
HELSINKI – ccNSO Members Meeting Day 2 (Part 3)
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ICANN56 | Helsinki, Finland

[SPEAKER OFF MICROPHONE]

PETER: All right. Good afternoon everyone. Sure there are still many more people on their way, but while they're getting in, we're going to get started. First session is an update from the regional organizations. And we hope to share some ideas and projects that can be applied across the regions, or at least provide you with some pointers that can help you and identify people within the relevant regional organization that is working on something that might be of interest to you.

So, Kim, I don't know which presentation is up first. Barrack? Barrack, the floor is yours. [AFTLD?].

BARRACK OTIENO: Thank you Peter. Next slide please.

Okay. So, I have very brief presentation on the African region. My name is Barrack Otieno, the General Manager for Africa Top Level Domains organization. We had our General Assembly in

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Botswana, last month, as from 29th May to 3rd June, during what we refer to as the African Internet Summit.

And during the meeting, a new team was elected to lead the AFTLD region. We've also seen a marked increase in the number of ccTLDs that are keen to join the regional organization. Secondly, I'll give an update on some of the key projects in the Africa region, and then of course, I will make concluding remarks.

So this is the new Board of Africa Top Level Domains Organization. We have Dr. Alex [inaudible] from Senegal, who is the new chairman, he is the administrative contact of dot SN. We have Ali [inaudible] from [inaudible], he's a member of our security TLD ops committee from dot KM, who is the vice-chairman or president. We have Mrs. [inaudible], from Tunisia, dot TN, who is our new treasurer.

We retained, we still have [inaudible], who is on the ccNSO as one of the directors. Then we have Nicholas [inaudible] from Madagascar, and [inaudible] as well Malawi represented on the Board. So those are the new changes, I communicated the same on the ccNSO community list. We recently had our General Assembly in training for registry staff, attended by 30 participants from 15 countries.

With the support of ICANN and the Internet Society. The next training is going to be in Senegal, we are working on a train the trainers program, with the support of ICANN, to build capacity within the African continent. We've been relying a lot on the network setup resource center, but we are in the process of building local capacity and we are seeing this trickling in the number of ccTLDs that are actually getting automated and supporting each other at regional level.

Then at the end of the year, of course, we have a security course as well in Khartoum, Sudan in November. So some of our main activities of focus areas are listed on the presentation, to facilitate implementation of registry automation and improve operational sustainability of the registry services for at least 50% of the ccTLDs identified through needs assessment by 2020. So as we speak, at least 60% of our ccTLDs are automated and walking towards sustainability. We've had a massive challenge due to the nature of challenges across the different African countries, but we've learned a lot from our sister organizations, CENTR, APTLD, LACTLD.

We've picked some of the ideas being implemented in the region, and we've implemented this. I'm also happy to report that some of the members of the other regions have been very helpful to us. During our last African domain name system

forum, we had our colleagues from CENTR, APTLD, and LACTLD come and share ideas on marketing and sustainability in ccTLDs.

And this has gone a long way in helping in the way our ccTLDs operate. But more specifically, we are looking at having at least 90% of all of our ccTLDs automated by 2020. We still have a couple of challenges that are beyond the remit of the regional organization, because some of them are political in nature, but we are finding ways of going around these challenges.

We... Most of our ccTLDs are actively participating within the ICANN and ccNSO ecosystem. And we've been given a challenge by the ccNSO to ensure that more and more are involved, and I think it's a welcome challenge to us. We do hope that by 2020, we'll have 90% of them, at least, participating actively and substantially within the ccNSO.

We still have a challenge with getting proper statistics and better in our region, but this is something that we are working on. And I know that CENTR is leading the way in this, and we are really going to count a lot on our partnership with them, so that we can [inaudible] better in statistics on ccTLDs in the African region, but the market is open. And the market is ready.

And we invite, in particular, registrars to just come in and assist us in the area of business development. We are also working on governance. A lot of our ccTLDs are now being managed by

regulators, which is a new challenge for us. So, also, a lot of the regulators are in this particular ICANN meeting. They've been coming just to learn how we can be able to have a right balance between the regulators and the business communities in the running, the ccTLDs.

Some of them, the regulators are, the administrative contact, then you find the private sector organization as the technical contact. So we are having very interesting models that are being tested, and we are happy to receive a lot of new ideas from ccTLDs that are practicing this here. So that's it from our region. Thank you Peter.

UNKNOWN SPEAKER: Any questions for Barrack?

Okay. Thank you.

Thanks, and the next one?

[SPEAKER OFF MICROPHONE]

All right.

Can we go a couple of slides?

Yeah, let's start with this one. Okay, quick update from CENTR. I wanted to focus on three points. First of all, we have rebranded CENTR from the, I would say, very powerful but a bit annoying,

all read across every page, every [inaudible], every map, every picture, to slightly modern and up to date approach.

The one to thank for that is Alex, she's at the back of the room. Hey Alex. Alex is CENTR's communication manager. I'm sure that you've already met her. Probably more important in a sense of usability for members, is that our new website is not just softer on the eye, but it's a much better tool.

We had a complex website in the past. It had been up and running for just under eight years, but it was getting very hard to find what you were looking for. The new website should change that. So, I invite you to test it and let us know what you think, let Alex in particular know what you think, Alex at CENTR dot ORG. But you should be able to find [inaudible] the things that, even as non-members, I hope you benefit from such as, the reports from ICANN such as the ICANN pre-guides, where we help you and some of your constituents to find your way across the ICANN meetings.

There are reports from ITF that we do in collaboration with LACTLD, and plenty of other stuff that you might find helpful, including news and policy updates. So feel free to have a look and let us know what you think. Second thing I wanted to mentioned, I'm sorry, Kim, but the pointer doesn't seem to work. Thanks.

Is we're working on a registrar portal. A quick background to that is, CENTR has now had two meetings with registrars. We called them the CENTR Registrar Days. And they're taking place the day before General Assembly. We've had one in 2014, one in 2015, and the next one is planned for the meeting in Belgrade. That is the 5th of October, if I'm not mistaken. But our new website should tell you, because it's on the calendar.

During these registrar days, it was obviously good to exchange ideas, and views, and problems, but what we like most is that we ended day with very concrete action items. And one of these action items was that we kept on hearing from registrars, it was terribly difficult to figure out which ccTLD had which policy. There were across 28 different languages in Europe. Thank you. So they were across different languages in Europe, different sections on the website, anyways, hard to find for a registrar and to understand which ccTLD they were allowed to sell an under what conditions.

In addition to that, we had a similar probably with EPP codes, registrars that were working with a wide range of ccTLDs, find it a nightmare to realize which EPP extension works for which ccTLD, and then there is the problem of the individual flavors that are added to EPP extensions.

And so what the registrar portal does is for the CENTR members, it provides to registrars a one-stop shop, an overview of both policies, can you register it, yes or no? And EPP codes. Do we have implemented the extension, yes or no? And if so, what flavor? Currently running in a beta test phase, getting really good responses from registrars, and I think it's a perfect opportunity to export that across the other regions, and might find helpful for dealing with your registrars too.

Next slide please, thank you. A last point I wanted to raise, and this is nothing innovative, and I'm sure it's not new to most of you, but we keep running into a problem that basically prevents us from doing a good job in representing our industry and advocating some of the technologically neutral positions that we take in the policy debates, and that is a very simple thing.

People have no clue what they're talking about. And that is a scary thing because in Brussels, in particular, every week you have new policy people starting on their job at the European Commission, or as an advisory in the European Parliament, and they will be developing policies that can, and probably will have, a significant impact on our industry, from privacy, to security, to standardization.

Standardization seems to be the answer to every single regulatory problem we have these days. But then when you talk

to them, and you ask them, or you come up with a couple of examples and you see a look on their face that makes you realize they have no idea what the DNS is. They have no idea of what an IP address is, or why walking doesn't work.

So we do have a fundamental problem that there is a lack of understanding on the most basic level of how the internet works. And so, one thing I just wanted to say to this room is that that is contrary to what I had been hoping, a couple of years ago, we're actually intensifying our efforts to educate people, how this works and why that is important if you're willing to write legislation.

So, just as a type of benchmark for the last year, roughly, we train just over 200 people from European Commission and European Parliament. And we have currently only one module, which we're hoping to develop, and that one module is internet basics. So it really starts from the plug in the wall, and two hours later, with an explanation of the root zone and role of IANA and how it all fits together.

So we're going to build more modules. We're going to make sure that we can deep dive on a couple of issues. And I'll keep you posted. The idea is that we have these modules as a kind of a wide-label training that CENTR members could then use for their own purposes. Before you think that it is scary that a

lawyer tells our people how the internet works, during that exercise, I'm supported very strongly by some of our tech experts, and one is in the room, Peter [inaudible] from [inaudible].

Heartfelt thanks to Peter, and his colleague from DNS BE, Rolo [inaudible], and Peter [inaudible] from [inaudible], and a couple of others, that make sure that they allow me to cut a few corners, at least, everything is factually correct. So two questions to the room. Who else is doing training?

I would say on a larger scale, through policy makers or governments. No one.

[SPEAKER OFF MICROPHONE]

One. All right, one, thank you. And my second question, I think we can take offline, can we cooperate...? But we'll discuss that after this presentation. If anybody is interested to discuss this a bit more, or can think of partners across regions, because on a regional level, we have a couple of pretty good potential partners for fully-developed educational course, but cross-regions, I would be very interested in that. Thank you. Any questions? No.

UNKNOWN SPEAKER: Can I ask?

UNKNOWN SPEAKER: Yes, of course.

UNKNOWN SPEAKER: I don't know why we haven't discussed this before. I was at the [inaudible] and I didn't ask you for that, but this is something really interesting to develop in our region too. And I come from a place where we did that, and there is a lot of interest in and good results from building capacity...

UNKNOWN SPEAKER: ...all right. Andreas, you're next.

ANDREAS: ...despite I have been with some places at the ICANN community in the last 10 years, let's say, and most of your faces are familiar to me. I don't know how long I will have this excuse being new, but this is my first meeting, and my presentation takes advantage of that, somehow excuse. I am really, at this moment, taken a process where I am having my learning curve, and I am learning a lot from all of you, and only my, the members of my organization that [inaudible] but also, as I told, colleagues of the different regional organizations.

So I'm really glad to be here. I am taking stock of what [Carolina] presented in March in Marrakech, some of our ongoing efforts, developments, were listed in that presentation. One of those was related to the creation of the working groups. This is something that LACTLD has developed since October last year, when a new strategy definition was adopted by the organization, which for me, at least, was really great news to jump into an organization with this clear regional, what is a strategical approach that differentiates from taking the future [inaudible] to be right here, right now.

And the working groups was one of the main goals, or one of the main points in this strategy. So [Carolina] already told this forum about the terms of reference of these groups that have been re-adopted and the chairs and vice-chairs that have been already appointed. But earlier this year, the proposal for working groups, the project let's say, is planned to last at least two years.

So I list also this... I don't know if this issue was already [inaudible], but I also listed that, so the news here is that our working groups are running, working. They have been in the involved in the creation and the development, or are being involved in the developing of the agendas for our workshops. It happened at... We have a structure that was tabled for some years now, for our workshops, as you may know, commercial,

technical, legal, and policy, and we have four working groups in the same topics.

So each of these working groups are related and contributing in a bottom up way, to finding which topics are interesting, finding which approaches or which type of exchanges are the most useful to do in every workshop. So at the policy workshop in May, last May, in Cuba, in Havana, the policy working group, which is very active, met previous to the workshop, met also inside in Havana and after that, and was involved in the development of the agenda.

And this was a really successful agenda it was a workshop that had interesting results, that was the only meeting this year that has already done, but the policy workshop is also involved in the LACTLD [inaudible] similar to EuroDIG, it's our regional Latin American Caribbean initiative. LACTLD was involved in this process for many years, but part of the MAG, or the [inaudible] committee now, our community is trying to have a collective approach to that type of forum.

The technical working groups and the commercial working groups...

ANDREAS:

...in defining the agenda in, in a more individual way from our side, but for me, it's really useful to interact with our colleagues in the development of this agenda, in these agendas. The legal working group is also taking shape more slowly, but they are also there. There is also a point regarding my transition, it has been really smooth. I need to stand out the role of the previous, my [inaudible] in this position was really dedicated to help me to jump into the task in the middle of the year, actually.

I had something that was a luxury for me, a two-week period of adjustment. We were sharing roles with [Carolina] and that was really a helpful moment for me. So then I started trying to gain experience from our communities, and I participated in [inaudible] events, like the ITF in Argentina, I am based in Argentina actually. The [inaudible] last month, and the I-STAR meeting with I-STAR organizations, and also I have been continuing with [inaudible] the seats of LACTLD at the [inaudible].

I have also taken part of this study that LACTLD is doing, the DNS marketplace in Latin America and the Caribbean, I am, let's say I am member of that team also that other colleagues are leading. I am just trying to learn there more than contributing. But this will make my [inaudible] much better. Also I have been working with the [Any Cast?] cloud project.

This is something that, I put this item in the transition because it's something that I need to understand which are our goals here, but it's also noted in other parts of our this presentation actually. In Cuba, also we have our General Assembly. We had it two months ago, actually. This was the policy workshop together with the General Assembly, the main General Assembly, because it was the one that, new authority for our organization.

We have two, but one is the more critical General Assembly. And the [inaudible] was together with LACNIC and [LAC IX], the three organizations coming and joining together. Our fiscal balances were approved, and this year we had a really, we a different approach because we had two independent audits, because the independent audit that was conducted this year for the three first months of this year, was concurrent with the pending of the term of the previous year, general manager.

So our General Assembly approved all of the fiscal and financial aspects of the previous term, of [Carolina's] term, and that was something really interesting to start in this situation, because the organization now is organized financially, but the history was not always that. So it's important to [stand out?] that, LACTLD Board has had some renewal, also, for [inaudible], from Brazil, from dot BR, was reappointed for a three-year term, like every member of the Board has a three-year term.

So [Frederico] will come back for a few more years. We also have the challenge to cover the position of [inaudible] from dot AR, that ended his position at dot AR, so he had to step down from the Board and [inaudible] from Paraguay, from dot PY, was the one that was selected by the community.

Also the fiscal commission was renewed for three years. The three members of the fiscal commission were appointed, [inaudible] from Costa Rica, [inaudible] from Uruguay, and [inaudible] from Puerto Rico, it [inaudible] that it's North America, the region, we can say that it's in the Caribbean from, for us, it's the Caribbean region also. And they are members, not only members for LACTLD, but they are also in our leadership this time.

Oscar [inaudible] is part of our fiscal commission, and this has a relationship [inaudible] on what you may have read or heard about some of the positions the LACTLD Board has taken regarding meetings in our region. When we say our region, for us, it's Panama and Puerto Rico were both part of LACTLD region.

So this is something that it's not considered in this presentation, but I had to know that also. So now the leadership looks like that. This is not only the three, the two new members of the Board, but Eduardo, [Lisa], and Sylvia, Eduardo [inaudible] from

Columbia is the chair, [Lisa] and Silvia from Chile is the secretary of the Board, Clara [inaudible] from Dominican Republic, she's the one that the treasurer of the Board and the two new members are [Frederico] and [inaudible] from Paraguay, and the three new members of the fiscal commission [inaudible].

So that is how we look like now with the new, our renewed team. And also, some of the future developments, taking in account, not only our calendar, but some of the changes in the team, the staff we have. We don't have a great staff, but, so [inaudible] staff we have at least three people, but this year, we would have three new people. So we would have not only a replacement of the general manager, but the two other positions are also new people.

So it's not that the staff is bigger, but we are bigger people adjusting ourselves to these positions. The calendar was similar to the one that [Carolina] shared. I need to ask that, add that Havana meeting already took place, that the August meeting will be together, the technical workshop, the technical workshop of LACTLD, the normal one, it's together with the LAC DNS Forum, that it's an event that has been taking place together with the ICANN meetings normally.

And this time, we are doing that in Santo Domingo. Also I added here, the LAC [inaudible] project where the organization is

involved. It's not a project of their organization, but we are involved there. Also the September meeting, which is not only our leader workshop, but we are having leader and regulatory joint meeting with CENTR and with public interest [inaudible] in Washington, D.C., in September.

I believe the dates need to be corrected. It's 14th and 15th of September. So that's a mistake. Also in September, and this is news, the LAC [inaudible] meeting in San Jose, in Costa Rica, we have a DNS activity, a DNS workshop. That is something that will be organized by LAC TLD with the support of ISOC, so it's something that is also in our calendar, and of course, the marketing workshop was planned for Puerto Rico and will remain in Puerto Rico this time.

Despite of the ICANN... Yes, Eduardo. Eduardo is reminding me that, of course, this was planned to do back to back with the ICANN meeting, and we are now continuing a meeting in Puerto Rico. Regarding our challenges, we're having an approach with a new website. We will develop a new website. This was something that was coming from the previous definition for this year, and we will try to incorporate with one of our members that will help us to develop our new website.

Some of the websites, were already shared in the last presentation. We're having interactive part of our website with

the Wiki, and the working groups are working through that Wiki. We are also taking note of the [Any Cast] Cloud project. It's already taking shape. The managers of that are already confirmed. In some moment this year, we will have a collected signature host managers, and also the MOU is already there.

Some of the other participants of the [inaudible] are being added, and are also signing their contracts. There has been, at least what I saw in this [inaudible] is [inaudible] interest for many members. So the goal is to have, for the end of next year, and I hope I can achieve this goal, and we can achieve this goal, to have nodes in 10 countries, or 10 ccTLDs. I hope we also go beyond the goal.

This is something that I am sure that we can achieve. We will tell more about this project once we have more developments. So thank you very much, I am at your disposal, and this is my contact information.

UNKNOWN SPEAKER: Thank you so much Andreas. Any questions for Andreas?

Nope. Perfect. Almost right on time ends this session. Thank you for listening, and please be in touch if you have any follow-up questions or suggestions. Thanks.

UNKNOWN SPEAKER: Given that it's the marketing session, I just want to take a moment, and I cleared it with the new chair, I did. I'm just... I just wanted to announce that [Denny?] and I are going to have a little celebration in the room next door, right next door, and we'd like to invite all of our friends there after the marketing session at 3:00. And we'll provide some food and some celebratory cupcakes.

So we'd love to have you join us, just for a couple of moments over there, at 3:00.

[APPLAUSE]

[SPEAKER OFF MICROPHONE]

UNKNOWN SPEAKER: No, this is supposed to be a [inaudible], so if you want to know why a Dutchman is wearing a Canadian jersey in Helsinki, one hour from now, you'll know it all.

UNKNOWN SPEAKER: Is that [Lea?], please, your mic? It's on.

Thank you very much. So good afternoon. We are about to start the marketing session. We have a presentation from dot CN, taking the ccTLD stands towards the multilingual internet environment. Also a presentation from [dot DNA?], an update of

the Domain Name Association. And a presentation from dot CR, the local market. And we start with dot CN, thank you.

UNKNOWN SPEAKER: Hello everyone. I'm [Ling?] from CN. I'm very glad to have this opportunity to share some information of CN, and actually this is my first time to make presentation on the marketing session. I'm a little excited.

So, first, I will share some current status of our products and service, related with domain name. Next. So in this slide, you can see some numbers, but I think there is some problem that, on the right upside, there is a missing number, and it makes more secret. So this number, I will announce that now, dot CN has almost 20 million now. So that makes us become the number one ccTLD in the world.

I think the reason that may be because we know that in last two years, Chinese domain name market become very, very hot. And a lot of domain name [Westerners?] want in West, dot CN, not only dot CN domain name, but also dot COM and some new gTLD domain name. So, I'm not quite sure the reason why there is a lot of domain name in West, but in China, when some people say that, I think it maybe make sense because Chinese dot market in the last two years, is not very good. So maybe is the

reason why Westerners choose the domain name as another good choice for investment.

So, let's look at the dot China. You know, we also have the IDN ccTLD for dot CN. So we call it dot [foreign language], and also the right number is missing. And now the current number for dot [foreign language] is about 50,000, I think. About 500, I'm sorry. 500,000. So also for IDN, I think the dot [foreign language] have a good rise for the registration number, and maybe also because of the investment.

And... I'm sorry?

[SPEAKER OFF MICROPHONE]

Okay, I'm sorry. So in this slide here, you can see we have more than 80 domestic registrars in China. So most... A lot of domestic registrars come from Beijing, [foreign language], Shanghai, such kind of advanced city in China. And now we have about 2,000 resellers in China. Next please.

Okay. For the overseas registrars, and dot CN opened oversea registration about in 2002, and now we have one gateway. The gateway is a new star. And now we have more than about 40 registrars directly cooperate with C NIC. And now oversea registrars come mainly from the Asia-Pacific area, and North

America, and Europe. So now we are seeking some oversea registrars, partners in South America and Africa.

So anyone can recommend some kind of partner for us, thank you very much. Next please. And you know in China, [MIT?] the Chinese government has some local policy for the domain name market. So C NIC also provides some kind of registry service and solutions for such kind of local policies.

And you know in China, we need to do the real name verification service and domain name verification service. So C NIC provided such kind of verification service to any registries and registrars want to do business in China. So if anyone have interest for the Chinese market, please feel free to contact C NIC. We would like to provide such kind of free and good quality service to you guys. Next please.

And for the [inaudible] production service, you know, [inaudible], he's a very popular choice, and C NIC also have about 12 or 15 technical teams, and we keep on researching and developing for about eight years, and we have in our brand DNS software and hardware, we called it [inaudible] DNS.

We name it Super DNS, we hope this software and hardware have a good performance. And now we've got performance like that, so we get more than 10 million QPS per server, if you use as DNS. So I think it's much better than the open source DNS

solutions. So if anyone have interest, please contact me and we will make some detailed information.

And also for the following IDF Berlin meeting, and there is another [byte and bytes?], and we will have some lively demo during this [inaudible]. So anyone interested, please join us. Next please.

And for this kind of new gTLD service, C NIC is honored is that we got authorized from ICANN. So C NIC is one of three service provider in the world, and also C NIC is the [DA] and [RD TPP], and TMCH service provider in the world. Next please.

Okay. In the [inaudible] section, make some brave introduction about our current status of domain name business. So in the next session, I will make a brief introduction about what kind of application and optimization we do. Next please. So, first we try to keep on educating the Chinese community, especially about the IDN and EAI, such kind of UA application. And we also do some promotion with our registrars partners, and we also do some publicity. Next please.

In this slide, you can see we try to make the Chinese community, Chinese users, know the dot [foreign language] works, I mean, know the IDN works. So we operate with some very famous radio programs, and TV programs, and we try to, like them, to use Chinese character dot [inaudible], their website and to show

information about themselves. And we also try to cooperate with some applications to make some new applications in CDN and IDN.

For example, we cooperate with the supermarket, and in the life bottle picture, you can see there is [foreign language] products, and we cooperate with this kind of producers, and they use dot [foreign language] domain names. And use this domain name, the customers can check the information of the ad products. Next please. And we keep on showing and sponsoring in different international meetings, not only ICANN meeting, but also [inaudible] meeting and hosting committee. Next please.

So for the IDN, we all know that ICANN has an UASG, and also think that we need to make more effort on the UA works. So, C NIC try to optimize the UA applications in China. We cooperated with [other] providers to make some optimization of CDN. For example, you know the English dot and the Chinese dot, period, is different.

But when we try to input Chinese characters, and if we type the Chinese characters by the input method, when we input the dot, people got the Chinese dot, but the browsers may be think the Chinese dot and the English dot are two different characters. So we try to cooperate with browsers, like the browsers to make the Chinese ones and the English ones be the same.

So it can make the Chinese users to very complete to you the CDN, in the browser by the Chinese input. And we also cooperate with the [inaudible] Chinese version, I think maybe Chinese version [inaudible], and the [inaudible] such kind of Chinese Twitter to, looks at Chinese domain name at the hyperlink. And we also cooperate with search engine service to include the Chinese domain name in themselves. Next please.

And for the EAI C NIC do provide a lot of contribution on this technology and applications. And we apply for the APAC project budget to get a project to try to develop EAI in the AP area. And we also sponsor the post-fix to support the EAI. So now post-fix can support EAI. And it also works with a Chinese number one email software provider, Core Mail. And we worked with this company, and co-test with Microsoft and Google to make sure the EAI can be used. Next please.

And in this slide, we want to make introduction about our new idea about the ITI, we call it IDN TRD initiative. We think that, especially for ccTLD, most services ccTLD registries are [inaudible] organization. So that means we have not only the duties to make contribution to the community, but also we have some resources to do this. So I think we can maybe co-work together for any TRD has IDN, and we can work together, we can make some capacity buildings, and education to different local communities.

Let the communities know what is the IDN, what is the EIN, and try to push more software and hardware providers can support IDN and EAI. So this picture was [inaudible] by, was took by, two weeks ago, and C NIC provide the internet resources capacity building program in Beijing. And this is the third time we had such kind of program.

During the program, we wanted some ccTLD registries and new gTLD registries in AP area. And we make some share about the IDN DNSSEC EAI experience. Next please.

And now, we've got some interest from different TLDs. You can see TLD from Taiwan, Thai, and Hong Kong, and Korea, and Russia, such kind of TLD registries think these ITI make sense [inaudible]. And now also we got some gTLD registries bot, for example [inaudible] and dot Asia. So we want... If anyone has an interest and maybe we can work together and make some more achievement on the IDN and EI.

Next. So, that's all. Thanks for your time.

UNKNOWN SPEAKER: Thank you very much Doctor [inaudible]. Congratulations on your 20 million mark, and thank you for sharing all of your inclusive initiatives. What a wonderful job. Do we have any questions from the audience?

I see none. So please give a hand to our presenter. [APPLAUSE]

Next is Roy [inaudible], is that correct? [Inaudible], okay, thank you, from the DNA.

ROY:

Okay, thank you. First of all let me just start by saying thank you for allowing me the opportunity to speak to you this afternoon. Some of you may know, but I'm actually brand new to the industry. I joined the DNA as the executive director in mid-March. My background is really in leading and helping to grow associations and business organizations. I've been in a number of industries over the course of my career.

I will tell you that I am very excited about being in the domain name industry. It's complex. It's interesting as all heck, and I'm having a lot of fun so far. So let me get right into talking a little bit about the DNA. Next slide please. The DNA is a non-profit trade organization. We represent the interests of the entire domain name industry.

Our members, next slide, no, it's right there. I'm sorry. Our members include both ccTLD and gTLD registry operators, registrars, registry service providers, and an industry consultants. And as you can see, I've listed the ccTLDs that are

members currently of the DNA. And truly, our members come from almost all parts of the globe.

Next slide. I'm sorry, I think I may have skipped one. Okay, no, that's fine.

So in terms of what we do and what we focus on, our focus is on helping the industry to grow through the use, adoption, and expansion of domain names. We provide a forum for our industry members to collaborate, to exchange ideas, to educate each other and themselves. And really, to raise awareness of issues that they all share across the industry.

And we believe that we create value for our members with programs that are focused on helping to solve some significant marketing, technical, and policy issues that affect each of them and the industry as a whole. Next slide. There are three key areas of focus for us, and I'll briefly walk you through them. Number one, content for us is really very important. We believe that it is for our members, and so we focus specifically on educational programs of various kinds.

We have speakers at member only events. We put together webinars, round tables, and that sort of thing for our members. We believe that it's important to build, to help build a stronger community and industry. And so one of the things that we think is important for our members is offering a forum where

competitors can come together in a reasonably safe environment, and talk about areas of mutual concern, and try to work through some of those issues together.

User awareness, as I've come to learn in the course of my three months, is probably one of the key issues that everyone in the industry is concerned about and focused on. We believe that our... One area for us is to focus on what we call influencers, and by influencers I'm talking about people like a chief marketing officers, marketing organizations, advertising agencies. Those kinds of individuals and organizations that have the ability to make use of domain names as they build marketing and advertising campaigns, and branding campaigns, and that sort of thing.

And so what we're focused on is raising awareness of the benefits of domain names, and developing materials that our members can use when they're out talking to their clients, to potential customers, and so on. We work with outside organizations to improve technical acceptance of TLDs, and we believe that a trusted online environment is really important for all of us, and so we have member led working groups that are focused on developing and promoting best practices for the industry.

And finally, the DNA, we believe, is in a position to take positions, to advocate for the interests of the industry, depending on the issue, of course, but those issues that really effect broad swaths of our member base. Next please. So what I wanted to do now is to sort of give you a sense of some of the activities that we have been and are focused on, so it gives you a sense of what the DNA is all about.

For those of you who attended the GDD, the summit in Amsterdam last month, hopefully you saw firsthand how we're taking a leadership position and leadership role in events of that kind. About a year and a half ago, this is before my time of course, we conducted a global survey to understand the public's awareness of the new TLD environment. And we have established and continue to maintain, what I think, is a really interesting website.

And I would encourage you, if you haven't already seen it, to go and take a look at it. It's called Domains in the Wild, and the website address, of course, is listed there. And what it does is, we're constantly updating it with innovative uses of domains. So as we see, new and interesting ways of making use of domains in marketing campaigns and branding campaigns. We post those in that website, so that the public becomes more aware of that kind of thing.

Next slide please. I mentioned earlier how important we think content is for our members, and so one of the things that we're now in the process of doing is preparing an entire new series of webinars that are focused on a combination of industry issues, and topics of interest for our members, and we're going to be launching that starting next month.

We're also working on a series of marketing initiatives to help to raise domain name awareness in the market. And a piece of that, an important piece of that is, including putting some content together that we're going to make available to influencer organizations. So for example, an organization that I happen to be familiar with is the American Marketing Association. It has thousands of members both in the United States as well as outside around the world.

And they're always looking for interesting content for their members. And so we think that we can put together some content about use of domain names, and provide that to them. And of course, that then helps to forward the agenda for our industry. We're also going to take some of that content and we're going to make that available for our members as well.

An example of something that we're actually just about finished putting together, if you would move to the next slide please, is this infographic that we see here, and we're going to be sending

this out to our members actually, in the next week or two. We're just doing some final tweaks on it. But essentially this infographic is aimed at marketing people and advertising folks, and it outlines 10 different ways that you can creatively use domain names in your marketing campaigns.

And it gives examples and so on, and we think that it's something that our members, number one, can use when they are talking to their customers. And again, the DNA itself can use it when we're talking to influencer organizations. Next slide please. Now I would tell you, as someone who is coming from outside of the industry, one of the challenges that I absolutely see, that all of us are facing, is how to craft messages about domain names, that are easy for folks outside of the industry to understand, without getting bogged down by some of the acronyms that we are all comfortable, or you are, and I'm starting to become comfortable with: ccTLDs, gTLDs.

No one outside of our industry necessarily understands those. And so, it's really important that we craft straightforward and understandable messages about the use of domain names. And so one of the things that we did, if you move to the next slide, we made this available actually to our members some time ago, again, it's an infographic, and here we outline for our members, suggestions for creating consistent and easy to understand

messages, that they can use when they're talking to their customers, when they're promoting the use of domain names.

And it's aimed at the outside world, as opposed to within this insular community here. Next slide please. This is something that I'm really excited about, it's actually something that we just launched last week. It's an online members' community site. What it allows us to do is it allows our members to more easily engage with one another, to interact with one another, to share information. It allows our member groups and our committees to meet online and to conduct activities online, and it's a terrific way to facilitate networking among our members.

And so, this was just launched last week, and we're just starting to, you know, get everyone signed up and building it. The next slide actually is a quick snapshot of the homepage of that community site. Next slide please. We are promoting best practices and volunteer efforts to combat abuse through something that we called the Healthy Domains Initiative.

I believe actually there was a session earlier today talking about that. And we are also quite active on the UASG committee as well. Next slide. So I want to just conclude with a quick pitch about the DNA and about membership in the DNA. We do need you, we do need you to consider joining as members. ccTLDs currently represent about 16% of our member base.

If we're able to add more of you as members, what this does is it really helps to broaden and diversify the DNA. And a diverse member base helps to strengthen the DNA's influence within and outside of the industry, as well as adding value for all of our members, and it benefits the industry, we believe. The question, of course, is what's in it for me? You know, why should you join the DNA? And I would like to suggest that given that we are in such a fast moving and complex industry, with you know, all sorts of challenges facing us, working together and combining our forces, our strengths, makes it just easier on everyone at the end of the day.

And we think that we are in a position to be able to help you as business organizations, and in terms of helping you advance your agendas. And I'll conclude with the last slide. This is a big top or a circus tent, somebody just the other day suggested to me, that this industry in some ways, is like a circus.

There are a lot of folks running around, coming, going, back and forth. We're facing significant competitive pressures. We're facing significant issues. It's only going to get busier, it's only going to get more stressful. And what I would like to suggest is that the DNA offers a place where the entire domain industry can gather under one roof, can combine forces, work together, think through issues. Competitors can get together, and work together on common goals and common issues.

And so, I would certainly invite you to consider, you know, coming in under the tent and joining us. I have slip sheets that just describe the benefits of membership, you know, if you're interested. I'd be happy to give you my card, if you're interested in having a conversation at some point, and I thank you for your time.

UNKNOWN SPEAKER: Thank you for your presentation. And do we have any questions?

[SPEAKER OFF MICROPHONE]

Microphone please in the center of the room.

UNKNOWN SPEAKER: Yeah, okay, it's working. Before I continue, I have to disclose that I am a member of the Board of the DNA. And what I'm going to say is not because I'm being paid for that, on the contrary, we joined the DNA as soon as it became possible to become a member. And we did so because we really believe in, especially the long-term [inaudible] the contributions of the DNA, it can bring, which is what you can say, the making our industry even more trusted than it is now, and making sure that domains are there to stay.

So I just want to say to my colleagues, think about this. We need more ccns in here to make sure that also our interests, most of us are different from the organizations that [inaudible] as a registry for gTLD, so let's make sure that our interest are also adequately taken care of, and to ensure that we need more ccTLD members.

ROY: Thank you sir.

UNKNOWN SPEAKER: Thank you. Any other comment or question?

If not, then let's give a hand to our presenter. Thank you.
[APPLAUSE]

And for our final presentation, it's [Rose Morales] from dot CR.

[ROSE MORALES]: Well hi everyone. I'm [Rose Morales]. I'm the executive director of dot CR, Costa Rica, NIC Costa Rica. And today I'll talk to you about our marketing strategies for 2015. My presentation will consist basically of three parts. First I'll tell you a little bit about who we are, what is dot CR. What was the context and we launched this strategy, and finally, I'll also show you a video that exemplifies what we did. So you'll see the videos that we

promoted, some applications that came out, the materials that basically we use for that marketing strategy.

And finally, what's coming next, what we think we're going to do this year. So, to give you some background as to what is NIC Costa Rica. We're a ccTLD with 19,000 domains. So we're relatively small, and I'm going to put that, make that very clear, especially after China's presentation. So have, you know, put into context because their figures will definitely be smaller.

But in a percentage way, it might be larger. So you'll see what's next. And our sales before this marketing campaign, were about 900 domains, maybe 1,000 domains per year. So with this marketing campaign, we increased to 3,000 domains. So basically it was like a 300% increase for our size, it was very impressive. We're a not for profit organization.

We do not work with registrars at this point. We're starting to, but during this campaign, it was basically, all efforts and all sales are managed by dot CR. So we're the sole registry and registrar for the dot CR domain. We focused our sales on the second level domain, even though we have other categories. We just try to position the second level domain dot CR in the local market.

Before we started this campaign, about 60% of our clients were international. We sell domains locally and internationally, and

only 40% was local. So we identified a big opportunity to grow. Costa Ricans are not known to be very nationalistic, or very identified with Costa Rican culture overall, and that effects our market. So the generics are very common. So we realize that with a big competition coming up with the new generics, it was time to make things differently and we created this campaign.

So, next. So to give you some background on the... Next three times, three more times. So basically for the background as to what was going on in dot CR before we launched this. First of all, we had to create a communications department. There wasn't any kind of marketing efforts ever done. NIC Costa Rica was created about 26 years ago, and there have never been any kind of marketing efforts. So there was a lot to be done.

We hired someone in staff, and also found a third party that could advise us in creative ways to launch a strategy. We had to find budget allocation for this. So we had to eliminate some projects to focus on marketing, which was a struggle with the Board, as you can imagine. Then we had to, we had the challenge of making people aware that dot CR existed and they identified with it.

And we use social networks as a way to do that. Costa Rica has a strong internet penetration. About 2 million of Costa Ricans are online, out of the 5 million, it's a 5 million country population.

So, we had a lot of space to grow, but a limited budget. The good thing is that our market, being online users, were online, and social media was a way that was cost effective, and we could reach the market in a good way, in a fast and rapid way.

Next please. Our general objective for this campaign was for Costa Ricans, we call ourselves [foreign language], it's the slang or local way of calling a Costa Rican, so we wanted the [foreign language] to identify with our domains, to have a sense of belonging and pride, so to link some kind of nationalistic feeling to what we are.

We're very lucky to launch this right after the World Cup. So Costa Ricans, the football World Cup. Costa Ricans, at that point, we're identifying a lot with their country, which was great for us, and went in line with that thought, because we, I don't know if you watch football, but we did a pretty good job.

And then so, just keep that in mind. So we wanted to use the sense of belonging and pride to increase our sales. Following, we had specific objectives. We wanted, as I said, to generate a bond between our product and the clients. We wanted to increase brand visibility. People did not know much about us or how to reach us. Want to promote the use of dot CR domains, encourage Costa Ricans to speak favorably about the brand.

Basically there was no noise around, either good or bad, so we wanted to fill that gap with people talking positively about our product and services and increase sales. Something that is particularly important, that went hand in hand with this, is that we completely changed our website, being that we do not work with registrars, our only way to register domains is through our website.

So, this campaign needed a complete new website that was very user friendly and up to date. So we completely changed our interface, so that's also key for the strategy. This was... Our clients, before we started, basically were between 35 and 50 year olds, and they all are pretty much involved in the tech industry. Very knowledgeable about domains, about how the internet works, and that's a very limited market.

We wanted to increase and include people like entrepreneurs, people that were starting out their companies. So they started out immediately using the dot CR domain. We wanted to include people between 17, I'm sorry, can we go next? Next again.

There we go. Can we have next? And next again. Thank you. So we wanted to include people between 17 to 34 years, the younger crowd, and also, well of course, always the domain name buying geeks, and the general public overall. So we

wanted people to know what NIC Costa Rica was all about, and recognize our logo and our brand so that we could increase sales. Next please.

Now we're going to watch the video. This video summarizes exactly what we did. It includes statistics. Again, please take into account, these are statistics based on a population of 5 million, with about 1.8 million people online. So, oh, and there is a viral video that will come out. One of the viral videos that we used that lasts about 20 seconds. It's in English, but probably you will not understand what they're saying, and it's because it's a direct translation of our slang.

So just to show you kind of communication campaign that we launched for people to identify with our product. So if you don't understand, even though it's in English, you're not supposed to. It's meant for Costa Ricans. So here we go.

VIDEO:

NIC Costa Rica set a new challenge, to develop a communication campaign with a limited budget, that would reach a scale large audience, taking into account that this is a small country, with less than 5 million people.

The context to this strategy was a challenge to NIC Costa Rica. Not only did it have it to make the domain, dot CR, well-known,

but it also had to increase sales using only 3% of the organization's total budget.

Studies conducted by specialized entities in Costa Rica, regarding the behavior of the Costa Ricans, are also known as [foreign language] on the internet, showed an increase in use of social networks, and also identified the Costa Rican pride was more entrenched than ever.

With this in mind, the creative concept of the 2015 campaign was to empower the [foreign language], a sense of belonging and pride. For these reasons, use social networks and other non-traditional media spaces, such as the main channels, were chosen to meet our set goals. The following strategies are noteworthy, as part of the communication campaign of 2015.

Production of three viral videos that highlighted the [foreign language] unique characteristics.

Hey boy. Can you tell me how to get to the box?

[Inaudible]

...strap on your batteries, [inaudible]... continue straight 100 bars, say, [inaudible]. Then you're going to grab 20 meters north, until you crash the fence. Then you continue straight, straight left, and you're looking for a yellow house with the blue

dots out front. That's where the box is. You can park there, but be careful because they're after your [inaudible].

For your life.

[Music]

Development of a model application available in the app store called, [foreign language], which questions how well of a [foreign language] is a person by asking culturally attuned questions such as, are you always late?

Use of gorilla marketing strategies, set towards the different parts of the country, in order to create more brand new awareness, and more of a connection with the population.

[Music]

A series of lectures in public and private universities, with the objective of teaching students with different majors topics such as, DNS, dot CR domains, and new technologies. In addition to the university lectures given, students in different elementary school grades received education on the proper use of social media and internet.

Creation of a below the line strategy, which consisted of attending various events to have our brand present. Such as the

participation in the first edition of [inaudible] Party Costa Rica, one of the most popular technology events of the year.

The amount of news [inaudible] within the NIC Costa Rica website was increased, with articles and reports on different subjects, which helped the website position itself as a priority in search engines through SCO. The www dot NIC dot CR website was redesigned, and a responsive system was created so that anyone could register domains using a mobile device.

Agreements and strategic alliances were signed, to promote joint ventures in technology projects. The cooperative [inaudible] Costa Rica was also renovated.

Journalists and strategies were created between NIC Costa Rica in the mass media, which created a closer relationship and position in the organization as a key source for technology news and discussions.

Campaign results. After a year of work embracing the objectives, the communication campaign of 2015 achieved positive results. Given that only 3% of the total budget of NIC Costa Rica was available, the average monthly subscription increased by 17% by September 2015, as compared to 2014.

During the time of the campaign, domain sales increased by 310% compared to the growth achieved during the previous

year. The acquisition cost for each customer was only 14 cents of a dollar. The viral videos were viewed a total 338,100 times, which means that 27% of all people with access to social networks in Costa Rica saw them.

They were liked more than 10,500 times and shared 5300 times. The app was downloaded more than 1500 times.

[Music]

The guerilla marketing strategy allows us to contact more than 3,000 people from five different areas of the country, and videos of the two were viewed more than 1500 times on social media. On the lectures given to the universities, the message came across to more than 700 people in the best universities of Costa Rica, to people with majors such as engineering, telematics, IT, computing, law and advertising design.

More than 1500 students, 220 teachers, and 100 parents learned about the risks of social media, thanks to the lectures given in elementary schools and high schools. Just on Facebook, the main communication channel, followers went from 900 in February, to more than 6,000 in March 2015, representing an increase of 500% in just one month.

On Twitter, followers went from 700 in February to 1100 in March, almost 60% more followers. During the guerilla

marketing strategy, in Costa Rica, the team of NIC Costa Rica interacted with more than 3,000 technology enthusiasts, and trained more than 60 participants on DNS, and the use of dot CR domains when creating a webpage.

With the journalists in the strategy, the organization was further strengthened and recognized as an expert in technology subjects on the national level, and achieve excellent publicity results.

[Music]

In relationship to these very satisfactory results, it should be noted that only \$1200 was invested in social media advertising, and each new customer cost only 14 cents of a dollar. And this is just the beginning.

[Music]

[APPLAUSE]

[ROSE MORALES]:

Well, thank you. So that was basically the results. I don't know if we can put back the last slide? So, what's coming next after this? Because that was last year, now we're going to try to talk more about what we do. NIC Costa Rica, we not only manage the dot CR domains, but we do a lot of national scale projects.

We manage the country's ISP. We do infrastructure projects. We do cybersecurity events and training to all organizations in Costa Rica. So we also want to, want people to know what we're doing, and we do a lot of internet policy. So now we're going to focus on, next. This is the very beginning, can we go to the very last? Sorry.

So our objective this time is... Could we keep going?

So now we're back, excellent. So then we want to inform people what we do, and of course, we want to keep increase in sales, which is basic for survival. Next. And we're going to keep doing what worked, and we're not going to do what didn't work, and so basically focus on this viral campaigns, very low budget, great impact.

We're becoming very popular among the younger generation, which is exactly what we wanted to do. So we're going to keep doing that. We're organizing LACNIC in San Jose, Costa Rica, this year, in September, so that we're also position, key positioning us as a leader in technology, locally. We are talking directly to ad agencies, which kind of reminded me of what we were doing a little bit, so we are going to decision makers that advise companies how they manage their marketing campaigns, because they keep advising to use generic domains to start using the dot CR and understand the benefits.

We're going to start lowering rates, which is a big thing for us. It has been hard to lower rates because we haven't had an increase in sales as dramatic as we had in the last two years. So now, being a not for profit, we can start doing that as our numbers increase.

We're also improving our webpage. As I said, that is fundamental for us. And we're also going to start working with registrars. At this point, we're going to start with one in the next couple of months, and we hope to increase as time goes along. So we're taking this a step further, and finding allies to make this bigger and grow, and hopefully at some point, have a good registrar relationship where maybe they can help or continue doing the marketing on their own.

At this point, we keep focusing on small and medium enterprises and entrepreneurs, and hope to make our brand very well-known. Next. Next. So that would be it. Thank you so much.

[APPLAUSE]

UNKNOWN SPEAKER: Thank you very much for such a nice presentation. Congratulations on your campaign. Do we have any questions?

I see none, but you have all of the contacts onscreen. So again, please give a hand. [APPLAUSE]

A small announcement, our next session is cross community session in Helsinki Hall. It's Hall A? Okay, it's in Hall A.

[SPEAKER OFF MICROPHONE]

UNKNOWN SPEAKER: It's Hall A. It's GAC room again.

UNKNOWN SPEAKER: Okay, GAC room again. [CROSSTALK]

UNKNOWN SPEAKER: ...quarter past three, so we don't have much... But now we have to go around the corner [inaudible]...

UNKNOWN SPEAKER: First, cupcakes then Hall A. See you there.

[END OF TRANSCRIPTION]