MONTREAL – GNSO - (RySG) GeoTLD Group Planning Session
Sunday, November 3, 2019 – 10:30 to 12:00 EDT
ICANN66 | Montréal, Canada

SEBASTIEN DUCOS: So, good morning, everybody. This is Sebastien Ducos. Welcome to Montreal. So, we have a GeoTLD meeting that is a big fragmented this week. We have a meeting right now. We'll have a second meeting this afternoon and a third meeting on Wednesday morning. We'll have on the slides all the schedule and times and rooms, etc. We hope to see all of you at all three meetings and sharing.

Today is also a special day. Once every three years, we renew our Executive Committee. So, this morning we will hold a vote for it and we'll go through the proceedings for that. We're doing it this morning first thing just to keep in mind our friends in Europe who might not want to stay up too late on a Sunday to do these sorts of things. But I hope that they use their [inaudible] to run a proxy vote.

So, without further ado – and I don't have a hand on the … Oh, no, I do. Do I? Yes. I don't know how this works. Who's controlling the slides? You are, okay. Thank you, Sue. So, next slide.

Our vision, our mission. We've reviewed these.

DICK KOSHINOVSKI: Dick Koshinovski for the protocol. So, we are, especially for our guests which are for the first time here we thought to give a short introduction what we are doing and what we are talking here about in the next three

sessions we are here. The GeoTLDs, that's our vision – our internal vision – for, let's say, a decade or the next five years is we are shaping tomorrow's Internet and creating digital identities for places and communities. That's why we are here. The GeoTLDs represent all geographic top-level domains and stand for the [rallying] point and the group – our group – supports the GeoTLDs, all of our members but also not members becoming members, to unfold their potential for the benefit of cities, regions, cultures, and languages. That's our mission.

Today is on the next slide. So, the mission towards the public is also very clearly defined as to promote and connect those engaged in the advocacy, promotion, governance, and development of GeoTLDs in their communities and other stakeholders.

To give just an impression, especially for the guests which are not on the table – I think we have some places on the table.

UNIDENTIFIED MALE: Can we rally you up front? It's so much easier than for me to turn around.

DICK KOSHINOVSKI: So, especially the observer members should as well sit on the table.

UNIDENTIFIED MALE: Next slide, please. So, the agenda. As I mentioned, we have three sub-agendas for each of the sessions. Today – or right now, sorry – we have an hour-and-a-half. We will run the normal housekeeping, which

[inaudible] runs for us every time we meet. We will then start the election process. We'll go through the inner workings of that quickly.

Roll call. So, again, those of you who are members, we will call you and ask to see who is present and who is not. Members vote, observers don't. We'll run the elections and as the elections are running, we'll let it run for half-an-hour, 45 minutes. I don't know how much time we have. We need to keep a bit of time at the end of the session for Sue to tally and give us the results. But in the meantime, we will keep on going with the show and do the [marking] and communication presentations. Next slide.

So, this afternoon, there is a change of – sorry, there's no change of room. But we won't be in here. We will be in the GNSO room, I believe, in 511C. And then we'll just go into the presentations – again, [inaudible] presentation, the business, the policy stuff, etc. Next slide, please, Sue.

On Wednesday … So, originally we had thought of doing on the Wednesday a session like we had in Barcelona and in Kobe inviting future … Inviting local GeoTLDs, potential future applicants, anybody that was interested in the region to meet the group, the meet ICANN, for us to meet them and so on and interact. It wasn't possible to do it this time. I must say, with a bit of disappointment that I though that we would get a bit more of a help from ICANN because I believe that these sessions are good also to promote the program and do at our level the promotion that needs to be done for the program, for the benefit of all. But it wasn't to be and it wasn't to be for a number of reasons, but

including the fact that – and it's a true problem. There are mounting numbers of sessions at these ICANNs, and at some point, somebody needs to put their foot down, because otherwise, we'll just keep on having perpetual ICANNs running for weeks on.

So, a discussion to be had maybe in the near future about these sessions. I still believe that they have a value. We may choose to look at different ways of doing it, maybe a day before, maybe after ICANN, maybe outside ICANN, maybe on our own resources. But find ways to rally the interest that I think we need to build for ourselves, present, and for futures. But that will be a discussion for later.

We still have that slot, so we will use that slot to sort of prepare ourselves for I think what is a very important topic and will be a topic of essence this week which is abuse following the audit last year, following the results that were published earlier last month. We will use this session to prep ourselves before we go and meet with everybody else in the big room to discuss that topic.

Again, I hope that I'll see all of you at these two other sessions. Let's start. Next slide, Sue, please.

so, housekeeping. I'll pass the mic to my friend, Ronald. It's all yours.

RONALD SCHWARZLER: Sue, can we have the slides that I've just sent to you? Next time, [inaudible] shirt, yeah?

UNIDENTIFIED MALE:	There's a few rules.

RONALD SCHWARZLER:	Yeah. Okay. Next please. So, for the record, Ronald, [inaudible] for the GeoTLD group. I have listed all the members, all the observers here. Please have a close look at whatever is written there. I know it's a little bit small. It's more or less the same information that I presented five, six weeks before when we were in meeting in Santiago de Compostela in [inaudible].

Two little, or two minor, corrections. The rest of [dot-cat] has changed and we have a new member since that time. So, if you just walk through the list of our members.

So, observers, just to repeat what Sebastien said, are not eligible for voting today but the members are. So, whenever you see something that is wrong on this slide, these are the [inaudible], invoices will be sent to next year, the membership invoices. So, please don't give some wrong [inaudible]. I will send it by email.

UNIDENTIFIED MALE:	Yeah. We'll share the presentation on the slide deck.

RONALD SCHWARZLER:	Yeah. Sure. Okay. Here is the last slide. You see this year we have three new members, the [DotScott], Afilias joined shortly after Kobe in April-May, something like this. And DNIC Services, so the operating or the market-facing part of DNIC has joined us as an observer. DNIC is

providing, for example, escrow service for some or many of our members. I think if other competitors want to join, you have been invited to join the GeoTLD group to directly access – have access to your clients.

In total, we have 24 members, 7 observers. And these 24 members and observers are covering 37 GeoTLDs. So, 27 out of Europe, 3 from Asia-Pacific, 4 from Africa, and 3 from North America. Next slide, please.

Invoicing update. All paid. So, it's not just a sentence here. Many thanks to the members. You are making the work of the treasurer, if not a pleasure but easy. Our membership fees 2019 in total is 29,000 Euros all paid. Next slide, please.

We just got from our accountant, we received the documents and the official documentation about the results of our group, of our not-for-profit organization. In 2017, we generated a winning balance of 13,319.83 and in 2018, we generated in Euros 10,252.89. This generates a result of the GeoTLD group for the years 16, 17, and 18 of 24,360.57. Next slide, please.

This is the [speaking French]. You all know how this kind of general assemblies work. You more or less distribute a document that is approved and signed by the administrators. In that case, it was [inaudible] and me. It says exactly the same words and this statement has been sent and declared towards the tax authority in Belgium because we are a Belgium-based company. So, it's all put to … It's now official.

And the next two slides, whoever wants to read this in detail. What we got as income and where we spent our money. This is the detailed numbers for the result that you saw in the one document or in the one page before. Next slide, please.

For 2019, then – next slide, please – we have this income of 29,000. We have spent … Not in August, sorry. End of October in total 10,000 and a little bit of Euro. You see the distribution.

So, year to date, for this year, we are again making a profit of 18,948. There will be a little bit of fees that will be, let's say, limiting it down to 16,000, the accountant or something like this. And if you are looking at the next … Just put it up a little bit, Sue. Scroll. Next slide, please.

This is what we have in total. We have the balance of this year at about 19,000. We have 24,000 Euro already confirmed for the past years which gives a total for 43. And on the bank account, there is 2,500 Euros in addition. This is not an error. This is the money that we got out of the first year where [inaudible] Berlin had the management of the GeoTLD group finances and just sent their remaining money over to the bank account in Belgium. So, this is not covered by our Belgian accountant. So, the true property that we have is 45,870 Euros.

This is, by the way, too much for a not-for-profit organization because it is 1.5 or 1.6 times our yearly budget and the accountant asked me we should start spending money, just to not get into the situation where the tax authority would start taxing us.

My personal opinion, we should not do dinners or something like this but we should have meaningful agenda and spend the money we put membership fees in for.

UNIDENTIFIED MALE: Or we don't pay the next year.

RONALD SCHWARZLER: Also an option I don't like because [inaudible]. For sure, it would be an option. I would like to spend the money on meaningful projects. Next slide, please.

That's it. This is the financial update, membership update.

SEBASTIEN DUCOS: Thank you, Ronald. Just one little note. You would have seen that the financials were signed by [inaudible]. I obviously approved them and I'm perfectly happy with them. Just, because of Neustar, I am not allowed to sign on behalf of Neustar which is the member. There is only one person at Neustar that signs everything and that person wasn't involved in this, so it has my moral approval but I can't put a signature legally on these papers.

Any questions on this? Lucky, please.

LUCKY MASILELA: Are we going to talk about how we can utilize those funds to avoid taxation?

UNIDENTIFIED MALE: [inaudible] Canada. Okay.

RONALD SCHWARZLER: During the next meetings, we should agree which projects we are going to spend this money on. Yeah.

UNIDENTIFIED MALE: Or at least probably a concept of how and what projects would qualify, so that members can apply for support on specific projects that are GeoTLD related.

UNIDENTIFIED MALE: I'm very open to it and please take a mental note about it. What I would like to happen is for these discussions to happen after the end of this session because I'd like to be able to ramp up from this afternoon the new ExCom and involve them in that discussion. So, let's deal with the elections first, so we know who is in the seat for the future and let's have these discussions starting this afternoon. Absolutely. We are very interested and keen to hear it all. Is that fair? Good.

Well, thank you very much. I guess we go back to the original presentations. Sue, please. This is it? Sorry. I was looking at Lucky and I didn't see the trick he did there.

UNIDENTIFIED MALE: So, we earned some money between Santiago de Compostela and now.

EN

UNIDENTIFIED MALE: Yeah.

UNIDENTIFIED MALE: One member paid.

UNIDENTIFIED MALE: So, the elections. There's no … It's not like we've got a huge amount of professionalism [then in this] group ran an election three years ago and this is only our second time doing it. So, there's a number of things. We try to be as transparent as possible and explain as clearly as possible how we were running these elections where we can [inaudible] at all, I guess.

So, the status today require that we elect at least three members as part of the requirements of the ISBL, the Belgian law – a chair, vice chair, and a treasurer. We have discussed in Santiago de Compostela the possibility or the opportunity of having a bigger ExCom but decided in Santiago de Compostela that we would leave that to the next incoming ExCom, so discussions to be had in the future and the future starts this afternoon, I guess.

So, in the meantime, we will need to vote for those three seats. Are statuses … Say that people get voted at a majority of votes are two [friends] legal, professional, natural, and [inaudible] in Santiago de Compostela re-explain to everybody what exactly that meant and that basically means counting votes, and whoever has got the most, wins.

We discussed that at length. What we didn't discuss is the situation where we have a single candidate for a seat, and in this particular situation, we have two seats and we have a single candidate for it – the chair and the treasurer.

In consultation with the present and rest of the candidates for this election, I proposed that since there's a single candidate we're not going to elect the candidate on a single candidate and he would be nominated automatically.

So, as a result, [Nacho] has been nominated – will be at the end of this election nominated as future chair of this group and [Roland] will be nominated as future or remaining treasurer for this group. So, the election that we will be running today is only for the vice chair in which we had two candidates. [inaudible], who I hope is online but I understand gave us a proxy anyway and myself. So, this is what we will be running now.

So, what we will do, I'll ask [inaudible] to take the membership list again and run a roll call, so everybody knows where they are and where they stand. We have an online form that's been prepared that has been vetted by the ExCom and the candidates. I'll send in a minute or when we start I'll send the link to that and Sue will display that link also here for the people in the room.

We'll let the – I was going to say the auctions. But no, the vote running let's say for 45 minutes to give ample time for people, particularly the people remote – that's the people I'm more concerned about – to vote.

And yet leaving enough time for Sue at the end, a good 15 minutes for her to tally everything and be able to give us the results before we leave.

Before we start this, any …. No, the elections won't take place at 13:00 to 15:00. We're doing it now. I sent an email this morning to the whole membership about it. Anyway, we don't need to make it more complicated than it is.

Any questions before we start the roll call?

UNIDENTIFIED MALE: So, for the member AFNIC, for the city of Paris, who is the voting member? Could you just say your name?

UNIDENTIFIED FEMALE: [inaudible] AFNIC for the city of Paris.

UNIDENTIFIED MALE: City of Amsterdam.

UNIDENTIFIED MALE: Yes, [inaudible]. City of Amsterdam.

UNIDENTIFIED MALE: DNS Belgium.

UNIDENTIFIED MALE: Okay. [inaudible] DNS Belgium.

EN

UNIDENTIFIED MALE: DotBerlin.

UNIDENTIFIED MALE: [inaudible] for DotBerlin.

UNIDENTIFIED MALE: DotLondon.

UNIDENTIFIED MALE: No proxy.

UNIDENTIFIED MALE: FRL Registry.

UNIDENTIFIED MALE: [inaudible].

UNIDENTIFIED MALE: [inaudible] Registry.

UNIDENTIFIED MALE: No proxy.

UNIDENTIFIED MALE: DotHamburg, Hamburg top-level domain. TMBH.

UNIDENTIFIED MALE: [inaudible] for DotHamburg.

SEBASTIEN DUCOS: Sebastien Ducos for Neustar, but we actually have a proxy and I'll just [inaudible].

UNIDENTIFIED FEMALE: Yes. I hold the proxy for Neustar.

UNIDENTIFIED MALE: [inaudible].

UNIDENTIFIED FEMALE: I hold the proxy for Marcus [Kitchel] from [inaudible].

UNIDENTIFIED MALE: The CA Central Registry.

UNIDENTIFIED MALE: [inaudible] Registry.

UNIDENTIFIED MALE: Then we have [inaudible] Quebec. They should be here. The next one is [inaudible] Connect, TMBH. Then, [inaudible] Machine, GMBH in Munich for [inaudible]. No? [inaudible].

UNIDENTIFIED MALE: [inaudible], we have a proxy.

UNIDENTIFIED FEMALE: Oh, I'm sorry, I thought you were still [inaudible]. Yes, I do hold the proxy for [Yusef] from [inaudible].

UNIDENTIFIED MALE: [inaudible].

BENJAMIN LOUIS: Benjamin Louis for dot-alsace.

UNIDENTIFIED MALE: Istanbul Digital Media.

UNIDENTIFIED FEMALE: I hold the proxy for [Nazil] from Istanbul.

UNIDENTIFIED MALE: [inaudible] GMBH [inaudible]. Nothing. In case they were online, doo you watch the … Okay. Then we have the City of Stockholm. Then, we have [inaudible].

UNIDENTIFIED FEMALE: I hold the proxy for David [inaudible] form [Associatoin].

UNIDENTIFIED MALE: [inaudible].

NACHO AMADOZ: Nacho Amadoz Fundació CAT.

UNIDENTIFIED MALE: Association [Puntogal].

UNIDENTIFIED MALE: [inaudible].

RONALD SCHWARZLER: DomainWorks Service GMBH. That's me, Ronald, voting for DomainWorks. [DotScott] Registry? That's all [inaudible] members.

UNIDENTIFIED MALE: Okay, thank you very much.

SEBASTIEN DUCOS: Should a member that wasn't part of the roll call present himself or herself on the form, we will still take that vote. Yeah. Okay. Well, Sue, you said that you were going to display the link. I've just sent the vote now and we will close it at 11:47.

EN

SUE SCHULER:	I am also posting the link in the chat, if you are in the … I only see two people in the room. Hartmut and Joseph are in the room.
UNIDENTIFIED MALE:	But then [inaudible] could and should [inaudible], right?
SEBASTIEN DUCOS:	So, we have a proxy for [Joseph]. We have a proxy for [Joseph]. Should a vote come from somebody that has already given a proxy we will take the vote, given online on the form, as a priority instead of the proxy. We'll take the more recent vote. Should a member vote twice because two different people, lack of coordination, we will in the contrary take the first vote that arrived on our form, on the system for the form.
UNIDENTIFIED FEMALE:	Sorry, I might have missed the information. This is not anonymous, then. We have to put our names when we vote?
SEBASTIEN DUCOS:	So, this is anonymous for the group. We don't get to know but Sue will know and will keep it to herself. Thank you, Sue.
SUE SCHULER:	Yes. I just need to know that we're not getting two votes coming in from the same person.

EN

UNIDENTIFIED MALE: But we might have to … So, a practical problem because we're not online at the moment. The Wi-Fi is not working.

UNIDENTIFIED MALE: It's working.

UNIDENTIFIED MALE: Okay. Well, try again.

UNIDENTIFIED MALE: You blocked us.

SEBASTIEN DUCOS: Yeah. It's done on purpose. Don't worry about it. What's the problem? You can't get online?

UNIDENTIFIED MALE: We can't get online.

SEBASTIEN DUCOS: You should have on the back of your card all the logins and passwords. Is everybody else online and able to see the phone? Okay. Well, thank you. Congratulations. As Sue said, if you want to have an alternative laptop being it mine or Sue's or anybody else, please feel free. I'll leave two or three minutes for the room to vote and then we can proceed and continue with the fun.

UNIDENTIFIED MALE: You shouldn't see whom I vote.

SEBASTIEN DUCOS: No, I shouldn't, but I have a weapon which is I'm not wearing my glasses. Can't see anything anyway.

I think that everybody has had time to do what they needed to do. I think we should now proceed with the rest of the festivities. Can you bring back the agenda? Maybe not a big picture of me. Thank you very much. Yeah, we can skip all that. Thank you.

So, upcoming events. Just a review of upcoming events. Maybe, Dick, you want to do this because you prepared the slide

DICK KOSHINOVSKI: Yeah. Some of the slides we have, we had already, in our meeting in Santiago de Compostela we updated them to keep the whole group and all these members and observers which didn't participate in Santiago with the latest developments. And here for the next meetings, it's the Smart City Expo in Barcelona where Neustar was last year present, I think. Last year or the year before.

SEBASTIEN DUCOS: Two years ago.

DICK KOSHINOVSKI: Two years ago. Where a lot of city representatives are there and talking about smart city digitalization and so on. I don't know if someone is going to this conference for the city or the region. Okay.

Then, we have the Internet Governance Forum in Berlin, international one, with over 4,000 participants already registered. Who of you is going to the Internet Governance Forum? Any? You? Lucky? Okay. I'm going, too, as we are in Berlin. So, we can have a dinner together. Yeah? Good.

UNIDENTIFIED FEMALE: We will be there. Not myself, but Pierre Bonis will be there.

DICK KOSHINOVSKI: Okay. Good.

UNIDENTIFIED MALE: That slot, we applied for. Yeah. We applied within the framework right on time and everything was okay with our applications. The problem with it was if you are not already registered with the Internet Governance, the people who look at all the workshops, they look, "Are these people registered?" And if they are not registered, you fall out of the schedule then. That's a problem and it's really complicated to get up there. We had a really good set of differentiation between gender and geography, profession and whatever, what we sent in. But not everything was qualified due to the fact that you have to register with a complete profile and CV and photo and whatever at the Internet

Governance Forum. But maybe for the next year it might be a good idea to do it again or try it again.

Then we have the NamesCon in Austin as next conference. Anybody going there? You?

UNIDENTIFIED FEMALE: Not myself but someone from my team, [Miguel]. Maybe you know him already.

SEBASTIEN DUCOS: We always have people from Neustar going but because there's a GNSO event the week before in LA, I might actually this time go, too.

UNIDENTIFIED MALE: Then we have the domain [inaudible] Austria. I think a number of people will go there. Okay.

Then, the next big ICANN meeting is in Cancun in March, beginning of March. And GDD we have confirmation that it's in Paris from 3-6 of May. I think that's a good overview on the next meetings. It's a question if we do a GeoTLD meeting there. We have a GeoTLD meeting at the GDD if we had enough participants. Paris might be a good idea because I guess on the community or the policy meeting in Kuala Lumpur quite months or six weeks later, not many of our group will be participating there. So, we should look at having then the next meeting after Cancun in Paris, I think a nice thing.

EN

[DIRK]: We are going to the Nordic Domain Days. Do you hear about this?

UNIDENTIFIED MALE: Yeah.

[DIRK]: Okay. It's not on your list?

UNIDENTIFIED MALE: No. It's not on the list but we put it … When is it?

[DIRK]: It is 25th of November in Stockholm.

UNIDENTIFIED MALE: Oh, okay.

[DIRK]: Maybe somebody else is interested. We are going.

SEBASTIEN DUCOS: Can I suggest that you reach out maybe to the City of Stockholm, our contact there, and see if they are going, too, to meet with them or something? The City of Stockholm, if it's happening in their city, just to reach out to them and make sure that they come. Let's check with them.

So, you have the date to add to add to the slide. Yeah. Okay, cool. Anybody else has events, local, regional of interest that are missing? No? Thank you.

UNIDENTIFIED MALE: That's [inaudible]. As you probably know, we had one-and-a-half days, even with a dinner before, a full two days of discussion on GeoTLDs, on GeoTLD topics into every corner of all business. I would like to share some of the things we assembled in [inaudible]. I made an [inaudible] meeting.

We had a lengthy discussion on internal and external challenges of our businesses of the industry as well and we are putting this together. What came on that agenda was we are all fighting against becoming irrelevant as [inaudible] domain names with our offer to the public, to businesses, and to end consumers and we want to put the GeoTLDs on a growth path again. Statistics will come later. These were some major topics the group is looking to do. Maybe the next ExCom could do a lot in this way.

Then, we had the sentence make the work of our group valuable to all members. So, there was some discussion if things, certain parties or the ExCom does really benefit our members or is it just particular interests that are in there like the next round thing? It doesn't affect all the members but some members and we have to find the right balance here that activities are valuable for all the members.

Get all the members engaged in the discussions. That's important, very important, too. Like voting, we will see what the voting brings out, how many members really participated in the voting. So their engagement of the members is really key to our success and also to our visibility.

Then, the [inaudible] was making the data we have and we had quite a lengthy discussion on what data can we assemble, what data are valuable for us and it could be summarized and make our data become drivers to us.

How was not decided but this might be something we have to do for the next years, to do so. Maybe not … I don't know if someone worked with artificial intelligence tools already in their company. We didn't do but we used our brains, so some sort of intelligence there.

Then, sharing experience and qualitive and quantitative successes. Increase the membership by next round, GeoTLD candidates that's also in our statutes one thing we want to grow as a group with our new members, too.

External challenges that had been identified as defending the concept of GeoTLDs for the next round. I think we are on a good way, not falling back against the protection of city names and regional names and so on against last guidebook.

Then, we had something we can say hardwired. GeoTLDs as digital infrastructure and there are some service [inaudible] coming in the European Union. Digital Service Act, for instance, where the DNS and domain names and the domain name facilitators like registries and

registrars are directly targeted. And being part of or getting part of the mega trend of digitalization of places was something that is a big challenge. So, just to let you know.

Any comments to what we assembled there? Good? Okay. Maybe we can go to the next slide, then.

We did an [inaudible] also because we had a lot of discussions where to go and what to do in our group. We have four topics: advocacy, promotion, governance, and development. It's in our mission to do that and the members voted in Galicia on what is their main focus. What's their most important thing to do within the group? And 62% voted promotion, marketing, sales, all these kinds of activities are most relevant to them. We had 31% development of the membership, of the next round, of data, of best practices. But best practices could be also a promotion thing, then. And we had 8% of advocacy. So, reaching out to other stakeholders in our ICANN universe. Governance wasn't of interest at all.

UNIDENTIFIED FEMALE: What was meant by governance when you discussed it?

UNIDENTIFIED MALE: By governments, it was policies, for instance, development. Abuse things which are not in a promotional thing or in the development of our group.

SEBASTIEN DUCOS: Exactly. Policy Development, that sort of stuff. It wasn't that it wasn't of interest. What was said that there are other groups and other memberships within this organization – the Registry Stakeholder Group mainly – that would be focused on that and that we wanted the GeoTLDs to focus on GeoTLD specific stuff. And within that framework, the governments didn't fit. Again, because it was looked at by others. That was the idea.

UNIDENTIFIED MALE: Yeah. And governance could also mean here in this sense how you operate your TLD, which policies do you have and which framework, relationship to the government and other stakeholders. That's something we are trying to figure out as well. But it wasn't in this. We had been a small group in Santiago. It was 20 participants about, I think, from 14-15 members there. That was just a picture of the members in the participants in Galicia in Santiago.

UNIDENTIFIED MALE: Yeah. Just to add a nuance to this is that Sebastien said it's not that governance is not relevant. It is relevant. But I think that what we wanted to convey here was where should the group put the effort and the focus on, which is reiterating on what you just said. But that doesn't mean that when there's any issue that seems to be critical or is important to the group coming from the policy area or from the governance area or from the ICANN area, it is not identified as such and then put on the table.

But right now I think that – and I was a big advocate for promotion so that's why I'm trying to put more context to it – but right now, a promotion was been left aside and it needs to get some center ground on where we look.

UNIDENTIFIED MALE: Okay. Anybody else on this topic? Okay. We will see more on promotion and marketing later. The next slide, Sue, please. We had Hartmut from DomainWorks assemble some statistical data on the website, how many people are looking on our website. Where does the traffic come? And here it clearly shows the traffic comes from Google. People are searching and looking for us here. Maybe on holidays, I think the breaks here, over the last years where there was less traffic. Quite interesting to see that we're still high traffic volume on our website, on visitors and visits. So, that's really nice and that's we're always trying to achieve and trying to hold, being the first choice for geo top-level domain information on the Internet. Next slide, please.

Hartmut also assembled some data which are the top five contributions or the top five pages which are visited here in 2019. Year-to-date means up to September and the green capital is an all-time favorite. I don't know. They have I think – do you know if they have a [rural] domain name or do they have a green? That's a [rural] domain name. Okay.

Then, GDPR, who we are and London and NYC are the top GeoTLDs where people look for—

SEBASTIEN DUCOS: Not very hard to see from these statistics. If you have material for us to share on the website, if you have interesting stuff that you do at home, if it's visual – and in that case, there was a big video, so it makes it easy for visitors to come and check. Obviously, it has appeal. Let's do and share it. The slide is done for every one of you to come and share the information.

UNIDENTIFIED MALE: Could we have the next slide, please, Sue? Outreach Ronald already said some words on new members. We had a dropout last year. That was DotDoha.

SEBASTIEN DUCOS: I can speak to this in a bit more details. It just so happened that DotDoha was a client of ours. I know them well. There was a bit of … It was a funny situation of a small country where the population of the city is I believe something like 85% of the population of the country and where Qatar has been promoting its name quite effectively in the last ten years and continue doing it through the upcoming World Cup, etc. Under no circumstances did they ever promote Doha. It's always Qatar, Qatar, Qatar and they ended up deciding that it was probably … There wasn't a feeling of a local need, and for the local government it was more of a confusion factor than that. So, they decided to focus on their ccTLD and drop the city TLD. These things happen. They happen with brands and etc. I hope that we won't get to see many but that was the story.

UNIDENTIFIED MALE: By the way, Doha was the Latin—

SEBASTIEN DUCOS: There was no IDN. It was just Doha.

UNIDENTIFIED MALE: It was just Doha. Yeah. We updated also the map on our GeoTLD website was a little bit confusing on Arabic strings. I'm also not sure but maybe one of you has more information about the Chinese strings, Chinese GeoTLD strings, how they are used or who is managing them. There's no person … I haven't spoken to and I couldn't find … We list them on our map but I'm not sure if they really run or … I don't know. If you ever meet some people, that would be great if they could be connected to the group.

UNIDENTIFIED MALE: Do we know whether they are spelled correctly? For those not having been present in Galicia, one guy from ICANN, he's capable of writing Arab set on the string [inaudible] left to write, written instead right to left. Somehow crazy that we didn't even get correct spelling. So, probably we have the same with Chinese.

UNIDENTIFIED MALE: We checked with him and everything was Arabic script TLDs is okay. But the Chinese might be some confusion on that.

SEBASTIEN DUCOS: So, another note here about sponsors. Particularly when we have the meeting outside of our ICANN conference. We had it in [inaudible]. We had it in Santiago de Compostela the last two years. It's very important for us to have sponsors that allow us to have social activities, dinners, etc. running. We could, but we don't want to spend the money of the group on that sort of activity.

Again, these come out of opportunity and discussions that we have outside of this room with potential providers, with all these things. Please don't hesitate to bring them back to us. It's an asset that we need to maintain. If we don't need a sponsorship for a given year, let's keep it for the following year. There will always be needs for these sorts of things. So, please, do send them.

UNIDENTIFIED MALE: Yeah. We are now heading into the marketing and communication topic which should start in the afternoon but we continue now with this. I've assembled some data on the latest developments in our [inaudible] here, and global domain name count in the last 19 years was just going up, up, up and up again with maybe a slight thing. In 2009, we had there where it dropped. I'm not sure. It should be I think 2009. That's from the Verisign report they do every quarter now, and before that from 2000 it was yearly that these are the steps and statistics there. Next slide.

That is a good development. Then I assembled the geo top-level domains, especially the city top-level domain names, the registrations

from 2018 up to October 2019. So, the blue line is Tokyo, then we have the yellow line is London. Orange is New York and gray is Berlin. So, from the top four. And especially I looked into the November numbers already because Tokyo had a lot of deletes, about 30,000 or something coming up, and some statistics they dropped already under 100,000. You all know they did global promotions on DotTokyo for about $1.00 a year or even lower and that might be the first sign of what happens after [inaudible]. I'm not sure. I didn't have the chance. I just saw the numbers two days before.

Also, New York dropped 1,500 names. London dropped a lot. Berlin very little because we had our renewal already. We had our drop some months ago. Those are the latest numbers I'd like to show all over development over the last two years.

So, I think there is need to do something in marketing and communication for the [inaudible] in all our cases.

The next slide looks—

SEBASTIEN DUCOS: First of all, I don't want to speak on behalf of Tokyo. They're not here. They'll present their own stuff. I do know, for a fact, and I'm saying it because it's topical this week – part of the issue that they were having with the low-cost domains is the cost of having to handle spam issues. They were adamant to keep Tokyo in good standing and making sure that the brand wasn't losing from that [inaudible] activity, but the reality is that the Spamhaus scores that they got were horrible and

there was a lot of work to be done with that. I hope that we can get maybe [Leanne] to come and explain to us if she wants. I don't know if she's prepared. I haven't seen her. But I think it's interesting. Because it's a gamble. Cheap domains are a gamble. How much are you looking … You know that there's going to be a large drop-off. How much are you looking to see stick from one year to the next? 10-15% of the campaign? Is it a gamble that is worth it?

But also not just looking at the fact that a year later they might drop, but also in the meantime, the cost of having to handle the abuse and etc.

The discussion that we're going to have this week is also about do we keep on running the abuse the way it's run and in the contract today, in 11.3b, and etc.? Do we start thinking that spam needs to be included? Do we want to do it ourselves outside of the contract and be responsible? But it's not things that we can hide and we can hide our heads under. So, interesting aspect to keep an eye on.

On a purely personal note, I have other projects and other reasons been looking at a lot of data of late and trying to find a lot of the data that is available publicly by ICANN, by other means and etc., comparing notes on what we see and what we do.

I'm still scratching my head and trying to figure out, for example, how [inaudible] comes up with their stats because they seem to correspond to nothing else that I can see out there.

It's something that's going to take me a bit of time but I'd like already to sort of put my name on it in Cancun to find time to present this stuff because there's a lot of interesting stuff and a lot of interesting questions that pop out when you see things moving positively, negatively, trying to understand what each individual TLD did at that time. Was it a campaign?

And just with the data that we're finding, the public data on the ICANN reports and that sort of stuff, there's a lot of interesting information in there that we should look at.

RONALD SCHWARZLER: Also, a personal note. These top four TLDs are our lighthouses. Normally, these are the top four numbers and they are all shrinking, for whatever reason. Tokyo has a very good reason. They made a promotion last year. Now they are …. You add 50,000. You lose 50,000. If you just give it away under a dollar. This is something we've learned hard the past years.

But also, London is going down constantly. New York at some point of time was about 80,000 shortly after sunrise. So, even Berlin, not mentioning the 150,000 [inaudible] 60,000 and now we are at about 50,000. What is the reason of more or less? Even the fourth one, the green one, is going down. It's kind of alarming me. What has gone wrong? Did we do too much promotions in the beginning and now we are losing the promotional domains? Does it make sense to do nothing? Because then you are growing organically. This should be somehow [inaudible] for a marketing group to find out what is really happening

there. There are some lines in between that we should have statistics divided into top four, next ten and the next ten.

There are interesting moves in there also. There is an orange line going up somewhere in the middle or a violet one going down. So, don't see any details. But in principle, it's all going down and it somehow makes me nervous, at least, a little bit.

UNIDENTIFIED MALE: You just gave a perfect trailer for the presentation we're going to give about the successful GeoTLDs because this is also we want to mention. So, I think the afternoon part, we will give this presentation also about this subject. So, thanks for the trailer.

NACHO AMADOZ: What we are seeing in DotCat is that price is not really lasting. But that doesn't mean that when registrar play with prices we don't see how the market reacts. But we've been always very, very afraid from the registry perspective to play with the price as a registry. I think that prudence ha been good because it's been a constant growth even now.

That's not to say there's no room for playing with prices because the registrars sometimes have it and some of our registrars have been doing very, very aggressive campaigns this year where they register domain names – DotCat domain names – for one euro and then the regular price is maybe 40 which is double the price of the other registrars. And it seems to pay off for them.

But … And I don't know how we can get to find where is the balance or to discriminate how should we account for this but we have the feeling that registry shouldn't be playing this because then it doesn't pay off. It goes against the registry because then you have this big [inaudible] and it doesn't help the stability of the planning you need to provide for the registrars. They, of course, are going to run over your campaigns sometimes because that's what they've done this year on a couple of occasions and it's been not good for the kind of [emails] that the registry wants to promote to create awareness and to reach out through radio campaigns or even television campaigns. When you are saying this is stable, this is solid, this is not something that comes and goes and then a registrar comes just one second after and says, "Get your DotCat for one euro." It's a mixed message that sometimes creates issues with the registrars.

But, I think taking them into account and understanding that they are going to be doing this, you need to provide them a framework in which you are the big enough stability for them. Not for their benefit only, but also for their mutual benefit.

We've always thought that there was not much margin for reduction in prices because it really doesn't matter that much to the customer if they have a project in connection with a domain name and an identity to pay two Euros less a year. But what you get or what we think you get is what happens with Tokyo here is these spikes and these problems with Spamhaus and these problems that erode your credibility. How do you get this to grow without playing with [inaudible]? That's a difficult question.

SEBASTIEN DUCOS: I can make a quick comment about New York, which indeed has been declining. To us, it's very simple. There's no massive campaigns that have been running but we have been running on a steady amount of local communication over the city for years. For dollar invested, there's dollar return on that communication. As soon as you throttle down a bit the communication, the immediate [inaudible] is that the sales go down.

Last year, we did a lot of campaigns because we were auctioning premium – or not premium names, sorry. We were bringing to the market names that had been reserved and kept for auctions, etc. There was a lot of communications around it. And we saw increase obviously on the auctions but also on the rest because of the communication that we were doing. As soon a you throttle it down, that's what happens.

Now, our company, just like any other company – we might be slightly bigger than others but we are still a company that has priorities and teams that can't do everything all the time. But it's a direct reflection of that and without surprises. Yeah.

DICK KOSHINOVSKI: The picture looks like Saturn rings, the planet Saturn rings where some moons are getting crazy in between there. But from all the other underlying a big [inaudible], we had statistics presented in Santiago, so you can look in this slide. We had exactly sliced it into under 20,000 and

under 10,000 and then you see more precise what development was there.

In the case of Berlin, the gray line is more or less going there. And then we had in April, May, June, that's a renewal case. And we had this year drop out of one domain investor which deleted 3,600 names. That's exactly what we have seen in the last years for the renewals. It's not individual domain owner but it's those who have 20, 50, or 100 names.

We looked into the underlying case how many single registrants do we have – single persons, entities – and that number was interestingly growing. Growing, growing from year to year. And we had a drop out from those who were domainers, you couldn't say, but somehow domain investors or a little bit speculative or hoped to sell the domain names or something. There we see the drop out and they come by numbers of 10 or 20 domain names all the time when they renew. So, that's our development.

A good reason is if you're a growing number of registrants and the ratio registrant per domain name, domain name per registrant, is going down. So, less domain names per registrant is better. That's underlying.

And we come to one slide about measures beyond the pure number of domain names. That's what we are looking for, too.

SUE SCHULER: Before we move forward, we've come to a time where we should be closing your election. Is there anybody that has not voted? I have 16 votes, including the proxies. There is a clear winner at 61% but I do want

to go through each individual vote and verify that they came from voting members before we declare. We're good to close?

UNIDENTIFIED MALE: Is everybody okay? Technically, we still have another three minutes, but there hasn't been any movement since Sue came and talked to me 15 minutes ago. So, I think that we can close if everybody is in agreement, we will. Okay, thank you.

SUE SCHULER: Thank you.

UNIDENTIFIED MALE: The next slide I presented there in Santiago was the development of the individual regional TLDs. And you see here the big shots with – do we have DotDat and [DotBion] and DotAsia? They are looking better than the city TLDs, interestingly. That might be good signs. We need to make a comparison to see that but there were some statistics. I just got the numbers from 2017. In June-July, compared to the August numbers in 2019. So, two years development on that slide. It was just a snapshot here to see what happens. Okay. Next slide, please.

So, altogether, the GeoTLD development can be summarized as most of us have a stable basis but are not growing substantially. Some are … I would say you can describe it like that over all GeoTLDs.

My feeling is that the strongest competitors are still ccTLDs and dot-com, not only by the price but also the awareness in the public or

maybe the registration restrictions which, for instance, NYC has very strict ones compared to DotUS or DotCom that might be a flaw for them.

Then, we have limited target group for all TLDs for sure. Registrations, jurisdiction, prices, and the listing that registrars, resellers, and also the website builders like WordPress which is still not listing all our GeoTLDs as potential domain names to buy.

SEBASTIEN DUCOS: On this, I was just helping Donna Austin from the Registry Stakeholder Group with stats for a presentation that she gave yesterday to the Board and looked at a lot of numbers. I don't want to be part of the discussion of [inaudible] DotCom. They have the merit of being there and we need to live with it in one way or form.

But it's interesting that of all the legacy TLDs, it's very, very clear that with the inception of the new round, the geos, the rest of the new gTLDs, they've all plateaued [inaudible] of it.

It's also interesting to see that the total growth of domains, since the inception of the program, 50% of it comes from new gTLDs, and in there there's a lot also TLDs that produce volume for the sake of volume. I don't know if I agree with that philosophy but [it's beyond that].

It's interesting, more importantly, to see that where everybody is seeing a slump, ccTLDs keep on talking about it, many regions in Europe. We're reaching the market here. DotCom hasn't. DotCom has been steadily growing and keeps on steadily growing at the same pace for years and

years and years. They're not seeing yet that slump. I can't see that slump in them.

We discussed 12, 15 years ago for the new gTLD program the fact that one of the reasons we wanted it was choice and etc. because DotCom was being saturated, because we were getting back then 80 or 90 million domain names and all the names had been taken. They had 150 and keep on growing at exactly the same pace. So, there's maybe something that we need to look in there and study closely to see what they're doing so right, because they're not yet getting it wrong. We need to admit it.

UNIDENTIFIED MALE: So, we have a few minutes. I'd like to show two short slides and then I think we could go to election. So, two slides. Marketing, brainstorming. So, Donna, as Sebastien said, had made a couple of months ago, she issued a document to find out success factors beyond domain names under management and that was a document that was complemented by a lot of different registries, on the next slide.

The people that answered came from broad variety of new gTLDs and they were putting all together their success factors, coming from a different variety including brands like DotAmazon but Amazon has not only brands but [close generics] and in common of all these success [inaudible] the usage or the adoption or the penetration in the community. That was the single unifying factor for many TLDs in their niche to find a way to get in contact and get community knowing about

the TLD and create awareness in that community. That was the last slide I wanted to present before the break.

SEBASTIEN DUCOS: Any comments on this? Any questions? Good. Okay. I'll pass now the mic to Sue who can tell us what went on and if we have time afterwards, we wanted to take a group picture. But if we can't make it now, we'll make it this afternoon.

SUE SCHULER: Okay. Results have the election have been verified, and with 61% of the votes, congratulations [Xio Tzu].

UNIDENTIFIED MALE: Maybe I can say something because it was my vice chair seat until now that I gave [inaudible] my letter or email about it. I just want to say that it was a pleasure for me serving here the GeoTLD group from the very beginning in 2005 or 2006 up to now and serving that good cause. For me, the GeoTLD topic has really a good cause which is [inaudible] safe and continue and bring it to the ICANN community. And we have reached that stage already.

So, I just wanted to say it was a pleasure for me working for the group all the time and I will be still around for the next decade.

SEBASTIEN DUCOS: Exactly the point I was about to make. I'm not going to rain on your parade but this is not over. You still have two months to serve and so do I. But I wanted to say that – and there was a message from [Yosu] very briefly – Sue, you can show it – thanking everybody. I have the intention of inviting Nacho – [inaudible] was already invited – but to join us from this week on and we'll do a smooth transition over the next two months to make sure that everything is done cleanly.

Just in terms of status, our commitment to the group and our commitment to the organization will last until January, at which point you will have to go to Brussels and sign off the papers and free [Dirk] again. I couldn't sign the papers. I'm free to go anyway. But we're committed to taking this to the year and do that together.

Thank you, everybody for – oh, I could have done it. Congrats says [inaudible]. No, Benjamin said that. Anyway, you'll find it. I'm not going to read it. It's too far.

SUE SCHULER: I can read it for you. From [Yosou], it says, "Thank you, everybody. I'm amazed. And special thanks to Sebastien and the ExCom for the great work done. We'll continue working together."

SEBASTIEN DUCOS: Okay. Well, fantastic. Thank you very much. Now, if we have two minutes to do the group picture because I understand that later in the day people might have to do other things, so let's do this now.

SUE SCHULER: Well, let's have the ExCom just stay where they are and everybody come around and sit behind them and I'll take a picture coming this way.

[END OF TRANSCRIPTION]