-monthly webinars that we've instituted since the start of the APAC hub. It is intended to be a one directional communication, sharing information, and we've also strengthened that further by working with APRALO and now we have a very good plan on every two months what topics, capacity building topics can we do to help raise the capacity for our region.

I'm hoping to facilitate more of this kind of discussion, and I know we only have three ICANN meetings and the next APAC ICANN meeting won't happen until 2017. What I'm hoping – maybe to raise as a question – is perhaps we can have this kind of interaction more regularly through remote participation. We can do this on a bi-monthly basis, just set up the APAC Space

webinar where people can come on. Maybe we could use one or two topics that are more focused on contributing back to ICANN policymaking and we use those as focal points, and people can jump on and discuss and maybe focus on that area and how can we as a region contribute back and participate in this process. I'm putting this as a suggestion and wondering whether people think this is good and we can try to commit to do this more regularly, so it will be three ICANN meetings.

We will have APAC Space face to face. In-between, we can do a webinar/Adobe Connect APAC Space, that will help to increase interaction for our region, so there's one suggestion. I'll hand over to Save to do some updates and we'll close on this item. Thank you.

SAVE VOCEA: Hi, I am the Regional Vice President for the Oceania region, so I handle engagement in the Oceania, which is comprised of Australia, New Zealand and 24 other ccTLDs, so there are 26 ccTLDs in the Oceania region. One of the things that I'd like to highlight here is the ICANN Oceania working group activities that Don had mentioned earlier in his introduction. This was a group that was set up through community members from ICANN. We had about 13 or 14 in the working group. We had set up a

mailing list, they did some preliminary work and then we had a meeting to iron out some of the activities.

One of the outcomes of that was that they listed about 30 action items that at least we in Oceania should look at and implement, but 20 out of that list was under the ICANN remit and I just wanted to go through some of that. Some of the key actions were to try and do some online learning webinars or seminars to improve the outreach into the region, so I'm glad that Jia-Rong has suggested that this webinar has been available now, and folks from the Oceania region are able to participate through that.

One of the other activates was to deploy a root server. As you know, ICANN is one of the root server operators through the L-root and we've been able to assist developing countries in the region to also host root server instances. DNSSEC is one of the main areas as well. As ICANN, we like to continue to impress on the ccTLD operators in the region that they deploy DNSSEC. Again, one of the areas is also to force the best practices for country code top level domain operations. We try to work with APTLD. I think APTLD is doing a good job in that area, but we need more participants from the pacific.

Also, to support local and sub-regional Internet governance forums, provide training for governments and foster some of the

attendances at the regional IGF like APRIGF, but I believe that it's been a challenge to get Pacific participants in that respect. And really to have a wide engagement from the communities around the Pacific in ICANN. I can say that at this ICANN meeting at least, we got about 80 Pacific [inaudible] folks that are here and I think 20 plus from New Zealand and Australia.

I almost focus on the Pacific because I believe that from Australia and New Zealand, those community members can hold their own in ICANN and they are already participating at the highest level of ICANN being in working groups, especially as board members. But it's great to get their support in terms of how they can also project some of the assistance and support towards the region in the pacific.

Currently in the region, we have about ten root server instances – I mean ten countries in the Oceania region have instances of root servers. Last year, we conducted about training to nine countries on SSR training which supported the law enforcement, so they are non-traditional partners, but it's quite important that we work with them through the GAC.

The GAC were approached in every country and they willingly assisted us in running this one-day training for their law enforcers. To date, like this week, it was announced that Palau had recently joined the GAC, which makes it 100% GAC

membership from the pacific and Oceania region, which is great. When I started in ICANN, we had about 50% in GAC and 50% in the ccNSO, so also in the ccNSO the membership has grown. I think one thing that is important is that when they are members of these supporting organizations or advisory committee members, they're receiving communique and input from the secretariats, and they are able to engage with me as well when there needs to be some clarification. I' m glad that some of the participants here at the high level as well.

In the region, there are many regional organizations that do hold meetings and events, and that's an area that I go to and provide some ICANN readouts so that most of the participants within the region or in the industry that are not in ICANN are able to hear of ICANN and its activities. What's next? I think Don had made this to be one of the AOB, but I had this to report as well. One of the things that we will try to increase is the ICANN readouts, especially to work with governments. This week, we had two interventions from the high level governmental meeting, from Kiribati and Cook Islands, who were asking for ICANN to help them more in capacity building in the areas of understanding more about what's happening in ICANN.

I think we will try and utilize more of the webinar and if not, because the governments in the region do have their original meetings, I will also have opportunities to talk to them there. We

will try to increase the L-root implementation and also have more regional meetings for the law enforcement. This year, we are partnering with APNIC and also the Interpol Singapore office to try and host a regional workshop for the law enforcement in the Asia Pacific, which has been a welcome initiative from the GAC, especially GAC members in the pacific. They think that that's an important thing that we need to do.

Also, in September, working with a partner in the pacific ICT regulatory [inaudible] center, we're hoping that they will run a pacific Internet governance type forum. It's not really branded as a pacific IGF, but something that we could address Internet governance issues for the pacific. That's probably going to be held in Samoa in September. Of course, the ongoing activities for the ccTLDs in trying to implement v6 and also DNSSSEC, so this is my report. I think I'll stop here, but because we have an item as an AOB, we can probably continue that. thanks.

EDMON CHUNG: Thank you, Jia-Rong and Save, and apologies for Jia-Rong, you have always been there so I haven't really welcomed you, but congratulations on your new job. Now you can escape when you decide to and put Joyce in that same position, that's the idea. But we had a question from Don and then Leonid and Siranush.

DON HOLLANDER:	Two questions. The first is with respect to your outreach of registrar and registry staff out of Singapore and how you're going into China and various cities there. How are you going to bring that team into Oceania? I'm particularly concerned about the dearth of registrars or even resellers in the Pacific Islands. That's my first question and that was on the Oceania working group, it hasn't come up. The second – I just want to make sure, maybe it's a language issue, but you said streamlining, and often in business speak, streamlining is the same as downsizing, reducing staff, so I just wanted to make sure that was clear.

JIA-RONG LOW:	Thanks, Don. The first question, are we going to bring services like registry services, registrar services to Oceania? The answer is yes. The plan is in place, so we are working very closely with Save and we want to be able to have the teams go to Oceania together. Instead of one team just doing their own thing and going from one place to the next and it's not coordinated, we want to increase the coordination. That's definitely in the works, so we'll work with Save to find a good timing to be able to do that.

It shouldn't be a one off, so we are here in the region, we are here to service the region. We hope to be able to come back again and again, and to different countries within the whole

region so that we can touch the right stakeholders. Getting that feedback from you is important, so who are the people we hadn't touched, what are the networks that we should reach out to, so we will really appreciate that.

The second point, very good point. I used streamlining, I think it's a language issue. Leonid suggested leveraging, I think the other word could be improved coordination. I think that's really the key word. Thank you.

DON HOLLANDER: So you're not reducing your staff.

JIA-RONG LOW: We're not. We will not be reducing any staff.

EDMON CHUNG: Thank you. I said Leonid and Siranush, but I did want to circle back to Don, because looking at the time, you raised the issue of the Oceania. Does the discussion already cover, or if it just takes a few minutes, why don't we jump on it right now rather than put it at the end?

DON HOLLANDER: I'm pretty comfortable, Save covered stuff that I wasn't aware he was going to cover. Save knows that growing the reseller

registrar community in the pacific was one of the tasks. You're going to bring your – I don't know, there are not many registries in – certainly in Oceania there is none. There are a few in Australia, and I think there is one in New Zealand, but there are registrars in New Zealand. And I'd find out some way to create more, very much along the lines of what the Africans are doing with their development center.

EDMON CHUNG: Thank you, Don. Sorry, I've been very bad at this. There are remote participants, so please announce who you are before you speak, and I guess with that, Save, did you want to add a little bit more?

SAVE VOCEA: Yes, Save here for the record. Just this week, we met with the GDD team within ICANN and they've identified that they also want to do some outreach not only to existing current registrars in the various regions, b but also for potential registrars and those other businesses out there that might become registrars and resellers, or even to talk about the potential new round in the future. What we have decided is we will share calendars with them, what's happening in the region, so that they can also – if they feel that there's some space that they can come to the region, they will come to the region and also provide the

materials to us, so that we can engage with potential communities out there.

EDMON CHUNG: Thank you. I'll go to Leonid and Siranush and back to Jia-Rong for a response.

LEONID TODOROV: Very quickly just to complement what Save said and to update you, I just heard from the government representative of New Zealand in GAC that the New Zealand government is now engaged with the Pacific Islands and they ran a special survey to check out their needs and requirements and that's in the making. So hopefully when they're done they will share that with us and I think it's a tremendous help and commitment on the part of the government of New Zealand. I think it's really laudable that they're doing that.

Secondly, as we have newcomers in the room, I would suggest we refrain from any kind of acronyms and abbreviations, because then the barrier to language would just be very confusing for them. All these strange five letter groups, it's really strange. Thank you.

SIRANUSH VARDANYAN: Just coming back to the vocabulary, we can use actually the one which is the terminology, which is why they're used in Internet governance in enhanced cooperation, so that's maybe the possible way of us to understand everything, what is inside there. Going back to what Jia-Rong has said, and for those who are new, APRALO stands for Asia Pacific Regional At-Large Organization, which is within At-Large constituency here in ICANN and we just call it APRALO, so Asia Pacific RALO, and we have 43 At-Large structures, the abbreviation for this is ALS.

We have 43 ALSs who are officially certified members for this structure and one of the key and important things is– together with outreach is for us is also in-reach. For us to develop the capacity of those who are already within this constituency and the activities and capacity building that Jia-Rong mentioned, I think this is key to keep those involved and make them engaged.

Just yesterday, we talked to At-Large staff and they were asking us – there was a questionnaire, so where we need support? The main idea coming from Asia Pacific region was that we need people to participate in policy development. This is one of the weak aspects where we have less engagement, and this would be important and helpful if there is any public comment or policy there, some brief explanation – non-technical vocabulary – goes to RALOs, regional At-large organizations and we can share with At-Large structures. Those who feel comfortable to

talk about this policy, they can comment, because if something comes to our ALSes – and many of them are not technical people at all, they're just simple Internet users, but they need to know if there's a policy who may influence on them as Internet uses, and this is important for them to know about this. They should know about that.

So the suggestion came from APRALO members that if there is a one-page brief explanation in simple language, non-technical, clearly understandable for simple Internet users, that would be great and will be helpful to engage people on policy development level. Thank you.

EDMON CHUNG: That would take magic to happen.

JIA-RONG LOW: That's exactly what we are hoping that we can do, and it's not easy. From staff, I spent many hours trawling through our own webpages to understand how to use the website, and I'm a full-time. So if you're a volunteer, it's much harder, but we will get working on it. Also, we have Mary, who is here as a resource. Not here today, but Mary as a resource for the policy team for the Asia Pacific and we have agreements on this together with [inaudible] so we hope to enhance cooperation or leverage on

Mary to be able to "translate" the technical terms into something more easy to digest and bring it to the stakeholders, which goes back to the point I was saying about maybe we should have more regular interaction through the Adobe Connect system, and we can then raise some of these points so it makes it easier. That's really the response I have, thank you.

EDMON CHUNG: Thank you, Jia-Rong. With that, we'll draw a line in that and I guess it naturally goes into the first topic we have listed for the discussion in fact. That's APAC participation in GNSO, and this is not directly – the discussion just now is about ICANN participation overall. This is specifically on GNSO. Pam, since I'm here in Marrakech, I'll give a little background and I'll hand it over to you on the discussion, but just for those who are coming in new, the GNSO is the generic name supporting organization. It is tasked with creating policies for all generic top level domains, gTLDs, including .com, .net, .asia and the New gTLDs that you see that are coming onboard.

There was a review process last year and independent review was conducted, what's called the Westlake report, and the review report provided a number of recommendations, one of which that the APAC Space took up since the Buenos Aires meeting is the recommendation that ICANN define some kind of

cultural diversity, because if you look at – currently we have some geographical diversity requirement, but a lot of times – I apologize to be very straight forward – we see from Asia Pacific participants from Australia and New Zealand, and more of the kind of Caucasian participation.

If you look at that, the cultural diversity has not been – there's a big difference between geographical diversity and cultural diversity. With that though, the GNSO review working party, which is within the GNSO, based on those recommendations came to discussion. The recent initial drafts that are coming out identified that particular recommendation and decided that they would no longer pursue it, and that is kind of the background. It is somewhat understandable. If you look at the draft report, it is very hard to implement what is called cultural diversity.

It's very broad, but I think we are trying to – from the APAC Space since Buenos Aires, we've been trying to tackle this issue and trying to create some more concrete suggestions on how can we engage more participation from culturally different participants into the ICANN, especially the GNSO processes. That's the background.

From Dublin, we actually – thanks to [inaudible] and Pam, we had a few starting points like travel support, transcript of GNSO

meetings, taking some stats to get us started. These were suggestions from Dublin, and I'm hoping that we can take this a little bit further from here and perhaps even take up Jia-Rong's suggestion to have webinars in between meetings to further the discussion on this topic. With that, I'm hoping to pass to Pam to get us started. I note that Holly had her hand up, but let me try to go to Pam first to take us on some of her thoughts and on the topic, as Pam has been the one that has brought us the topics since Buenos Aires and after that, I'll go to Holly. Pam, are you with us? Pam, if you're speaking, you're muted.

PAM SOI: Can you hear me?

EDMON CHUNG: Yes, loud and clear now.

PAM SOI: Great, thank you Edmon for doing the introduction. Actually, I think you have explained it well where we are at, so at the moment, the Westlake final report is supposed to be sent to – sorry, what needs to happen next is for the GNSO review working party to provide the final input on visibility and implementation of the Westlake final report to the GNSO to review. I understand that was supposed to happen during the Marrakech meeting,

but because GNSO is so snow under with the IANA transition, accountability enhancement work, they will have no bandwidth, I believe, during this meeting to receive a review of the report, therefore that is being deferred to probably the next GNSO meeting in April by teleconference.

After that, if GNSO vote to approve the working group's final assessment, then we will submit that to the organization's effective committee of the ICANN board to consider visibility and make recommendation to the full ICANN board. We're talking something like June at the earliest, even beyond with this track of work. To me, that's really a bit disappointing, because this seems to be really just a non-priority for ICANN in the scheme of things, so that's where we are. The other thing I want to point out is some of the stuff Edmon already alluded to.

How do we define diversity? I do want to share with this group that the diversity I believe is going to be part of the ICANN accountability enhancement working group work stream 2 I believe, one of the part of the works to be carried out during the work stream 2. I don't know when that will happen, so it's kind of a long winded road for us to tackle a very difficult topic. That's where we are at the moment in terms of timeline, where that review process is at the moment, but I just wonder whether as a group we can brainstorm some more practical, more immediate

tactical stuff rather than kind of long-term strategic stuff people can do.

Jia-Rong mentioned about webinar. I also noticed within the Chinese registry and registrar community, they use WeChat, this Chinese Twitter equivalent. That seems to be used for a lot of kind of social media purposes, for fun, for social purpose, but I was wondering whether that's something we could consider, a mailing list or some sort of a group as a forum to talk about more serious topics like policy, participation and all that stuff. I do believe with the New gTLD program, there are so many new registries and registrants in the region, especially China, and we seem to be missing in action in terms of participation in the policymaking process and bodies.

That I think really needs to be corrected, otherwise we're missing out our opportunity and to have a seat at the table. That's all I wanted to say at this stage, and maybe Edmon, we can open up the floor to brainstorm our ideas.

EDMON CHUNG: Thank you, Pam. I guess I'll pass to Holly first. Good idea in terms of WeChat, we should probably come back to that, but Holly?

HOLLY RAICHE: Really two points. The first, the At-Large group – which is consisting of the five regional organizations – is being reviewed and one of the focuses is obviously going to be meeting the objectives of how we actually interact with each other, about the way we listen to each other, so in terms of I suppose the diversity of views, that's certainly going to be one of the front and center issues for the ALAC review. I'm not sure, I'm just thinking aloud to wonder whether APAC might, as a group, be interested in submitting the review or thinking about the review itself in terms of the role that we can play as the community in participation.

I was also thinking about the GNSO review. In a sense, GNSO, it's perhaps more logical that ALAC worries about the diversity. In terms of the GNSO policy and participating in policy, it's not an easy thing to do and one of the things that we were talking about last night was about how you translate the issues in front of the GNSO, because that's where policy for the gTLDs is made. How we can actually support participation, because so often the actual documentation, trying to find your way through it even when you know all the acronyms is fairly difficult.

One of the things we talked about last night was just the development of a fact sheet that's written in plain English, that's a page or two. This is the issue. Another issue that's been addressed is at least lengthening a little bit the time for public

comment and coordinating the public comments, so that when an issue comes up, there's a fact sheet that says "By the way, the translation is this can impact you because of X and reply in this way."

Another thing that came out of the discussion last night was it's actually important in making policy to say, "We have received feedback from a lot of people who highlight these aspects of the policy that impact on us," and that becomes a very powerful argument. It's actually very important for you all to be involved in the policy process, but we have to make that much easier than it is and probably that's going to be one of the things that we talk about in the ALAC review, which is if we're looking for feedback, let's make it a lot easier than it is. Have technical advice available so that somebody can say, "Well, this is supposed to be plain English, but how does it impact on me?" How does it impact on cybersecurity, cyber safety, how does it impact on my choice, how does it impact on the sorts of things as Internet users we're worried about? So I think there are probably a lot of thoughts in there that will spur some further discussion. Thank you.

EDMON CHUNG: Thank you, Holly. I see Cheryl's hand up and also Pam wanted to respond. One note on timing, we're well –

UNIDENTIFIED FEMALE: [inaudible]

EDMON CHUNG: But I note that if we are not kicked out immediately, I think we will overrun – just note that we will probably overrun for about ten minutes at least. I'll cut off at about ten minutes overrun, but please keep your intervention short, but this is definitely a very important matter. I'll go to Cheryl first since you haven't spoken, and then we'll go back to Pam. Cheryl.

CHERYL LANGDON-ORR: Just leave the microphone, I will get it to Pam by some way, shape or phone. I did actually ask for the microphone. It's on, thank you very much. Cheryl Langdon-Orr from the Internet Australia for anybody who doesn't know me and if you want to know more, Google the name. a lot of what we're asking for and what we need, we can actually get. We have worked in a somewhat isolationist attitude here. I happen to be one of those Australians who seem to be constantly doing something somewhere somehow and ruining the statistics for diversity.

You know why? Because I'm there. Step up, join in, and then do it. Not overly complicated. Can we make facilitation? Absolutely. The webinar concept and as Mary said, the option to translate

the monthly detailed reports from all of the policy stuff, that is already going on. We just have to be present as participants necessarily, don't have to be full capital M members. Gone are the days -and it was that when I started – that these things were closed. Policy development at the GNSO and the ccNSO and absolutely the work of the ALAC is open.

Cross-community working groups are open. Can we make it easier to get the voice of Asia Pacific into it? Absolutely, but let's not go back and go knock on the door we need to get let in. The doors are open, they have been for a while, let's not just work smarter, not harder.

EDMON CHUNG: Thank you, Cheryl. Pam?

PAM SOI: Thank you, Edmon. I was wondering if I could just make one practical suggestion about translation. I have witnessed how good ICANN translation services can be during the IANA transition and accountability work streams, but in terms of contracted parties for example, I can still see a lot of important agreements or consensus policies that have never been translated into other languages such as Chinese, which is very important to this region, especially the New gTLD program. So I

think that'll really be really something kind of a low hanging fruit. It can be done and that would really help the contracted parties a great deal. Of course, I'm speaking about the community first and foremost, because that's what I have the most contact with rather than the user group that Cheryl and Holly may be representing or coming from. Thank you, Edmon.

EDMON CHUNG: Thank you, Pam. I think what Cheryl has mentioned is very important, that the doors are open, but part of the discussion here is with the open door, how do we actually invite them in? These are some of the suggestions. I'm hoping to take two more minutes on this if you have any additional suggestions. And I will take your suggestions and plan exactly for a webinar to focus on this particular topic. Pam, if I may volunteer you to help take us

PAM SOI: You'll volunteer me?

EDMON CHUNG: Okay, thank you, and to take this – because we're running out of time a little bit, but I think the instant messaging thing is very interesting. The technology part we need to probably figure out. The idea of fact sheets are good. I think there are already some that are produced. How we can make it so that people can easily

get to it and know where to get to it would be useful. Before I close on this, any item that from the discussion you have an idea, this is how we can help? Any other? Okay, so you have the last word.

YOSHI MURAKAMI: Yoshi Murakami of JPRS. I have been explaining about what ICANN is for the domain name industries to Japan and community and all the corporates because of New gTLDs, but the problem is they do not have any effort to make themselves understand what the situation is, plus we have plenty of translated materials explaining about ICANN, but it's kind of difficult for them because they're just like babies about the domain names. We need a more grassroots, very easy with fancy pictures on there kind of explanations.

I actually had capacity to talk about it with Yumi Ohashi, the ICANN staff in Japan, that I actually explained the exact same things, that we need a really baby-level picture book to explain about ICANN. I think that helps, and the door is open, they don't understand it, but if there's an easy material to understand it, they will come, I think.

EDMON CHUNG: Thank you. Again, that would take a lot of magic for that to happen, but yes, we should still pursue that. With that, I guess I'll draw a line on this topic and Pam, thank you for taking this up. Let's try to do – hopefully those around the table can join us in the webinar. Actually, not quite webinar, it's a web conference to actually talk about this particular issue. With that, I move on to the next item and I'm looking at Don to take us through on a very related issue on universal acceptance. I'll let Don talk about what universal acceptance is and there are actually slides moving on.

DON HOLLANDER: Thank you very much. Just to respond to the issue of Internet and domain name issues in Japan, of course, JPRS has a very famous little commercial/video of what it means to work at JPRS and when somebody tries to explain it, the audience falls asleep instantly. If you've not seen that video, it's unfortunately all too true. Thank you, my name is Don Hollander and I'm the Helper for the Universal Acceptance Steering Group.

The Universal Acceptance Steering Group was created about a year ago at the Singapore meeting. A group of people said universal acceptance – and I'll explain what it is – is not happening. It had been six years since it was an opportunity, and in six years, very little had happened. So in the past year or so,

we've come up with a number of things, the first of which is a definition. If you're trying to address something, it's always good to have a very clear statement of what you're trying to address. universal acceptance is a software issue. It's not a policy issue, it's not a political issue, it's not a network issue, it's not a routing problem. This is software.

There are 34 million software developers in the world, and our goal is to talk to each and every one of them and that's a lot of talking, but that's what we're looking to do. Universal acceptance – it's here, you can read that as you will, but it's all about making sure that data is accepted, validate, stored, processed and displayed correctly.

Where the Universal Acceptance Steering Group is at is we're creating some documentation. We did some engagement with CIOs and system [inaudible] and when you talk one on one, they got it, and then the second question was, "Where do I get more information?" And the answer was it didn't exist, so over the past few months, we've been producing that. I just want to quickly go through the eight documents that are available or about to be available.

The first one is UASG001, which is a UA knowledge base. This came about because ICANNs help desk was getting the occasional complaint that somebody's domain name wasn't

resolving as expected in a browser, so we just started developing some contact details for most of the major browsers. That's a living document. As there is need for additional information, we'll post that.

The second item is answering the question, "Okay, I found a website that doesn't do what I want it to do. What do I tell them, who do I engage?" Building on the work that Donuts has done, we created a simple, one or two paragraph message that you can send to the webmaster of the site that's not behaving properly, and that's now available in seven languages and Save you'll be pleased to know that it includes Tongan.

EDMON CHUNG: Just jumping in for two things. One, we're running out of time so keep it short, but the other thing is that just for those who joined us and don't know what we're talking about universal acceptance, because in the past people expected domain names – www.domain.com as three characters or two characters in the top level domain, now it's much longer and we have different languages, so some of the software is not accepting it and this is what Universal Acceptance is about.

DON HOLLANDER: Thanks very much. It's really not some, it's most, as in hardly any does work. These are the documents. The one that I'll point out is USG05, which is a quick guide aimed at the techno community, that got launched last week. There are a few printed copies available if you want.

This is taken from the quick guide and I'm not going to go through it in detail because of the time issue, but these are simple, straight forward – a little bit technical, but nothing that a reasonable software developer or their manager shouldn't know, so this is a good practice guide for accepting, validating, storing, processing and displaying domain names.

A couple of things. Administratively, the UASG had a gathering of a coordination group, so the UASG is a community-based group that is supported by ICANN. And let me make this very clear: it is not an ICANN group. ICANN is kind enough to provide financial support and we're grateful for that, and we expect other organizations will be providing financial support going forward. But it is not an ICANN group, it is a community group supported by ICANN.

We started out last year with all the best of intentions of volunteers who are going to do some fantastic things in their spare time, and in January of this year, we had a gathering and we decided to switch it around. Instead of having a paid staffer

support the volunteers, we now have a group of volunteers supporting a paid staff person.

The documentation is getting done, this is quite vital, and from my perspective until we get a quite solid breadth of documentation – and we just have one more big document to get sorted – there is no point in raising the awareness with the software guys because they're just going to ask you, "Right, where do I go for the details?" And the detail is not quite ready yet. On Sunday, we finished the detailed reading of the seventh revision of the document. Version eight should come out in early April and I expert that we will have a final version by the end of June. That's my plan. Earlier would be better, I think we're pretty close and there may be revisions going on.

Technical work is getting started, so we have been reviewing the top 500 websites, 1000 websites, whatever, just to see how big the problem is and we have a range of about half a dozen different e-mail addresses of different configurations and saying, "Does it work?" We have a .technology, so uasg.technology as an e-mail address. That's a very long TLD, and we have .shabakan which is an Arabic TLD and we have a Chinese TLD and some others.

Of all the websites that we've evaluated so far, anybody want to guess how many have actually accepted all of our e-mail

addresses? One. And for those of you who are over 40, you may have heard of a website called myspace.com. That's right, Edmon still has an account there. We're starting some technical work, we're going to look at the top 10-15 programming languages, because this is a software problem, and we're going to see whether their libraries are UA ready and if they are not, we're going to fix them and provide that to the open source community.

That will be kicking off this month, and then outreach will be happening. We've put out a help wanted request for a PR company to help us with this, and we got three excellent responses and we're going through the evaluation now. Then we will slice and dice the world and see what we can do to reach out to these 34 million people efficiently. I think that's just the last slide, so I'm sorry it was rushed. I'm happy to answer any questions.

UASG fundamentally is software hasn't kept up with the rate of the Internet, and if you have friends who are software developers, you might say, "Does your system actually allow anybody to use your system?" And the answer will probably be, "Oh, I didn't know that." So they have to make some changes. In some cases, the changes are pretty easy, and in some cases not so easy. Thank you, Edmon.

EDMON CHUNG: Thank you, Don. I think this is an issue that is very relevant for the Asia-Pacific region, especially in terms of internationalized domain names, domain names in different languages. To facilitate the access and navigation of the Internet, the UASG is doing a number of work, but ultimately we will need the local on the ground to actually take this work and advocate it in the local areas. Some of the work, like the quick guides or the technical work even, the top ten websites globally doesn't necessarily mean the top ten websites in India or the top ten websites in China, but we can take that experience and redo some of that testing in those regions, so I urge you to get prepared and do follow our work.

That's an open mailing list to participate and to view, and also to put in your comments to how we're working. But also be prepared to take this work back home and not only put it in your own language, but do some of the tests and some of the work locally as well. I have three hands up, and I guess I'll go for [inaudible] first and then Leonid. So please.

UNIDENTIFIED MALE: Thank you, Edmon, this is [inaudible] speaking. I thank you for the UASG supported by ICANN [inaudible]. We imagine [inaudible] and my boss suggested that we can have a Chinese

community working group to support the UASG work and now we promote the [inaudible] company, the registry of [inaudible] in China and I know that they want to join the volunteers for work, and they want to provide their application to UASG to have the translation of the document, and then we also have an outreach in the Chinese community.

Last December, we have a Chinese domain development conference held by [inaudible] and we record comments in the community, registry, registrar, and application service provider and we have a forum discussion about the promotion of Chinese domain names. We want to see that the Chinese domain name will be maybe a sample of a successful case for the IDN UASG. We also enlarged the IDN TLD. Not only the character of IDN, but also the pronunciation of IDN [inaudible] in Chinese for the TLD [inaudible] but they also look like an English TLD, but they have meaning in Chinese.

We can calculate that there will be more than one country that – just now Jia-Rong said we will have a [inaudible] session in March 21st in Beijing and we will cooperate with ICANN [inaudible] center. That [inaudible] is a regular event after each ICANN meeting. We will have the UASG and the UA issues will be the important thing in the [inaudible] session. We [inaudible] that we can have outreach events this year with a more closed cooperation with UASG and also with local community, registry

and registrar and the service provider like [inaudible] showing on the Sunday meeting.

I just want to say sorry that we are on a trip, so we cannot attend that meeting, but I think my colleagues have remote access to the meeting and we will look at the summary of the meetings and promote the experience through the Chinese community. I think we can do more technical support and maybe we can also promote government and local community through cooperation to promote that. thank you.

EDMON CHUNG: Thank you. I happen to be in Beijing for the CJK. I would like to participate if that's possible, March 21st you mentioned.

UNIDENTIFIED MALE: Thank you.

EDMON CHUNG: I have Samiran and Leonid. Oh, you weren't? Okay, no worries, then Leonid.

LEONID TODOROV: Thank you. I have a very quick question. Don, you mentioned 34 million software developers worldwide?

DON HOLLANDER: I think there are a couple in this room, so we're down to 33 million.

LEONID TODOROV: Okay, that's fine. I'm a great believer in the market forces, and I just realized that all those 34 million software developers should be on the lookout for new fronts, new areas and new markets. So I don't quite understand why these people are reluctant to take on this job, or just ignorant, or whatever. I would imagine that a simple exercise of raising awareness through that white paper the Universal Acceptance Steering Group is working on – or has already completed – would be enough to trigger their interest and to kind of make them really conscious and hungry for whatever developments.

I don't quite understand why this requires such a great, enormous effort and outreach, and why ICANN specifically should fund this job when software developers – that's my perspective – software developers should come and give money and say, "Please do this job for us so that we could just go ahead with that. thank you."

EDMON CHUNG: Thank you, Leonid. Good questions. One thing I didn't mention, I think this is also a big matter of consumer trust. Because if the names that put it out doesn't work, it hurts consumer trust and this is a big part of what ICANN does, and personally I do believe that ICANN should fund this, but also you touch on a very good point. Why is it so difficult? Well, why is IPv6 so difficult? Why is DNSSEC so difficult? I won't be surprised it'll take some time, and because it seems so trivial, it never gets to the priority and that's why it's difficult. That's one thing. I'll let you respond a little bit and then I'll let Don have the last word on this, and then we'll move on to the next topic. Leonid, you wanted to respond quickly?

LEONID TODOROV: I just realized that there is some peculiar logic, like if it's not a priority, then probably it is not a priority for software developers, and likewise for users. I'm not saying that it shouldn't be done, but probably it should be somehow recalibrated so as to resonate with both communities. That's my point.

DON HOLLANDER: Let me address some of the questions that have been raised. With respect to e-mail, in the chat I've just dropped a couple of e-mail addresses that you're welcome to try to send to. These

are perfectly valid, well-formed e-mail addresses that have mailboxes and I will get a mail if your e-mail client is able to send it. The first one is Arabic, the second one is Thai and the third one is in Chinese, and I couldn't pronounce any of them very well, but this is an issue.

The story that is in my head is somebody in a remote village in Thailand who can read and write Thai but has no exposure to English. We heard from [Marvin Wu]. His father is a farmer and his father has never been able to send him an e-mail because his father doesn't know the Latin character set and probably knows the Latin character set just as well as I know the Chinese character set. Probably better, so these are real world issues for people.

That's the first thing, the second thing, UASG 008 and the website to get to the wiki page, go to uasg.tech, that should resolve. There's a table of documents and UASG 008 has a document on how to create local UA engagement teams. That's some ideas there that we came up with and if you find something that works better for you, let us know, we'll modify that document.

Leonid, to address your question, "Why don't people do this," because that's not unreasonable, but there is sort of a chicken and egg issue. There's not a lot of domains registered in

particularly IDNs, because it doesn't work very well. You would know that .rf in Russia had 7-800,000 names registered and the number that were actually in use was very small. People used the names for billboards and newspaper advertising, and part of that is because the software doesn't support them well.

With respect to the market opportunity, there's been some analysis. This is a multi-billion dollar opportunity for the software development community. That means it's a multi-billion dollar cost for the CIO general manager opportunity. I'm quite comfortable that we're taking a well-considered approach. It'll be hard, some of the technology is hard, but the technology aside, getting people's attention and interest to do it will take time. We heard on Sunday from the ICANN CIO that what he thought was going to be an 18-24 month project is going to be an 18 to much more than 24 month project.

Let me just say his reasoning was very interesting, and that was because his clients had systems that work today, thank you very much. Don't touch it, and certainly don't touch it for this where nobody really wants it. So he will take this issue, and I believe most CIOs will take this issue when they get it, and they will add it to their normal maintenance. When there's a need to open up the bonnet, the hood – what do you call the thing that covers the engine? When you open that for some other reason, you do this as well and then you close it, because for most software

development, the big costs are opening it up and closing it down. So I hope I addressed those questions. Thank you.

EDMON CHUNG: Thank you, Don, and billion-dollar opportunity, and I guess the billion-dollar opportunity starts with China, that's our next topic. But before I go there, I just want to check with our tech support here, because I said we were going to run on ten minutes overrun. If you need to leave us, go have lunch, hopefully you can keep the mic on, but if even that can't be, we'll stay here for ten more minutes. But thank you for your support.

With that, UA continues to be a very important topic, and I think this will come back in again for APAC Space. The UASG is getting ready. We're almost ready, but the local effort needs to start getting ready now, and that's really the message out. With that, I'll go to Kurt to talk about part of the billion-dollar opportunity that's emerging.

KURT PRITZ: Thanks, Edmon. My name is Kurt Pritz, I'm partnering with Allegravita. I'm really reporting on my partners there on their behalf, and I'm not the most knowledgeable person in this area, but those of you that know me know that I worked for ICANN for ten years and reported consistently on things I knew little or

nothing about, so I'm pretty comfortable with that. Allegravita was founded by Simon Cousins, Catherine Davis, and Raymond Li. They have staff in Beijing, Hong Kong and New York City and specialize in introducing firms from outside of China into China. So now over the past several years have partnered with many TLD operators in introducing their domain names in China where there's a whole different value equation associated with domain names, not just as an investment opportunity but it's a different set of premium names that are valuable there, either in Chinese characters or in Pinyin, so it really represents a whole set of new opportunities for domain name operators – I just introduced Allegravita and its cofounders, and then the next slide is one of several pages of current and past clients, but certainly very currently many of the TLD applicants and TLD portfolio applicants are relying on Allegravita to introduce their domain names into China and Asia.

What's the news that I'm going to report about? As I said, not an expert in China so I'm pretty much going to report facts, and questions that you may have later I might be able to answer or maybe I can take those and get them answered. But the two main thrusts of the presentation here are the adoption of domain names and investment in domain names in China is multiplying as you know in .com names, .cn names and also in New TLDs, and not only the volume of registrations has

increased markedly over the last – literally weeks, but you could say months, but also their value has increased.

The reliance on that value has caused other businesses to spring up. So for example, domain names now take the form of collateral for loans, so you can obtain a line of credit in China based on the value of your domain name portfolio. That's [Midai] and [Minyu] are two companies making loans based on that, and they're associated with two of China's registrars. Of course, the slide points to the huge size of the market, which we're well aware of.

When I made this slide, I was obviously standing behind my laptop and the chart was on the right, but now that I'm in front, the chart is on the left and it indicates that – this is over the past year, the value of .com and .cn names have appreciated markedly in value. Four letter .cn names have typically increased from 60 Chinese Yuan to 2000, and same with .com names. In terms of US Dollars, a four letter name typically has gone from $76 to almost 2000. The chart, as you look at it – you can look at it later when it's published, or if it's published somewhere – talks about values of four letter names, four number names – which number names are very popular for com nets.

The table provides some more detail into the appreciation of domain names over the past year in China. And if you look at the

New TLDs too, they've increased in value too. So for example, .club names or .top names have appreciated in value over the past several months as witnessed by domain name sales or auctions in China or premium name bundles.

This is just very briefly, within names officially recognized by CNIC and China and outside of that, there have been 8.4 million New gTLD names registered in China, so that includes xyz names, .club names and some of those that are leading the parade. There are 31 official domains in China, so a total of 38 million, so the new gTLD market makes a fairly significant percentage of all the domain names sold by Chinese registrars.

I don't know, I think this slide is supposed to personalize a little bit, but Chinese domainers are – here's probably one of the more famous and successful Chinese domainers that's been added for years, but many of you in this room know this market much better than me, but there are registrars and their resellers and their resellers, so domain names in China really are sold at very individual levels of the Chinese economy. And more and more people are getting involved in the registration of China. It's a multi-tiered market that goes very deep into the economy.

As I promised, loans are being made based on the value of domain name portfolios, so you can borrow up to 30 or 50% of the value of your domain portfolio. They're usually short-term

loans and the interest rates are high, so the interest rate might be 15% per year for a short term loan. One number .com name which is worth maybe $4 million, you can borrow $1 million US on that, and same thing for two number names in .com that are worth $5 million Chinese Yuan is – you can get a $5 million Chinese Yuan loan based on the fact that a two-number Chinese name is worth two or three times that. I don't know why that's of use, but it's of great interest I think to me.

Domain name sales. Large portfolios of names have been bought by investors that come to the table with large amounts of money. One investor paid $250,000 for 33,000 names for six numbers, so nnnnnn names in China. Here are some other examples, so 688.com was sold for about 10 million Yuan and there are some other examples there. We see the prices of domain names continuing to increase, and also the participation of large investors in that market.

I could have talked more, but that's kind of it quickly. It's a very fast evolving market, if you go to NTLD stats or similar sites and look at the volumes of domain name registrations and New TLDs, you will see large increases in domain name registrations that are largely attributable to the China market. 60% of .club names are now registered in China and we expect to see the other names that are the right domain name for China, which to me is the intersection of short and recognized by the Chinese, so

a relatively small proportion of all TLDs will market well there, but as we've seen from .club and other recent examples, .top, they're very successful there.

That's sort of the reporting of the facts and I hope you found it interesting.

EDMON CHUNG: Thank you, Kurt, definitely very exciting times in the Chinese domain market, and a lot of times I look at it and it seems very much like the days I guess in the US market in the early 2000s. Short names are where most of the action is, New gTLDs very interesting and .asia is actually seeing a similar situation, the very short names are being picked up, especially in China. Any questions?

UNIDENTIFIED MALE: Can you put up the last slide? Thank you.

EDMON CHUNG: Leonid.

LEONID TODOROV: Kurt, so what I got from the presentation is just very interesting. I understand that basically this boost on the market is mostly due to – let's say – domain name speculators. Can you suggest that

at certain points of time, there will be certain busts when just people realize, well, they cannot profit from whatever, wholesale domain name acquisitions and they just leave the market?

KURT PRITZ: I'm out of my depth and I don't want to speak inappropriately, so first, a lot of those domain names will shortly, we hope, be able to be populated with contents and go live, so I think that will be an additional boost to the value of Chinese domain names. And second of all, when I think about it as someone making an investment, you don't want the investment going to zero. So to me, somebody investing in domain names has an incentive to renew the domain name, to retain the value and the brief picture we have so far is of 70% renewal rates, which is high compared to the whole.

Who knows when it might fall apart, but I think that it's just like investment in China in art, jewelry, or other goods in which to invest. It's pictured as something that's going to have some longevity, so that intention will become a self-fulfilling prophecy I hope.

EDMON CHUNG: Thank you, Kurt. We're at the end of the hour, but we will look to overrun for about ten minutes, so tech support, thank you for staying with us. If you need to leave, please don't hesitate to do that, which means we're left with eight minutes for the last session and we're transitioning exactly to better investment, I guess, is what Leonid wanted to talk about.

LEONID TODOROV: Zero investment, rather. Yes, can I have this presentation, please? Thank you. ccTLDs in Asia Pacific. For the newcomers: country code top level domains, or what I sometimes call national domains. National domains in Asia Pacific. APTLD is Asia Pacific Top Level Domain associations. Blessed we are, in this room there are actually two general managers: the one who just left that position and myself.

Let me tell you what. We do some surveys on our members, and some figures in this presentation will be exactly drawn from those surveys. But just to give you an idea, we have 43 ordinary, full members, including such great Asia Pacific nations as Ukraine and Belarus for example. We do have twelve associate members – oh, by the way, Armenia as well. Armenia by definition is in Asia Pacific anyway, but they're an associate member. We do have five new members who joined us in the year 2015. Our members administer – let's say preside over –

nearly 28 million domains as you can see. Most of them are non-governmental organizations, which might come as a surprise.

As you can see, not all of them are engaged with ICANN. I would dare say that some of them are pretty much anti-ICANN, especially those in the central Asia, simply because they harbor those prejudices. You know, whatever comes from America is mostly CIA, so it's better not to be engaged that much with ICANN. So we have our traditional partner, APNIC, which is another regional organization which runs the numbers for the region.

Over the last year, we bolstered our cooperation with other regional organizations, or organizations from other regions, like Latin American, Caribbean, and Africa, and Europe, and it was just yesterday that we signed a memorandum of understanding with those regional organizations, sister organizations to jointly develop and share certain databases not to the detriment of our members. We also deal a lot right now with ISOC and I'm very happy about that, and with RIPE NCC as well, because RIPE NCC, interestingly – the Asia Pacific region at the same time the area of responsibility mostly for APNIC, but also for RIPE NCC to cover central Asia.

It was interesting also that thanks to ICANN, one of our experts has been deployed actually in the Maldives. Although Maldives is

not a member, but they requested technical assistance when it came to their ccTLD, so that particular technical expert form the APTLD community will be happening the Republic of Maldives with some guidance and advice as to how to develop their ccTLD.

So gross. Well, figures are not that good. China aside, as you can see, trends are not that favorable. We would imagine that in some areas, market is saturated while in some areas it's underdeveloped, and it requires a long and consistent effort not only on the individual countries' basis, but also by all APTLD members, and that's a very specific exercise which we're engaged in now. Of course, again, as I told you, different figures and different projections for APTLD members.

China can brag about their great figures, while some see some decline or stagnation, because some ccTLDs are so small that even 100 domains down would mean a lot for them, 100 registrations down certainly would affect their operations.

You can see the TLD market breakdown in the region. You can see that still national ccTLDs or country code ccTLDs hold quite a portion of the market. Still, we can see that legacy gTLDs like .com, .biz, .net and so forth are very popular, while New gTLDs – Again, China aside probably – are not that popular in the region. So we can speak – probably we can suggest some conservatism

in this area, like people are not sure if they need to go to buy .club or .hotel for whatever reason. They would just be happy to stick either to that legacy gTLD or a country code TLD.

Prices. It's a very diverse picture. Let me tell you that for example we have a couple of members who give domains just for free. For example in Nepal – do we still have the lady from Bhutan? Yes. Your neighbors gave their domains to the residents of Nepal for free. That's a very special, I would say distilled public interest function. I mean they do deliver that for the people for Nepal.

EDMON CHUNG: Just to note, Leonid, we have two minutes left.

LEONID TODOROV: Two minutes, it's okay. Some of course sell their domains, so you can see the average price is like $11, which is quite high. IDN – and that means internationalized domain, non-ASCII or domains on scripts other than [inaudible]. You can see that they're very irrelevant, because not so many people speak English. We can see that requirements for registrants to be residents of a specific country to register a domain are still high, which means that markets are locked so much within the national borders, and you can see that – well, you know this –

that many registries are far less developed technically, operationally or marketing-wise than others, so they are in need of best current practices to bolster their operation.

EDMON CHUNG: Thank you, Leonid. One last chance for questions. You can come to the table, probably easier.

SONAM KEBA: Hello, everyone. Thank you [inaudible] I am really first time for ICANN and for the APAC as well also. My question is – it's maybe a comment or a question. My country, it's really first time in ICANN and I'd like to invite APAC members to visit my country and be part of more of like – Bhutan can be part of more of ICANN, because we are – as of yesterday, I knew that we were not part of even the government advisory committee board, and even we don't have an ISOC society there. We even don't have IGF [inaudible] so if you could have more support on this so we could be more a part of more of region, on the APAC as well as in ICANN, to represent our country. I think we have to study more on this and we will be a part of the community. That's my suggestion or request.

EDMON CHUNG: Thank you. I see there's one more comment. Please.

HASHIM NOUMAN: The lady sitting there before said that there were 43 At-Large structures within APRALO. Are these the same as the 43 members of the APTLD you were talking about? What's the difference?

CHERYL LANGDON-ORR: I can just very briefly respond to that. What Leonid is in charge of are the ccTLDs, like .whatever. the ALSes, which is part of our organization, the regional At-Large organization. Generally, groups within the different countries who become registered with us as participants in our policy-development programs. I have a Cook Island Internet Action Group, which is a little NGO of about 15 members on our small island, and so we gather together and talk about things that are happening at ICANN and contribute to discussions that might be – so they're groups from the different countries, so there are 43 of them and most of them are in different countries.

HASHIM NOUMAN: Okay, and so it doesn't have anything to do with a country? A country can have more than one ALS?

CHERYL LANGDON-ORR: It can, yes.

EDMON CHUNG: User groups, country code top level domains. We are out of time. Do you need 15 seconds to respond?

UNIDENTIFIED MALE: Well, .pk is a special case and of course I would love to have a word with our guest from Bhutan because we've got a lot to talk about. Thank you.

EDMON CHUNG: Yes, thank you for the participation. I'm sorry, I'm very bad at keeping time, but it's great to have a lively discussion. For those who signed up, I will sign you on to the mailing list unless you come and say, "I need my privacy." Let's keep the conversation online. Pam, thank you for helping us to take the participation in GNSO further. We'll organize to pick a time to do a web conference so we can tackle that issue at that time. We that, thank you everyone for staying with me.

UNIDENTIFIED MALE: Thank you for moderating.

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