

---

BARCELONA – ccNSO: Members Meeting Day 2 (4 of 4)  
Wednesday, October 24, 2018 – 15:15 to 16:45 CEST  
ICANN63 | Barcelona, Spain

CHRISTELLE VAVAL: Good afternoon, everyone. Welcome to the ccTLD News Session. This afternoon, Cameron Boardman will entertain us on the outcomes of the dot-AU registry operator tender process and new constitution.

CAMERON BOARDMAN: Good afternoon, ladies and gentlemen. I haven't had the opportunity of meeting everybody in the session, so my name is Cameron Boardman. I have been CEO of auDA for around about two years now, and I'll try my very best to entertain you. I've got 15 minutes to talk about what has been an incredible two years of reform within our organization. I want to do this from the basis of talking about the two major things we have completed this year. Of course, the registry transition that occurred on the first of July and much more recently our governance reform that have really only been completed to some extent in the last two weeks.

For a number of members who would have been here on Monday, the Technical Day to hear my colleague, Bruce Tonkin, talk about the registry project in a technical and a security sense, and so there are going to be some crossovers.

But what I want to do explicitly is talk about the motivations, why we went down trying to attempt and ultimately successfully completing the largest most difficult registry transition ever. From a board

---

**Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.**

---

perspective, and certainly from myself and my team's perspective, it was not a decision that we could in any way take very lightly. The amount of assessment, consideration, and diligence that we had to undertake to ensure that, firstly, the decision was the right one; secondly, that the decision could be achieved; and thirdly, that ultimately when we have succeeded as we know have in implementing the new registry arrangement it would be to the benefit of all dot-AU consumers, of course was quite a complex process.

To start with that, I'm just going to go to this timeline which Bruce did put up on Monday but to explain it in a little bit more context. As you can see what we had was a registry provider, albeit a very good registry provider, for 15 years. In that 15 year period if you think about the advances in technology, you think about the changes in security considerations, you think about even the changes in corporate governance and contractual administration, as an organization, auDA, really had not applied itself to work out and to assess whether we were getting value for money, whether that registry arrangement was fit the purpose and was representing the needs of the organization and whether or not we actually had an arrangement in place commercially that was financially sustainable and beneficial.

So in 2012 when the organization went through and established an Industry Panel to look at this very issue, it made a recommendation that although at that time there probably wasn't the technical capability within auDA to go through a tender process, let alone complete a registry transition, it really needed to be the last time that auDA went through and simply reappointed the incumbent operator.

---

I came to be the CEO of auDA in late 2016 and we were rapidly approaching the 30 June 2018 deadline of this current contract expiring and we needed to make a choice on whether or not we would go through a process to continue with the current operator or whether we would go through a market exercise and ultimately allow sufficient time to complete a transition.

Well, history shows now we obviously went through the latter process but we did enter an assessment to begin to really understand what AU consumer expected, what was best practice in the industry and what really the market was going to tell us to come up with the price point that was equitable, as I said, to both our consumers and to also us as an organization.

As you can see on this chart, we've had relatively stable price positioning for several years. The wholesale price over a two-year ex goods and services tax in Australia but roughly about A\$15. But in that time as you can see that the demands on the management had increased quite considerably, a significant growth between 2008 and 2014. But like any other mature ccTLD, it was getting to a point where that growth was certainly slowing down.

So, going to the market, we got a very clear indication that our wholesale fee was not meeting market expectations at that stage. In fact, the wholesale fee that we had as an organization arranged with the registry operator for several years had never been tested and was probably a little bit out of step in so far as other ccTLDs and other gTLDs were providing in a wholesale sense globally.

---

There also was an issue that there was probably a disproportionate amount of revenue that was going to the private operator in so far as what was actually going to auDA that we could reinvest into the public benefit.

As a not-for-profit organization that has to ensure that we got that right balance between funding the DNS, funding our security operations, our policy, our compliance, our other administrations we need to ensure we could do that on an ongoing sustainable basis but we also needed to have sufficient [inaudible] so that we could invest back into genuine productive engaged community activities. To do that on a future footing when you're combined with effectively a maturing market, increased competition not just from gTLDs but certainly open source platforms and potentially a pricing model that really hadn't been assessed in a long period of time, of course, we needed to get to a much more equitable situation.

I'm going to skip through quite a few slides here and actually get to what we achieved by this so if you just give me a moment to come up with our outcomes.

What happened on the first of July was quite possibly a significant shift in the mutual benefit to our AU consumers and to us as an organization. We were able to not only deliver a lower fee for all AU consumers and have sufficient capability in subsequent years to revisit that fee principle to potentially review it downwards again. But we also did this by increasing our infrastructure, by providing what we considered to be a better service for AU consumers, an enhanced level of transparency

---

of security compliance, policy consideration, and assessment from our perspective. So, the benefit was a lower wholesale price, better service delivery, and better organizations to better represent and to serve all AU consumers.

As Bruce outlined on Monday, the infrastructure investment particularly by having DNS resolvers and services in all Australian capital cities, we have a very centralized population in Australia. 80% of the population exists in metropolitan capital cities. It was obviously a very good investment and we thank Afiliis for making that investment.

We've also introduced proactive security monitoring and so far as that we now have a daily inspection of new names to ensure that there is that proactive abuse protection that names that are being registered are meeting our policy considerations, that we're not providing a platform for any nefarious or any other clandestine or illegal activities, that we are making sure that those validations are automated, are completely consistent with the policies, and we have the right mechanisms to detect abuse before it actually happens.

One of the things we're very proud of as an organization is with the change in our revenue model we were able to invest in our business particularly to really understand our data points, to understand our consumer trends, to understand our industry and where the unique characteristics of dot-AU could better inform our decision making, could allow us to give better intelligence and better information to our members, to our stakeholders, and to our community and ultimately to provide better services in a future focused sense.

---

I think this is a very important thing for all of us to consider, that without the intelligence, without the business analytics, the data, the market insights it becomes somewhat more challenging and problematic if you're trying to represent a community and an expanding customer base without really totally understanding it. We needed to do that as a ccTLD operator, and we needed to take ownership of it, and that's the investments that we've made in the business commensurate.

So, we're very proud not just of the transition and the quantum and the difficulty obviously that we were able to overcome at various levels to do this, but we are very confident that we have delivered an enhanced service for all dot-AU consumers in Australia.

But at the same time – and this is a fact that is unfortunately forgotten – we're completing the largest, most complex transition ever and we are subject to a review by our own commonwealth government. In October last year, the government issued this review. It issued the review on the basis of the three principals to obviously have adherence to the multi-stakeholder model, to ensure I should say, that the business was being run in a public interest [inaudible] and to make sure we weren't exploiting our monopoly position.

Whilst we welcomed the review and certainly agreed with the principles, there was one principle that potentially the government forgot about when undertaking this review and that was what actually was the namespace and the characteristics and the business performance that we as a ccTLD operator needed to invest in to meet consumer and commercial expectations.

---

Whilst we're doing this transition, we're investing all these resources; we also needed to be conscious that the government at any stage could come in and potentially take this off us. And explicit in their report when they gave us the final report in April of this year, they gave us 29 recommendations ranging from complete constitution reform of our governance arrangement, our board directorships and our assessment processes, our membership model, the way we run the business from a compliance framework, to also looking at how we needed to have enhanced security standards, better public reporting to ensure that we were getting too distracted on non-commercial or our other non-core business activities. But to also undertake this root and branch review of basically how we go about every aspect of our business.

So, we just think about this in context. The largest most difficult transition in history would've also gotten 29 recommendations requiring us to completely and utterly reform our constitutional framework happening at the exact same.

Now the information that's been out publicly around myself personally, the board, auDA, that's all fine. The one thing that we have been conscious as a board and as senior management is to meet those principles, to operate this business in the public interest, to not be captured by self-interest, to not be reflective of certain sectional interests but to do this in the public benefit. It was absolutely reflected in the review findings that I have up on the screen currently that auDA's model at that time was in no way fit for purpose and for 15, 16 years when the constitutional framework of the ccTLD had not been reviewed, there hadn't been that internal assessment as to whether it

---

was fit for purpose itself, there had not been any genuine attempt to reform the organization, well we had to start somewhere. And it's not going to be an easy path to change management in any context. It's going to have its challenges, and there's going to be individuals that will have very strong points of disagreement.

But the fact of the matter is that our board, my chairman, my directors, my executive, we want to run this business in the collective interest of all Australian consumers. So, we had to reform our constitution, we had to change our membership model, and we had to ensure that we just got better at running the business, better security, better compliance, better policy development and better utility of AU overall.

The 29 recommendations, there were the six categories as I said. Improve the out performance and management framework. Have better relationships with the government. Make sure we have the right level of balance between reporting the government. Having a liaison and having a relationships with our security agencies; that we're not giving the security agencies too much power outside of the policy or legislative context, but we're also meeting their enhanced reporting requirements which of course is a challenge for all ccTLDs in an enhanced environment of cybersecurity.

We've had two checkpoints. We've had our three-month checkpoint, and we've had our six-month checkpoint. I was very pleased that our six-month checkpoint that the government acknowledged that we had demonstrated significant progress against our reforms. In fact, on the 27th of September this year we had a general meeting of all of the



---

members of auDA where our new constitution was adopted 100% by our supply class, by our industry class and was adopted 90% by what was previously known as our demand class, of course, being our consumer and user class. Establishments around the Nominations Committee, repopulating the board, all the other requirements, they're ongoing.

The message I want to leave this community and in fact the greater ICANN community is that auDA is in a very stable, very positive position. We are genuinely excited about the possibilities for AU. We are genuinely excited about the possibility for the namespace, and we're equally committed to utilizing the resources and the capabilities that we now have in the business to the mutual benefit of all AU consumers and the industry and community overall. I really thank you for your time this afternoon.

CHRISTELLE VAVAL:

Thank you, Cameron. Any questions? Are there any questions? So maybe at the end, if you have any questions, we can ask them all.

Right now, Margarita Valdés will do a presentation on Leveling the Playing Field: Legal Assistance for End User Under Dot-CL. Margarita

MARGARITA VALDÉS:

Good afternoon, everybody. My name is Margarita Valdés. I'm from NIC Chile, dot-CL registry. I will explain to you a kind of model that we are currently doing about how to level in the playing field for the end users in dot-CL, and this is the [product]. Here we go.

---

The context is that dot-CL is a ccTLD assignor to Chile and NIC Chile is part of the University of Chile which is the entity in charge of manager ... It's the manager of dot-CL since 1987. The dispute resolution policy that it works in dot-CL is a local dispute resolution policy because it's a local system that we have. It's a kind of arbitration system which is different over this administrative system that we normally use or see for the gTLDs. The good thing is that have a legal base in terms of the recognition of the law about arbitration and the judgments of the system have a legal force in the country.

The registration in dot-CL is a service contract that's applied to the registrants to resolve the conflicts by the local resolution policy. We it online. This local dispute resolution policy has support, online support, so the arbitration system is online, and the disputes are decided by revocation and initiated by a revocation action which is a kind of complaint.

Clínica Jurídica, in law schools they have a practical learning course doing learning. Most of the law schools in the world have these kind of matters that the students have to have and have to get this knowledge doing things like a lawyer completely doing this job.

For us, it's an opportunity of learning, and hands-on for law students to have the opportunity to have this role like counseling and for the end users using this local dispute resolution policy and the idea is to have law students, under- and post-graduate students.

About our online arbitration system, it started the first of December of 2013. The system ... The user got a user and password in order to access

---

to an electronic folder. The arbitration judge has an electronic desktop where it's possible to manage all of the disputes that has been assigned to each arbitrator, and the arbitration fees are paid only by the complainant. It's a flat fee about \$1,000.

In the case of our statistics the dispute system, the judgments are public. The public statistics are by an arbitrator. There is public info about [inaudible] in terms of the percentage that the judgments assign the domain names, the disputes to the end users or the complainant which is most cases are between owners, for example. There is a URL you can see all the judgments that we have until now.

In the case of the local dispute resolution online behavior, because there is a requirement to deposit the fee of the arbitration when the complainant didn't do that it's at 44%. When the complainant wins with a judgment, the final, the all day arbitration is done, it's 37.1%. The final users win with the judgment at the end is 18.83%.

So, the idea is how to make a link with the legal clinic pilot project between the law schools and the end users. The goal is to diminish the feeling of helplessness in the end users' community of dot-CL domain names. The end users are in good faith. It's [inaudible] counseling, and then we need to know how to do it. Our idea was to contact law schools in Chile and generate an academic interest or value to get this knowledge with this clinical experience.

The pilot plan we made five invitations to Chilean law schools in the clinical departments. We started with 10 random invitations because we started, we need to modify our emailing system in terms of the

---

notification that the end users receive when there is a dispute about their domain names. On the first hand, now we have automatized our system and all domain name holders that are in conflict, they receive this email with this information.

The system requirements that needed to be done were we needed to add a new role on the online arbitration system as a lecturer, and we need to add automatic invitation system with this information about the law schools and this free counseling help.

The state of [inaudible], currently we have three Chilean law schools outside of Santiago which is the University Catholic of the North, University Finnis Terrae, and University Católica de la Santísima Concepción. Sorry. It's a long name.

And experience until today, the number of invitations that use this pilot is 2,770 invitations to the domain holders. The number of cases per university until the date I needed to send the presentation was UCN 119 from September 2016, University Católica de la Santísima Concepción, 22. They have only one year working with us and the University Finnis Terrae I don't have the appropriate information currently.

So what needs to be done, we need more legal clinics participating to finish the pilot and could offer their service on a regular basis. The end user has to have more than three law schools to choose because they choose which clinic they want to work with. We need to publish the info about this legal help to the end users in the website of NIC Chile in this case and to publish the agreement in order to have more universities

---

working with us and interested in this academic value that is to learn this new way to litigate in online dispute systems.

We start with a first challenge. We did a survey about what is the possible implementation in the LAC region in LACTLD which is Latin American and Caribbean ccTLDs organizations. We have 26 associates. The dispute resolution systems are divided between UDRPs, 17, local dispute resolution policies, 3, and providers normally, and in the case of OMPI, Amcham with is a chamber of commerce in the case of El Salvador that's SV. Dinapi in the case of Paraguay. [Inaudible] dot-UY. NIC Argentina, dot-AR ,is a kind of administrative process that they run in the registry.CRC in the case of dot-CL which is the center of resolution of controversies.

The challenge is how can we replicate this model in the case of a LAC region? And we want to know how to converge with the interest and rights of the end users of domain names in different communities and legal systems.

So, in the case of OMPI, they use UDRP, and sometimes they use UDRP with some small modifications. UDRP normally works based on only trademark rights. There is not interest that people could defend like for example personal names and things like that. And there is another interest in the game. For example, the reverse domain name hijacking which is the opposite side of the coin of the cybersquatting. And how to approach the end users through the legal clinics law schools. That's the challenge in the region. How to make the link between the end users

---

and law schools and how to train them in order to know this kind of litigation.

So, we think possibly there is an opportunity in the trainings that WIPO does in our countries which is like summer school that they do. Normally with the trademarked entity in the countries in their region and law schools or entities that do pro bono legal offices and maybe with the help of ICANN we can do some kind of training in these matters. Thank you.

CHRISTELLE VAVAL:

Thank you, Margarita. Are there any questions for Margarita?

[UNIDENTIFIED FEMALE]

Thank you for the presentation. Since the law school students are still getting learning and they are still students, I guess they might have some challenges regarding when they are into end users and stuff, and I was wondering how do you like dealing with those challenges when there's mistakes, like challenges? Thank you.

MARGARITA VALDÉS:

I can introduce with a little help from Humberto. Humberto Carrasco is one of the professors in law school University Catholic of North that could help with the answer.

---

HUMBERTO CARRASCO: Thank you very much, Margarita. My name is Humberto Carrasco, one of the coordinators of the legal clinic at the University Catholic of the North in Chile. What we do is, we use lawyers from [inaudible]. Also, we use under degree students. The lawyers with my help we prepare the papers, all the elements, and the students start to involve in the cases. They look for a case law, and they research. At the end of the practice, because they have to spend six months in our clinic, they have to prepare a defense, a complete argument or a complete paper. This, in general, is what we do.

CHRISTELLE VAVAL: Thank you, Humberto. We will take the other questions at the end, please. Between Brexit and the new dot-EU Regulation by Giovanni Seppia.

GIOVANNI SEPPIA: Thank you. Short update of what's going on around dot-EU. My presentation just for your information is based on true facts, some fiction. I just want to because sometimes when going through the presentation I wonder if I was in one of these US movies or whatever. No, it's true.

At the end of March this year the European Commission published a notice to all stakeholders. We were not aware of that. The European Commission informed all the stakeholders that at the moment the United Kingdom withdraws from the European Union, dot-EU domain names assigned to UK residents will no longer be eligible and therefore

---

there will be actions that should be taken by the registry and registrars to make sure that they're no longer in our database.

A few days later the European Commission realized that there might be a stakeholder who should have been informed earlier which is the registry. It's a minor detail. They let us celebrate the Easter holiday because that was the timeframe between the 20th of March and the 10th of April was Easter break.

So, we enjoyed Easter break and [inaudible] with families without thinking there was this little notice and so on the 10th of April we received an official letter which was slightly tougher than the public notice. It was put in some dates saying that in case of no agreement between the European Union and the UK the date when we should revoke the domain names assigned to UK residents is the 30 March 2019 or in case there is an agreement, that date would be the first of January 2021.

We were somehow happy because if you think you're planning advance out to celebrate New Year's Eve then in that case the New Year's Eve between 2020 and 2021 and in our case people work [inaudible] sorted out because we'll be in the office making sure that all the domain names are revoked, and we will invite you for a big party, much bigger than the one we had last night. Be our guest. Be our guest.

Our reaction, we didn't drink. We didn't get drunk. We drafted a high-level plan, and we shared the high-level plan with the European Commission. In the plan, we included some scenarios that are a bit closer to industry best practices, practices like grandfathering, gradual



---

phase-out and other kinds of actions that can be implemented when similar situations happen. We were told in a classroom style exercise that we had with the European Commission that no there is only one scenario. It's hasta la vista, goodbye to domain names assigned to UK residents. This is something that we are still discussing with European Commission. We had a recent meeting, and our objective and primary goal is to make sure that we provide updated information to our registry community because at the end they will be the most impacted together with their customers.

So, we've been struggling to have final feedback from the European Commission about this matter. What we have liked a lot is we have received a lot of support by several industry members, by the members of our registrar advisory board, individual letters of registrars to the European Commission and official comment by the Association of the Internet Industry, ECO on the Brexit and also on the draft regulation. We are very thankful we have received so much support. However, as I said the Commission politely acknowledged that some industry members are not in line with their way of thinking but they said according to their interpretation of Regulation 733 of 2002 and Regulation 874 of 2004, that's the only way forward. That means, at some point, we will have to revoke the domain names assigned to UK residents.

So, we started a dialog with our registrars and as soon as the European Commission approves the final text, send an official communication to each of our registrars who has at least one domain name assigned to a UK resident at the time we are able to produce this letter. Again, as soon as it is validated by the European Commission.

---

What we have noticed as we have done already some outreach actions to inform our registrars is that as predictable the impact ... Okay. Sorry. There should have been a chart there. Okay. Yeah. This will be the impact on the dot-EU in the UK so far. So, it's really blank. So, I think these slides help me to foresee the future. This is really a revealing slide.

So, the slide was showing you the current decrease that we are experiencing with UK registrations. So, from the time of the notice to the stakeholders by the European Commission until the end of August we have noticed 50% decrease of registrations and renewals in UK. The numbers have gone down.

At the beginning of this year, we had about 330,000 domain names assigned to UK residents, and at the end of August, we had a bit less than 240,000 domain names assigned to UK residents. This could be to various factors, including [inaudible], including domain names that are moved to other eligible countries in case of companies if they do have branches in other eligible countries. It's also due to the fact that some of our UK-based registers, they've told us that they even removed the dot-EU from their list of available extensions, and that's because they are not trusting the dot-EU anymore as this is not a product to promote for their customer because sooner or later a domain name under the dot-EU extension will have to be revoked. This is going to be the scenario, could be 30 March 2019 or first of January 2021.

So, we have been going through this nice experience, and we keep firm and chin up, and we have a dedicated page on our public site where we have been uploading the information as soon as we have received it

---

from the European Commission. And as I said we are in the process of sending an official notice to each of our registrars as soon as this notice is validated by the European Commission services.

But, as I said, this is still [inaudible] so as in any good family there is more and there is fact that in parallel to this situation the European Commission has been updating the dot-EU regulation.

The purpose of the update is to make two dot-EU regulations, the one of 2002 and the one of 2004 more in line with the current industry scenario, and above all to make the dot-EU more competitive.

For your information, the last time the European Commission amended one of the regulations, it took them 39 months, and that was just to allow us to introduce the Greek [insignia] and the German asset that are the two characters that are supported by the IDNA 2008 protocol.

When we launched IDN under the dot-EU, the IDNA 2008 protocol was not there yet, and so at the time it became available we checked what European official languages characters were supported by the new protocol we found out it was those two characters and we started the process with European Commission to amend the regulation because as part of the regulation there is this beautiful list of reserved domain names. Countries should have been notified that there were two extra characters and they could've used those two extra characters to reserve domain names.

---

This fitness program is what the European Commission is calling the process of updating regulation. It started last year, and in April the European Commission published the draft proposal. The legislative process is still ongoing. Currently, the European Council should have approved text between yesterday and today. I didn't check their site if their text with the old amendments has been approved and the European Parliament is also in the process of approving their amended text.

The next step will be that the regulation as it was proposed by the European Commission, the amended version as proposed by the Parliament and the amended version as proposed by the Council will face sort of a compromise moment which in the beautiful European Union jargon is called three log dialogue between the institutions, where they have to find a compromise about the text, about a final text. Once it's consolidated will have to be re-voted by the three institutions.

So initially the European Commission was expecting to have the regulation approved by the end of 2018, but because there are quite a lot of amendments requested by the council and requested by the parliament, that will be likely Q1 2019.

One important element is that once – and only once – the consolidated text is approved by the three institutions, European Commission will decide about the date of entry into force of the new regulation which will be included in one of the articles of the new regulation. This date of entry into force is likely to be between two and three years from the date of the approval of the consolidated text.

---

Some important elements are that at the moment the new regulation enters into force the old regulations are going to be repealed, and that means that all the administrative framework of the dot-EU TLD will have to be updated and we're speaking about 40 to 50 documents like terms and conditions, registry-registrar agreement and much more because they all refer to the current regulatory framework. They will have to refer to the new regulatory framework. It's going to be quite a lot of work for the registry manager.

I think it's quite important for each of us to have a look at the new regulation not only should be looked at by us as we are the current registry manager but the current regulations were some sort of inspirational for other registries, so the risk is that some governments whenever they are ruling on the local TLD they make take the inspiration from the new regulations. So, it's quite important to come up with a text that is valid through the years and also text that is able to cope with the challenges of an industry that is not certainly a static industry.

Another important element which will make you laugh because again, remember, its true fact, not fiction. The new regulation is somehow linked to the Brexit and that because a new regulation, according to the drafter, foresee the introduction of the citizenship criteria in addition to the residency criteria as one of the criteria for eligibility of individuals.

A practical example, if I move now to the UK and I register a dot-EU domain name either on 30 March 2019, or first of January 2021 my domain name will be revoked. However, when the new regulation

---

comes into force which is likely to be 2022, 2023 as the citizenship criteria is going to be added I will become eligible again. We asked this. We made sure that the commission had this small detail just in front of them and understand what it means. I think they're still probably in the sleeping mode because of spring season and whatever but I don't think ... Well, they say you may put it on all ... They made some very funny proposals including changing EPP protocol and so on and we pretended not to listen to that. But we'll see what is going to happen. They have acknowledged there is going to be quite huge inconsistencies and that may generate some issues for new citizens who are not UK citizens but are residing in the UK. So that is something that is among one of the many pending elements.

That said, I'm happy to share more information with you. I'm happy to answer any questions and especially for the Brexit if you are interested, again, we have a dedicated page on our public site. Thanks a lot.

CHRISTELLE VAVAL:

Thank you, Giovanni. For the sake of time, I propose that we take new questions at the end.

Biyi Oladipo, dot-NG will be presenting on Creating Domestic Visibility for the dot-NG Brand.

BIYI OLADIPO:

Good afternoon, everyone. For a minute I thought Giovanni was going to end up quickly because it's not so easy standing under the a/c here.

---

GIOVANNI SEPPIA: Yeah, because here we are enjoying also this Ice Age, so we are currently getting frozen, and if you see us smiling at you it's not really. It's just because we are frozen. It's not because we are making fun of you. It's just because here, we are having like a cold blade behind us and if we move a bit behind you can really freeze food.

BIYI OLADIPO: All right. I want to share a little bit of what we're doing in the dot-NG to create domestic visibility. Over the years we've been part of the international community. We've come to ICANN. We've been part of AfriNIC, AFTLD and all of that. With all of this, it's sort of like giving us visibility as far as the international environment is concerned. However, within our domestic environment for so many years, we actually have not been able to generate the kind of visibility that we had on the outside. So, this presentation just goes to show what we've done within our own environment to generate awareness and visibility for the dot-NG brand.

Just a little bit about the ccTLD manager for dot-NG. We're not for profit, and we're stakeholder led. Private sector led, multi-stakeholder organization which comprises of the government and industry and also users.

Because we run the 3R model we constantly from time to time add more registrars to our registrar fold. So, we have currently about 65 registrars both locally and internationally. One of the policies we adopted was to

---

open up the dot-NG to ever one that wants to register anywhere around the globe. One of the benefits of dot-NG is that every doing word in the English language ends with ng, so you're doing, you're getting, marketing, selling, all the different things you can think of, so we allow people to get very creative. At some point in 2013 we actually opened up the root because all we did before was to have registration on the third level, but we've opened up the roots in 2013 to have registration at the second level which made it very, very interesting for people from outside the country to actually register the names.

Like I mentioned before over the years we've participated in international events, different organizations, especially with the ones that have to do with African regions. We played our own rules and also been part of what is happening in those environments.

Now for us to create that local awareness we told ourselves that there is no point being seen outside and being very good outside while within your environment the adoption isn't coming up like we wanted. So, what we did was to increase the drive to get more registrars onboard because we couldn't sell domain names directly based on the model that we had adopted, the 3R model that we adopted. So, we decided let's get more registrars on board, and as we're getting more registrars on board, we're also creating awareness so that more people can come up and get the domain names.

So, these are the things we have done basically. I'll just run through it and then break it down as we go forward.



---

So, first thing we did was to ensure that we had a robust technical architecture. I'll talk a little bit about that in a while. Then we used corporate social responsibility. We adopted a pricing strategy which I will also talk about later. We have sponsorship and collaborations with different organizations all in the bid to push the name out in the market. Then, of course, we worked with local companies to do some branding [inaudible] those ones who had adopted dot-NG. Some of the pictures I'll show you in a little while. And back to the strategy, it's just been campaign.

So, in terms of technical advancement, we decided to build a resilient registry solution so that all our infrastructure would be resilient, probably backed up. At some point, we deployed the Ganeti cluster environment which showed we had high availability, reliability and we also created redundancy for ourselves. This is to ensure that yes while the system is available, in case anything happens, then we would have a quick recovery from disasters or anything like that. We added some more experienced people into our pool and of course, embarked on staff training.

In terms of corporate social responsibility, we created what we called the NiRA Academy in 2014. What this does is to serve as a special purpose vehicle for us to get into stakeholder engagement and stakeholder education for the DNS business in Nigeria. Our focus is to create DNS entrepreneurs within the country and get more and more people involved in this aspect of entrepreneurship that a lot of people didn't know existed.

---

In order to do this there are so many ancillary organizations that are involved in DNS education, so we partnered with them to ensure that we build the skills within the community so more and more people would be aware of the brand.

As part of our social responsibility a certain percentage of our surplus every year goes to a foundation that we created to handle everything that had to do with our social functions within the organization. So, we created Ndukwe Kalu Foundation named after our first president who used to be quite active in the [CCNs], but he is late now. The Ndukwe Kalu Foundation is non-profit, non-political. It was established by the organization that's one of our AGMs, and one of the things he promotes is safe internet and girl, child online protection.

We also instituted what we call the dot-NG awards. What this is, is to reward organizations in different sectors who have used the dot-NG as their primary domain over the last year. So, this is an event that we hold every year, and we give awards to...we have a proper panel of judges, and it's [inaudible], very independent. We have people vote for the different nominated organizations who [inaudible] dot-NG. We're on the third and next year will be the fourth edition of the dot-NG awards and this award has actually been acknowledged as being free, fair and it's becoming an industry standard for such in Nigeria.

We also have what we call our e-library which is a free public library that was built within our complex that people could come in and interact and get access information as far as people who were less as far as internet access is concerned.

---

We have what we call the dot-NG Media College. This is our interaction with the media and helping them to also grow capacity in terms of education for the DNS industry. For most media people the interaction they will have with the DNS industry is actually more the things they read online and all of that, so this serves as a point where we interact with them to also help that industry to understand the DNS industry more and also be able to report better.

I know a lot of talk has gone on in the ICANN space as far as next-gen and green, next generation of ICANNers is concerned, also for us. We hold that in a very serious [inaudible] in the sense that we have a program of internship for university students and also people who have just left the university who are [inaudible] to come have their internship with us and show that they also understand this and they will be the next generation of people who would engage in spaces like this.

In terms of branding, we work with local organizations to brand their and also project their own brand on the dot-NG. So, it's like two edge for us. It's a benefit for us and also benefits for them too. We engage with [inaudible] organizations all to one grow more of the pie, increase awareness within their environment, so we do a lot sponsorship and collaborations for different entities, both with government and non-governmental organizations.

This has some of the things that we do branding in different states. For anyone who is interested, we could actually have that discussion around it.

---

In terms of pricing why we would not just drop prices what we've done is develop what we call a price charter. What the price charter is doing is meant to drive. As the numbers increase the prices actually drop. So, once we get to a certain level of domain accounts the prize for that level of domains drops. That's worked very well for us, and also, we have some names because I heard Giovanni talk about reservation of some names for [inaudible] and all of that. We have some names that we have reserved as premium names, and we've embarked on auction for those premium names. We do open Twitter auction, and it's very free, very open and everybody can know exactly what and who is bidding for what.

Just to round this up. We're committed to develop more strategies and innovation to ensure within our environment we create more awareness for the dot-NG brand and also to ensure that we don't necessarily need the government to insist that people should use the name but rather as we build the brand and also encourage more and more people, we'll get people voluntarily coming in onto the [string].

So, thank you so much. I'll be available if there are things we can share.

CHRISTELLE VAVAL: Thank you, Biyi. Now we will have Marketing Initiatives for dot-CO and .us 2018 by Crystal Peterson. Crystal.

CRYSTAL PETERSON: Hello everybody. My name is Crystal Peterson, and I am the Director of Business Development and Channel Marketing with Neustar and also

---

with the dot-CO domain and the .us domain. So, wanted to be able to share a little bit with you guys today about some of the marketing efforts we've been doing over the past year with both of the ccTLDs that we help administrate. In working for Neustar, we have the opportunity to run and operate over 300 TLDs but are also the administrator for two ccTLDs as well which is dot-CO and .us.

A little bit going into dot-CO. One of our charters is the fact that we are both a local brand and a global brand. So, we look to how can we both help increase our local economy and local sales but also looking into how can then share this unique digital asset with the global namespace as well.

One of the things about dot-CO being the ccTLD of the country of Columbia has been operated since 1991. Up until 2010, it was only available in the third level space, so there was several products within that space dot-COmdot-CO, .netdot-CO. There were some restricted products, .govdot-CO. In 2010 the Ministry of Columbia looked to seek out a partner to be able to administer the domain name into the next digital age and be able to while still grow the local space but be able to have the extension available to the wider internet community.

One of the things dot-CO internet who won that contract in 2010 wanted to do was to continue to focus on local efforts. As was part of our concession contract but it was very important to the company at large is looking at what we're doing in the local space. So, one of the things we have developed is an annual survey. For the past three years, we've been able to look at the uses and perceptions of the internet

---

within Columbia, and we had about 260 plus earned media spots as well as certain news and radio features of that survey. So, we're seeing a lot of good uptake and good interest in what's been going on within the perception of the internet through Columbia.

One of the other focuses locally we have is through a lot of the youth and what we call Columbia 4.0. So, we have a large industry event with over 35,000 attendees over four days. We created what we call Le Museum of the Internet, and we had the history, and we had some interactive. That just happened last week, and we're very excited to be participating in showcasing Columbia there.

One of our other focuses both in country as well as globally is women in IT. So, looking to really promote both entrepreneurs but also women in the space who have been growing year over year as business owners. So, how can we use the internet and use the domain name space to help their efforts and to look to help them grow?

Additionally, there's many different PR and communications that we have. We have a very good relationship with the Ministry of Columbia and looking to ensure that throughout the country we have a local PR strategy to help people understand what the internet is and what dot-CO can do for them. So, we have content that we push out to small business and entrepreneur. We have case studies where we look to find users of both dot-COmdot-CO domains and dot-CO domains within the country and then also from the female entrepreneur angle. One of the things that we enjoy within the country of Columbia is the dot-CO domain either through its initial third levels or through it's second level

---

has about a 70 percent penetration rate. There is a plethora of case studies that we can find. I wanted to be able to show everyone today one of our case studies and please forgive for those who do not speak Spanish. This is from our local community, so this video is in Spanish.

[Video – inaudible – Spanish]

Awesome. Thank you.

So, one of...hold on. There we go. So, what that means to our branding and marketing is that we look to brand the third level of dot-COmdot-CO to signify locally relevant business, commercial interest and have pricing structures to be able to help through the local economy. The global story is that we look to and build our second level space which was launched in 2010 to then be able to signify global interests in business.

I'm going to skip through a couple of things here from dot-CO global story because I have two minutes. I do want to get a little bit to dot-CO, but one of the things I did want to talk about is dot-CO was recently approved and has been working with China and was the second ccTLD to be approved in the country of China after .cn to be able to be licensed. Columbia is very excited to be partnering with China in this way and that we have been doing a lot of branding within that country lately and prior to our license being approved.

Over the past eight years as dot-CO Internet has been the administrator of dot-CO we have had a lot of fun activities and exciting times, and we're looking for even more exciting times coming up in the future. We

---

just celebrated our eighth birthday in July and look forward to many more with dot-CO.

So, I'm going to switch to .us and looking at as the administrator of dot-US we won a contract in 2001, and we have helped to develop policies and procedures around this namespace to be able to serve the American public and also for the name to be utilized around the world. Since the very early 90's the evolution of the .us namespace has been only in the third, fourth and fifth levels, sometimes sixth level spaces, what we call the locality domains. Neustar was able to work with the Department of Commerce to develop policies around these domains and then our goal was also to launch in the second level space with the winning of that contract. The launch was April of 2002. We have a very healthy locality space, and these are some of our oldest customers and a space that we very much take care of, so we look to do a lot of promotion around the localities and many schools and many governments and city governments are in that locality space.

In addition, with the second level space we wanted to be able to open up and look to how can we brand and be an available extension where we want businesses, we want families, we want civic groups. Anyone and everyone within the US borders but even outside of the US borders that have interests in the US we want to be able to have a .us domain name.

We actually have a marketing campaign. We won't watch the videos now, but we do have the videos that will be shared on our website at About .us that we have rolled out. It just ended at the end of last week.



---

It was what we call a pre-roll campaign, so this was in YouTube videos, in Amazon Fire, Apple TV commercials. There would be a two-and-a-half-minute video that we rolled out as part of a marketing campaign.

One of the things I did want to share is we have been very excited at the uptake. It's been a 40% watch rate, an ad rate which is rather unprecedented especially for a two-and-a-half-minute video. What that means is somebody watched the whole video. They didn't click off in the middle. They didn't just start it and then go somewhere else, but they actually watched the whole video and then took some kind of action. We are very excited about that. We have several stories, the Mash-up Compilation is the story that ... One is on our website now, and that is the video that was part of the pre-roll campaign and then we have some other featured users and stories. One of our exciting ones that we just released is zoom.us who is a web conferencing facility that has some competitiveness with Webex and things of that nature.

Please go to our website to see those videos and lastly wanted to be able to share that we are going to be having a townhall for .us on November 29th. You can sign up at [about.us/townhall](http://about.us/townhall), and I will be speaking but we will also have Becky Burr who will be joining us and our secretariat, Judy Song, will also be joining us as well. Please tune into that. We'll be sharing some highlights of .us over the past year but some stats, policies and where we're going. I invite everybody to join.

And with that thank you and apologies for speaking so fast. It was three minutes. Sorry.

---

CHRISTELLE VAVAL: Thank you, Crystal. Thank you for this presentation.

Unfortunately, we are running out of time. We won't be able to take questions right now, so I suggest that you reach out to each of them for your questions. I will leave the floor right now, and we will have a session on Independent Review Process with Stephen Deerhake.

STEPHEN DEERHAKE: Good afternoon. This is the Independent Review Process session with David McAuley giving us an overview of the interim rules along with Bernard and this will be followed by a brief wrap up of the meeting by Katrina. I have good news in that this is the last session. I have bad news in that we're going to lock the doors after it's concluded and make everybody site for the council meeting. Just kidding on that. Without further ado, I'm going to turn it over to David if you're ready to go?

DAVID McAULEY: Thank you, Stephen. I am ready to go. Hello everyone. My name is David McAuley, and I'm employed by Verisign here in the role that we have with dot-CC I'm not sure these aren't the correct slides, are they?

Okay. I'm here to talk about the IRP in two facets, really. One is to take a look at the IRP rules or simply to update the status of the development of IRP Rules of Procedure and two to give a brief update on IRP overall. As you can see on the slide the Independent Review Process is run under the bylaws at the International Centre for Dispute Resolution and we are in the process of developing rules for this process and also taking the new October 2016 bylaw and incorporating it, standing it up

---

basically, to be part of the accountability measures currently in operation at ICANN.

The important point of this slide is that everything you need to know about IRP is in bylaw 4.3. Given the time and the update nature of this, I'm going to go through some of these slides without getting into the detail of it, but the objective of the IRT are fairly clear. It's basically the crowning achievement of the accountability measures. Part of it is we have to develop rules for the cooperative engagement process which is a process that ICANN will enter into with people who are claimants to try and resolve claims, to settle claims essentially prior to going into the IRP itself.

The IRP is a formal arbitration process, and it is typically characterized by lawyers representing both parties, formal arbitrators chosen from a standing panel that have the stature if you will, the nature of a judge. So, you get into all the complexities and while there's a target time in the bylaws that an IRP would be completed within six months there is a complexity to an IRP, despite the fact that it's meant to be expedited and brief.

The IOT is developing rules. We've gone through a number of public consultations. These are rules of procedures that supplement. You'll sometimes see the term IRP Supplementary Rules of Procedure. They supplement the rules that are already in place at the International Centre for Dispute Resolution. That's the venue that ICANN has been using for conducting these arbitrations. The supplementary rules are the rules that take account of the idiosyncrasies of the ICANN world,

---

and we've developed supplementary rules, but we're not finished, and it's been a long time in formation. I know people are somewhat frustrated by that. There are a couple of rules left that we are not yet done with where there are some complex and nuanced positions being discussed and so we're not yet done with them. The Board tomorrow will be considering a set of what we call Interim Rules. The approach that the IOT team has taken, that's the team that I lead, is that we've developed a set of interim rules that are meant to put the rules that we've discussed in place with the exception of the two or so rules that we've not yet agreed.

Those rules that we've not yet agreed they will be stated in the rules. They have to be in order to have a set of rules, but there will be a "safe harbor" or a bridge in a sense to get past those rules. In other words, they will not operate to the prejudice of anyone. But what that gives us is the ability to pass a set of interim rules and put in place the [inaudible] share of the rules, the supplementary rules, that the IOT team has agreed. Noting that one the ones that we've not yet agreed prejudice to a claimant will not ensue.

There has been some discussion on the emails over the last couple of days about that, but we're not going to get into that now. I believe that the Board tomorrow will take on this set of interim rules and they will probably pass them and put them in place. That would be a good thing in my personal estimation for claimants going forward and would allow us in the IOT team to focus more jointly on the last two rules that we're not yet done with and then to move on to other work that we have on our plate.

---

We need additional members in the IOT, in the Independent Review Process Implementation Oversight Team and so this slide is telling you that one thing I think you will see shortly is a call for new members.

So, this discuss is basically to reiterate this call for action that's pending, that's going to come your way soon. We have a team that's been engaged, it's dedicated but it is quite small, and I think we could use help and I think the ICANN org will lead this effort and there probably should be some calls for volunteers coming shortly. So, the point of this is simply to announce that, ask you to be on the lookout for it. And while it's esoteric work, it's interesting, and I would ask that you, please give it consideration, give it your thought and consideration perhaps for joining us.

Another call for action is the establishment of standing panel. One of the bylaws under 4.3, one of the sections, calls for the establishment of a standing panel of at least seven arbitrators. From the standing panel will be chosen three panelists to hear anyone claim. The benefit of this is that the standing panelist will be trained in the unique identifiers that ICANN manages, and they will be trained in the ICANN esoterica that we deal with all the time. They will become steeped in what ICANN does, and a more informed arbitrator obviously is going to be a better arbitrator. Currently, arbitrators are picked from international lists, and that's fine. These are capable people. But when you get a standing panel of people that focus on ICANN that will be a net plus. In the establishment of a standing panel that job belongs to SOs and ACs in conjunction with ICANN org and it is languishing. It's been two years since the bylaws have been put in place. It's my personal opinion and

---

argument that the passage of two years has now given this task an urgency. So again, I think you will be hearing from ICANN org who I believe will be trying to take steps to help organize SOs and ACs in carrying out this function.

Once the panel members are nominated, and that's the job by the way of SOs and ACs separate from ICANN org. Once the panels are nominated the ICANN board will have the right to confirm them, and so we have to select a process, we have to organize completely from the ground up in order to get that done.

This slide shows you that there's remaining work for the IOT to do once we get past a standing panel which we have an advisory role in at best. We don't have a formal role in working on the standing panel. The IOT team which I lead has more work to do. Finish the rules as I mentioned before, but then we have other things. Work on rules for appeals, conflict of interest, up to date supplementary procedures for esoteric cases like appeals of PTI service complaints and things like that. So, there's more work to be done.

I would simply mention that the IRP is an important bylaw. It's what I call the crowning achievement of accountability within the community. I think it's important to the cc community for a couple of reasons. One is the ccNSO is a member of the empowered community, and the empowered community is going to be a participant in IRPs potentially going forward. It has that right under the bylaws. Two is under the 2012 round a number of ccTLD registry operators picked up gTLDs where there is...in the g side, there is more IRP activity. There's no question.

---

And in the next round of names more ccs will be picking up names I would think. Thirdly the IRP panel when they issue decisions, no matter where the issue came from, they're going to be issuing decisions that are considered precedential, and that could have an impact in the cc community. Precedent will be set when these decisions come down. So it's important, I think for the cc community to keep its eye on this.

So that's enough from me for now. Bernie, please add any comments you want about the work that we're doing. If you don't, we'd be happy to take questions.

STEPHEN DEERHAKE: All right. That sounds like you guys still have a considerable amount of work ahead of you.

DAVID McAULEY: There's a lot going on.

STEPHEN DEERHAKE: Yeah, there's a lot of moving parts. Thank you both for that. Any questions from the floor? Surely somebody has a question. I guess not. So, I think at this point, thank you both. We can move on to the final, final, final session which according to my notes here is a meeting wrap up by our esteemed chair so Katrina if you will take a microphone that would be great.

---

KATRINA SATAKI:

Yes. Thank you very much, Stephen. I think it was a great meeting. Interesting discussions, interaction between ccTLDs, our friends and colleagues from other constituencies. I would like to thank you all who were here. I would like to thank you for being part of this community, for coming to the meetings, for contributing to the work of the ccNSO in order to make us stronger, in order to do things. You all know that we depend on our volunteers and therefore it is great that you are here to do everything that is necessary.

I'd like to thank also our support staff who made this all possible, who made us feel at home. I'd like to thank [Alejandra], meeting program. Right, they are now a committee. So, thank you very much for making an agenda so interesting. I also would like to remind you that we very much depend on the feedback we receive from you, therefore, please, please, please fill in all those surveys, suggest new subjects you'd like to explore, suggest new themes for discussions.

I also would like to thank our technical support staff even though sometimes we had some issues, but they were very quick to fix them so thank you very much. And with that, I'd like to announce our face to face meeting at ICANN 63 been closed and please do not forget that there is a gala dinner tonight where we all can meet.

There's of course council meeting that you're all welcome to attend. It's very boring but if you want of course they are open, and recordings actually will be available afterward as well. And tomorrow there's wrap up and 20 years of ICANN so it's I think a very memorable meeting. Once more I would like to thank [inaudible] for excellent, wonderful, fantastic



---

evening yesterday. I don't know if we can ever have so much fun again. Hopefully, we will. I think the most fun is that we are all together and we work and relax, and that is always very great. Therefore, thank you and see you in Cabo. Safe travels. Have fun.

STEPHEN DEERHAKE: Thank you, Katrina.

[END OF TRANSCRIPTION]