
ICANN75 | AGM – DNS Women Panel Discussion: Is the Market Prepared for the Next Round of New gTLDs?
Tuesday, September 20, 2022 – 15:00 to 16:00 KUL

UNIDENTIFIED FEMALE: Hello, and welcome to the DNS Women panel discussion. Is the market prepared for the next round of new gTLDs? Please note that the session is being recorded and is governed by the ICANN expected standard of behavior. During this session questions or comments submitted in the chat will be read aloud if put in the proper format, which I will note in the chat shortly. If you would like to ask a question or make a comment verbally, please raise your hand. When called upon, kindly unmute your microphone and take the floor. Please state your name for the record and speak clearly, at a reasonable pace. Mute your microphone when you are done speaking. This session includes automated real time transcription. Please note this transcript is not official or authoritative. To view the real time transcription, click on the closed caption button in the Zoom toolbar.

To ensure transparency of participation in ICANN's multistakeholder model we ask that you sign into the Zoom sessions using your full name. For example, a first name and last name or surname. You may be removed from the session if you do not sign in using your full name. With that I will hand the floor over to Vanda. You may begin.

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.

VANDA SCARTEZINI: Hi everyone, thank you very much for being with us this time. This is one panel that we set up for the DNS Women, and we've had this DNS Women's session since 2009. It's part of the ICANN agenda. I appreciate that. I would like to start our panel giving the floor to Cheryl to give special respect to the Queen of England. She will take a minute to say so. Thank you, Cheryl, the floor is yours.

CHERYL LANGDON-ORR: Thank you, Vanda. Fear not, I'm not doing a minute's silence. As you know, Women in DNS is all about how we can empower each other. How can we find models that are worthwhile taking a note of and perhaps learning from? How can we find examples of amazing icebreaking, and shall I say risk taking, particular from the female agenda?

I said to Vanda when she said we should do something about Her Majesty, I said what we should do is note that she stepped up at 14 to a job she neither wanted nor had been trained to do. She took a public life from then on. She joined the military, the only female to ever have served in the military, served in wartime, and while she could have wandered around making the place look neat and smiling for morale, she became a mechanic, served as a mechanic, and started a lifelong love of driving and automobiles.

That’s the kind of risk taking that I think women in DNS could take a moment to respect. She knew the meaning of service, she literally gave her life to it, and whilst there’s lots going on, lots of geopolitical concerns to be considered, any woman that worthy, being the only woman in politics or leadership in her day, needs a minute of my time. With that veil, Queen Elizabeth II.

Thank you, Vanda, back to you.

VANDA SCARTEZINI:

Thank you, Cheryl. It’s really important to have this model for many of us. Thank you very much. To start our panel, I give the floor to our coordinator, Mark Datysgeld. Mark, the floor is yours.

MARK DATYSGELD:

Thank you so much, Cheryl and Vanda. It’s a pleasure to be here. I am especially happy because Vanda was one of the first people who gave me an opportunity in this community. I’m always happy to come back and represent the many young people that she has helped over the years. Thank you again, Vanda, always a great pleasure to be with you. Today’s panel, as you know, is titled, “Is the marketplace prepared for the next round of new gTLDs?” I believe all of us have a bit of an opinion on that. I don’t think there are any of us that don’t have one. Vanda has selected some people from different backgrounds, different impressions, to give us a bit of an overview of what we should be looking into. What

are the insights? From there we will also have the opportunity to interact with everyone. There will be time for, let's not even say questions and answers. We can even have a bit of a discussion together with the panel.

We will start with a short introduction from each of our four panelists. Why not start with the woman herself? If there's anything I learned from Cheryl, it is she knows stuff. She really knows stuff. She has become one of my go-tos for when I'm doing policy and I need to understand something that's deep and arcane. My question to you, Cheryl, is what has been the impact of the new domains on the domain market? You were there. You saw the 2012 round, but you even saw the planning for that, the expectations that were around that. How has that impact been felt? What was that like? Please, could you share some impressions with us?

CAROL LANGDON-ORR:

Happy to, thank you very much, Mark. I come specifically to this table from the end user and consumer perspective, but I do recognize that I've had a little bit to do with some of the planning and implementation, and in subsequent procedures and all of those sorts of things. I may sneak into that area if it happens later.

From the end user perspective, the potential for new round, or I should say continuing round is what we like to think, it was a big

gap between it, but their rounds of the new gTLDs. The idea of having greater consumer choice, particularly greater consumer choice which will offer opportunity for those that are not having needs met, a multilingual approach to things, a subregional approach to things, a simply more global, balanced approach to things, all of that opportunity from my perspective and from what I have heard over the years from other people who act in the best interests of the billions of people on and not on the internet yet, that's where the potential lies. The market should be affected by seeing this as a value proposition and opportunity.

Unfortunately, I'm not seeing that as yet. It's failing to meet expectations just a tad, not because it can't, but because it's doing the easy stuff first, and the stuff my end users, specifically the end users who I try and think about more often than not, that are not in this forum, who are not in Europe, who are not in the Americas, who are in the global South and in other emerging and developing economies, they're not seeing the value proposition that the market should be having. To me it means there's unrealized potential yet. Let's hope we can fix it in the next round.

MARK DATYSGELD:

Thank you very much for that overview. I think you hit the nail on the head. It seems like we are just getting started on something that's actually been going on for so long, it's a bit surreal at times.

That segues very well into what I think I would like to ask Krista, which is, coming from a business perspective, I guess there are expectations from global businesses around a new round of gTLDs. The question that comes from that is, are we even ready to meet those expectations? I do know that last round there was really a groundswell of interest, much more than people had guessed. How is the market right now, Krista? Are we ready?

KRISTA PAPAC:

To Cheryl's point I think we definitely are. There is unrealized potential there. We saw it in the first round. The first round we had all these people out there applying for these new gTLDs, doing these different things with it, and now here we are 10 years later. We have a whole bunch of people out there waiting to buy a new gTLD to do some different things with it. I think we know there are a lot of people out there waiting for it. I guess it comes back to the question of, we see it from the external perspective, yes, they're ready for it, but it comes back to once we're ready internally. Are we ready to push the button that says we're ready to go and roll this out so we can really do it effectively and timely without too many delays? I think that's where the two worlds come together.

The external world is waiting for it, and we don't want too many more false starts, so they can actually implement their business plans, roll it out, get the budget ready, get their teams ready for

it, so as soon as they have it they can push the button, understand what their plan is and realize those benefits.

MARK DATYSGELD: Thank you so much, and exactly, also being from the business community I see that there's a demand side. What we don't know is how much. Do you have a feeling for how hot the market is, or are we still in early days?

KRISTA PAPAC: I think we're still in early days, but I think as soon as we manage to get the communications out there, I think it's going to give us that little bit of feedback mechanism. It's going to help with our communications. We're going to see all that starting to roll out because people are going to be more involved. They're going to want to be involved and they're going to want to really push for getting it out there. They immediately start recognizing that, so the sooner that we start to communicate the sooner we're going to have a better insight on all that.

MARK DATYSGELD: Sounds beautiful to me. Vanda?

VANDA SCARTEZINI: Yes, just to make some conversations around, I have two points here. One, the last round, a region like mine, South America, was not really touched. In fact, after that we made a survey and all big companies that we talked to didn't know that there had been [inaudible]. I have a list of companies that said to me, "When it's open again, please call me." Okay, I will.

The second question for you, Krista, is in the first round, too, there was no such good definition for a brand. Who is going to be a brand exactly because some of those closed gTLDs were something important for some regions like mine where people do not understand the URL. If you have, for banks, for instance, I run those [inaudible] for banks in Brazil. It was some kind of alert and security issue for them, so be closed. Then they decided that maybe brand can substitute the closed ones. For me, whatever, but what is important is what kind of brand will be accepted as a real brand in the small countries around the world. I have been President of the Patent Office. My point was in that time that we didn't define well who can apply for a brand. We lose a lot of things. People are still not clear about that. I don't know if, in the IP session, you have been discussing these kinds of problems that we faced in that time.

KRISTA PAPAC: You want me to answer?

VANDA SCARTEZINI: Yes, please, try.

KRISTA PAPAC: I think definition are always an issue when it comes to the ICANN world, and I think that's a tricky one to answer. I think we've already seen some of the issues in the first round and what that can create. On the flip side, though, I think, to answer some of the issues, how can we do that in the future? How can we do it better? The benefits to especially the banks is people are going to recognize that more. They're going to see the protection on that. They're going to see that flag of trust. I think from the first round to the second round we really see a change there from the brand owners. A lot of them said, "We didn't participate in the first round, but now we really understand the value of this, and we really want it. When can we get it?" You're like, "We'll call you as soon as that happens," and then they call you six months later, and they call you a year later. Pretty soon it's been five years and you're like, "It's coming, I promise."

VANDA CARTEZINI: They die and have rest.

KRISTA PAPAC: Yes, and that's the problem.

VANDA CARTEZINI: Anyway, just to [inaudible].

MARK DATYSGELD: Hello, thank you so much. Actually, that's part of the debate right now, and I see that Martin has his hand up. I would like to ask; would you like to give us an opinion?

MARTIN SUTTON: Sorry, the connection has failed. I was going to put something in the chat, not to disturb the conversation. Just to one of the points that Vanda made there, last time we didn't know what a .brand was. It wasn't defined, so we had a lot of issues post-application that had to be resolved and one of those was exactly that, was to define it. We did that under Specification 13. Next time around as we solve through all the efforts of subsequent procedures and all the outputs from that, that's carried forward as part and parcel of the next round. The recommendation is that all gets brought in. I think it's going to be much clearer.

The other point with the communications side of things is we've got to do better. That was part of the recommendations as well. It was pleasing to hear on the Exec Q&A yesterday that there was work and effort to get communications plans into play even before the IRT, I think. They're lining up the ducks, if you like, to

be able to do that more efficiently and effectively, with a third party brought in to make that more effective. Lessons learned. We're seeing that hopefully now as that goes forward into more of an implementation phase, which we would normally have expected perhaps to have started 18 months ago, but we've had this ODP process that's been inserted. We haven't had that kind of engagement and level of detail yet, but hopefully the ODP outputs will give us more clarity of how they've interpreted the rules, the AGB that was before, and how that can be moved forward to better communications.

MARK DATYSGELD:

Thank you very much. To add to that, I would like to call upon my co-councilor Manju Chen. She is our regional representative, shall we say, coming from Taiwan. I would really like to understand more of what you're thinking on two of the things, the new TLDs and your perspective on that, but also let's bring into the mix the IDNs. It's something that somebody who comes from a universal acceptance background, it has mattered a lot to me and there have been a lot of challenges, but I also keep trying to think that there are good opportunities. Could you give us some impressions. Manju?

MANJU CHEN:

I was listening to you guys, and I said, “Wow, it’s so different.” For example, Krista was like, “People can’t wait,” but in Taiwan people don’t even know until now. I think in Asia in general, I can’t speak because we have such a big region. We have the Australians who speak English very well, so they probably are more well versed in this whole new gTLD discussion, but we also have such a variety in language terms. A lot of us didn’t even know about gTLDs. For example, my organization, we actually have been doing this program of just promoting new gTLDs, because we know it’s coming, but like I said, most of us in Taiwan, or who speak Mandarin or any language that’s not English, they didn’t really know, and I guess they didn’t really care. For them it’s like, “We just have to get a Facebook group and we can sell stuff there. We don’t even have to have a website. We have so many platforms that we can use. What’s the use of domain names?” In Taiwan we’re trying to educate people, to raise awareness of the benefits, of the advantages of domains, how we can use them and what’s the difference between EGAT and gTLD and that kind of awareness. A lot of awareness, because even the industry in Taiwan is so small. We have three registrars. When we’re talking to the industry, we’re basically talking to just a few people we know.

How do we expand this industry and what do they really need when it comes to, for example, the next round? How do we link

them to other industries that could be helpful when they can grow together? What do they want? If the government is ready to support, what incentives they want and what they really need to grow and to be able to have the resources or knowledge of those who are already eager for 10 years before, to compete, in a sense, to have this ability. Really just to apply for a new gTLD. That's definitely very different, and I think it's very nice that I can be here and just share some perspective on this.

For IDNs, it's a long paragraph afterwards, so probably I'll stop here and if we come back, we can talk about IDNs. Thank you.

MARK DATYSGELD:

Thank you so much. Since we are leaving IDNs off the plate let's talk to the person who invented them. No, he didn't, but this guy was fighting the multilingualism fight before I was even in university. If today people know me as the guy who does a lot of UA things, here we have the person who has done UA things since the beginning. Give us some context. What were you all thinking when the universal acceptance movement started? What did it look like then? What does it look like now? Where were we? Where are we? What can we hope for?

RAM MOHAN:

In 2001, which is a very long time ago, I recognize, I first encountered the problem of domain names not being recognized

or usable in applications and browsers. I was running the .info domain. It was the first four letter TLD and it just did not work in many applications. That led me to formulate a principle that every domain name should function within all applications regardless of script, regardless of the number of characters that are in it, and regardless of how new that domain name, that TLD is. I call that principle universal acceptance. I coined that phrase, and it has found resonance.

While I was trying to figure out that principle, I also discovered three rules that seemed to be true about domain names. The first is that an old TLD will be accepted more often than a new TLD. The second rule is an ASCII only TLD will be accepted more than an IDN TLD. The third rule is that a two or three letter TLD will be accepted more often than a longer ccTLD or gTLD. In our industry these have now ended up being called Mohan's Laws of Universal Acceptance. They were valid in 2001. Unfortunately, they still seem to be valid now, in 2022, even though we now have thousands of TLDs, including many that are IDNs and many that are way more than three letters in length. That gives you a little bit of context.

It was a vexing problem, and particularly with thousands of TLDs out there and things still not working the way they should be, inside of our community we all came together, and we said, "There's got to be something we can do?" We worked with the

community, we founded the Universal Acceptance Steering Group, the UASG I have cofounded, and one of the things that has been really good is that the ICANN Board has recognized universal acceptance as a strategic priority. It's on their strategic plan, which is a really good thing. The UASG is now almost eight years old and working closely with ICANN Org I think it has done great work in analyzing the problems, recognizing the gaps, identifying the gaps and problems in software applications, helping even write code, having it uploaded into repositories like GitHub, et cetera, and in recognizing cases of how to make domain names just work.

It's a simple goal, they should just work, but in actual application we know they don't just work. In fact, in the technology world it often takes about 10 years for something to be termed an overnight success. UA is about eight years old, UASG anyway is about eight years old. We're probably on the verge of UA becoming an overnight success here. At this meeting a UA day is being talked about and is becoming a reality. There is really wonderful progress that has been made. Having said all of that, it was sad for me downloading the MySejahtera app to come here to Kuala Lumpur, and to type in— All my email addresses, with the exception of my Gmail address, all my email addresses are in TLDs that are more than three letters long. It just didn't work, so I

had to default to my Gmail address because it ended in a TLD that had three letters in it.

Clearly there is quite a lot more work to do, but I'm very enthused about two things. One, that we have an organization, ICANN Org, the ICANN Board, that are strongly supportive of this. If you look at ICANN's CEO, it's a key project for him. These are really wonderful things, but even more importantly our community has also gathered around this. The success so far that has happened is really not the success of one person. It's all of us in the community who have come together because we recognize this is a real problem. We don't work in the world in ASCII, except there is this expectation that domain names should just work in ASCII. That's asinine. We all understand that.

I'm really enthusiastic about the future. I'm very optimistic about where we're likely to go. At the same time, I'm also very pragmatic that we're at only the verge of the first night being done in this for that overnight success. There's going to be quite a bit more hustling and quite a bit more work that has to be done to make this happen.

Mark, the last point I'm going to make, the other really good thing about it is the problem has been defined. Many of the issues and gaps have been identified, so now the job is to go raise the awareness, is to go implement, to go get to local places, to local

applications around the world and make it happen. That we can put energy towards, that we can put effort towards, that we can put money towards.

MARK DATYSGELD:

Thank you so much, literally hearing this journey, I've been researching universal acceptance measures for what now, five, six years, and just the distance we covered in this amount of space is impressive. I was having this discussion with [inaudible] here in the corridor. We went from having this misty, nebulous problem, undefined, and now we have metrics, we have statistics. Please visit us, uasg.tech. Make sure we have a brand-new document hub that gathers all of our research in the same place. Anyway, it is really important that now we have this material to refer to, and this will take me to the second part of our panel in which I'll ask hard questions, not only of the panelists but of the entire community.

What are our challenges? What are the challenges? No need to make a list of 300 of them, let's stick to one. I will start. Since I'm proposing the tough question, I'll start. One expectation that I had was that heading into the next round we would be seeing much more acceptance of Unicode domains. This is not exactly what we're seeing.

What we are seeing has been a trend of new TLDs, ASCII new TLDs. Those are getting there. We are getting very close to cornering that market. We're getting levels of acceptance that I would call very acceptable. Let's say 97 percent, 95 percent. That's good. The problem is that trend hasn't kept up when we are talking about IDNs and Unicode. IDNs are growing discretely and unfortunately Unicode is stuck. Something is happening, and unfortunately, we have to act upon it, because in the next round I would love to see us being able to say to the global community, "We are offering good solutions for your language." I'm hoping that within the next few years we'll be able to just sprint really hard on making universal acceptance a greater reality in software and in implementation. This depends on us. Literally nobody else is doing this. It's us or us. As a community we have to do it, and if we don't, it's not a thing. That's my challenge.

I would like to know if Cheryl sees a challenge.

CHERYL LANGDON-ORR: Of course, I see challenges all over the place. That's what's exciting, the opportunity that challenges bring. Here I heard around the table what I think is probably one of the major challenges. That's not just communication, effective communication as we address these issues, not the least of which

is the issue of the multilingual internet that many of have been talking about for a very long time.

Now, one of the things I thought I might share with you is an issue that kept coming up during some parts of our subsequent procedures work. For those who don't know what subsequent procedures is, other than tortuous, long, and eventually productive, five plus years, it was an opportunity to look at what had happened in the previous round and do thinks like adjust the applicant guidebook. Where could we make recommendations to improve the predictability of it all next time around? A lot more, but look it up, it's easy to find.

A number of times, and Krista had heard this in her group in particular, "What was it like? What's the data? What's the evidence? How much? How many? How few? How do we measure change." What I think the challenge for us will be this time, and I think it's doable, not too hard, is to start with some baseline data so that as we move to what we all, I believe probably want, which is not round, stop, round eventually two, round, stop, but just a flow of opportunities taken, new gTLDs coming and being developed as innovatively or otherwise. Meeting the market as the market changes, dare I suggest? That we have a system of being able to track trends, see change.

On IDNs, for the tiniest little pilot we in the At-Large Community, the ALAC received an additional budget request and we have not quite got the ink dry on the results of a survey done with some 4,000 respondents in the Hindu speaking belt, and there are some not surprising, but I think hopefully useful data. If that sort of stuff could be emulated, then that'll give us a nice footing to maybe watch and leverage change. Thanks Mark. Back to you.

MARK DATYSGELD:

Thank you so much, Cheryl, for the perspective. As I said, Cheryl knows stuff. Before I move the question to Krista, I would like to know if anybody in the audience would like to share a challenge, a hope, a frustration, or anything. Anybody? We've got here, here, and here.

HADIA ELMINIAWI:

I think our main challenge is that it's not the community who's implementing, but it's mainly the industry that is implementing, and what moves the industry is actually the demand. Yes, as much as we can say we need governments to start and adopt, while yes this is true, again, governments do that when they need it. Maybe, yes, we can see the fastest results maybe within governmental entities and institutes. Again, for the industry the demand has to be clear. The demand might be related to the unconnected, and the unconnected goes back to infrastructure

and access. The problem is beyond raising awareness and educating people. It needs more investment and has many other aspects. Thank you.

MARK DATYSGELD: Thank you so much for adding this extra layer to the discussion. Next, please.

HOLLY RAICHE: I fully support Hadia. I just number one, where is the actual demand? I think if you ask people around this table, which is very informed, does anybody actually want to spend a lot of money on a domain name, I think the next challenge is the fact that your smaller ISPs, it's just too much money to bother. We have tales of, "We've got a new name. Doesn't resolve. We spent a lot of money and we're losing a lot of money on a product that either can't be handled or nobody understands." Thank you.

MARK DATYSGELD: Thank you so much for making the case for universal acceptance. Martin, please.

MARTIN SUTTON: I consider this a bit of a chicken and egg situation as well, because unless there is the push in advance by ICANN to implement these

things so that the rounds become available and people see the opportunities working and being more effective, that will actually spur on and drive some of those initiatives much further, much quicker. At the moment it's stale in some of those opportunities and initiatives to improve what there is there now. It can be disappointing and frustrating. One of the trigger points I would expect is the Board approving what has been a final report of recommendations and output submitted two years ago. It's still not got that certainty of moving forward. We hope that will be accomplished very soon on the back of the ODP being completed, but still, without that trigger and certainty people aren't going to be investing a lot of time and resources in trying to fix things that they don't think are going to be taken up in the future.

MARK DATYSGELD: Your answer to or question from the panel is, "We are sort of ready, but not really." Krista, would you like to share?

KRISTA PAPAC: I think, to everyone's point, to Cheryl and Vanda's point, in SubPro we spent five years working through all these things. We came up with words and language, we engaged with a lot of different groups, and one of the other areas was, of course, applicant support, and what kind of communication period we

need to ensure that we're engaging all those other communities, which again really connects the dots with IDNs.

If we want to engage with these new communities, we want to provide them with equal footing, we need to make sure that we have sufficient runway to really communicate with them to get them onboard, which then ties into all these other systems that we've been working on and really pushing for, for way too long. It all connects, and we can really do some really amazing stuff if we really engage and really work on doing that outreach properly this time.

MARK DATYSGELD:

What's amazing is the number of projects, pieces and parts that we have mentioned in such a short time. It gives you a scope of what we're dealing with here. Manju, I wonder if you would like to share any challenges from your perspective.

MANJU CHEN:

Yes, definitely. I don't think I will repeat the challenges of new gTLDs in general in the non-English speaking community. I think for IDNs there is also this, I don't know how to put it, gap in perceptions, in the sense that a lot of English-speaking people would be like, "Oh my God, there's IDN. You must want to use domain names in your own languages." For the Chinese speaking or Mandarin speaking people, probably we want the English

domain names anyway. Who has the time to draw the characters when you are writing out your email to someone else? It's just so much easier to write in English. When you're, for example, giving your email address, which is in Mandarin, to someone else who doesn't speak Mandarin, how do you expect them to be able to type those characters into a browser or just anything correctly, even? There are different kinds of Chinese, too. How do you know she is typing the right Chinese for your Chinese? Those kinds of problems, I think in the Mandarin speaking community, of course I can't speak for all, but people are at best skeptical, in a way. We want to be more global in the sense that we want a global market. How do you expand your market globally if you're using your local language? Yes, it's nice to have a local language. I'm a huge fan of IDN, I'm not saying IDN is bad, just the perception is very different. There are a lot of things I think have to be brought up.

For example, if you're using characters as your text or you're using a spelling system when you're writing, that's totally different when it comes to domain names, because when you're spelling things out it's just so much easier to write. That's one of the challenges. I don't think we have really persuaded the other languages community to really use domain names, because it's still much easier to use English, and they want to use English because there's the market, because everyone speaks English.

That’s one of the major challenges I’m seeing, at least from my Mandarin speaking background. Thank you.

MARK DATYSGELD:

This, actually, Manju, was one of the humbling lessons we learned in universal acceptance about who is interested in an IDN. Who is interested? We started from this perception that people would want to send an email from their IDN to somebody who’s using ASCII or something like that, but over the years we have learned that that’s not the case. People usually want to use IDNs with the people who speak their own language. It’s not about interpretability of systems, it’s a matter of culture, sovereignty, identity much more than it is a matter of, “Let’s connect the system with that one.”

The problem remains the same. The solutions are still the same and the things we have to do are still the same, so from one perspective we did change the way we look at things, but from the other we realize we still have to do the same work.

We have an intervention from the crowd here. We do have Maria online, so let’s do this, online queue first so that we can value remote participation, and then in-person.

MARIA KOLESNIKOVA: The floor is mine. Thank you so much for this possibility. What I want to comment on, first of all, I feel that IDNs, this is a niche product. It means that, yes, they can be not procured 100 percent, but they have their own market, the people who really want to use them. I think we don't need to wait for IDNs, that they will replace ccTLDs or traditional ASCII top level domain names, but still, they have their own market. We need to be strong, and we need to continue to work on the implementation of support for such domain names, because they won't disappear. This is what we usually talk about on our local level, that IDNs will continue to work, and they are used by some users.

The second point that I want to mention, probably we need to look at all situations in general. What we usually talk about on a local level, we talk about the support for all existing domain names and email addresses on the internet. It means probably there should be some general policy, general approach, guidelines how to support all domain names that are correct and that are available on the internet. Thank you.

MARK DATYSGELD: For those of you who don't know, Maria is one of the ninjas from universal acceptance. She just does a little bit of everything. She really worked a lot to make the communications aspect of

universal acceptance better, for which we are so thankful for your tireless work on that. Maria, you're literally the best.

VANDA SCARTEZINI: Thank you for being with us again, Maria. Maria was one of our panelists in last year's DNS Women. Sorry not to be with you here. Anyway, it was a pleasure to have your participation. Thank you.

MARK DATYSGELD: In-room, please.

MIKE PALAGE: As far as cost, the biggest cost and barrier is going to be your ongoing ICANN fees. For most small TLDs that \$25,000 a year is going to be the biggest barrier. While ICANN has provided subsidies for the application fees, they have made no concessions for ongoing application fees. Backend providers actually in some cases are a fraction of that \$25,000. This is incredibly important for the people in this room that are interested.

Now, where they can advocate in the remaining period of time is in the following areas. ICANN has grandfathered in the fees from the 2000 round. Dot coop and .aero only pay \$5,000 a year, .museum pays \$500. What you should be doing is, if there is a community, whether it's an IDN, whether it's a minority, whatever it is, this is where this group can have its voice heard. It's about

the money. If you cannot sit there and find out the fees, that is the biggest problem, \$25,000 to ICANN. That is it. Please take heed and make this point known to the ICANN Board to address it in the next round.

MARK DATYSGELD: Thank you so much for bringing yet another mention or complementing. Ram, would you like to raise your challenge? Then we have there and there.

RAM MOHAN: One of the biggest challenges I see that our community perhaps has not fully recognized yet is that we need seamless solutions that safeguard the identities of users and registrants while retaining the convenience of registering and using domain names. It's one thing to get your name, but it's a much bigger problem if along the way your identity is compromised.

I think one of the larger challenges is in credential management and in safeguarding your digital identity. That idea of safeguarding digital identity I think must become integrated into the next round of TLDs, because it directly affects DNS security and stability.

MARK DATYSGELD: Thank you so much.

UNIDENTIFIED FEMALE: My name is [inaudible]. I'm from Taiwan. I'm actually working with the same organization as Manju, NII. For two years we have been promoting new gTLDs in Taiwan. My job is to talk to the top Taiwan companies, the richest companies in Taiwan, and I have been in contact with a few of them. They are really large, listed companies. For example, for five of them I contact, only one responds to my request, and they are really willing to apply for the new gTLD in the next round, but because there is currently no clear guidance and rules issued from ICANN and there's no certainty, for companies they want to know. When they need to do anything, they want to get prepared in advance. For that, we couldn't give them precise guidance and advice. I think that will bring certain barriers in promoting new gTLDs.

Also, I think for each country, depending on the industrial development, for Taiwan we must admit there are not so many brand names from Taiwan. Most of them just want to defend their corporate name. They don't want someone else to steal or use the same corporate name. From that perspective I think I share the same view with colleagues here in this room, that the fee, the [inaudible] fee and the application fee will be too high for them just defense purposes. Thank you.

MARK DATYSGELD: Thank you very much for bringing the discussion on defensive registration. I still think that is a great challenge and something we need to tackle. We'll have one final comment from the floor before I give it back to Vanda.

CARSON: Thank you so much, my name is Carson [inaudible] from Tanzania, an ICANN fellow. I have tried register a .africa IDN and it took so long, and it is very expensive. The issue for the global South, first we have a resource gap compared to other regions. I resource gap in terms of finances, fees, as we said, most of the people, it's really expensive. Another thing is that we lack the necessary capacity to actually empower the new generation of gTLD registrars and actually the registrars themselves are not open in enforcing some of the best practices such as universal acceptance. What is the advice we could embrace in creating or streamlining the next phase so that we could have this more integrated and inclusive for the coming gTLDs, especially for the global South, Sub Saharan perspective.

MARK DATYSGELD: I will throw it back to Vanda who has the perspective. She was doing global South politics here before anybody else. Vanda.

VANDA SCARTEZINI: Hello. We have run out of time, but I really appreciate all that discussion. We're going to put this in a report with some feedback from those communities, just to make this discussion ongoing. We need to find out the best solutions for some challenges, and even in some way accelerate, and the other way have all things clear before you go. The community is not aware about what we are doing here. That's my main issue here. Thank you very much, again.

Thank you for your participation, thank you our panelists. Thank you, thank you [inaudible]. We're going to see each other in Cancun, I hope. We're going to have another DNS Women session. We don't know what, but anyway, it's for Cancun. Come with some swimwear because the weather is wonderful there, too. Bye bye.

UNIDENTIFIED FEMALE: Thank you everybody.

UNIDENTIFIED FEMALE: Thank you, you can stop the recording.

UNIDENTIFIED FEMALE: Recording stopped.

[END OF TRANSCRIPTION]