
ICANN76 | CF – GNSO: Being an ICANN Accredited Registrar
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ASHLEY HEINEMAN: We're going to get started in a minute. And for those of you who are here, particularly who are not existing ICANN accredited registrars or members of their RrSG, please come to the table. We're naïve folks. I especially don't want my back to people. So if you must not be at the table, if you could take a seat over here, that would be awesome. I'd really appreciate it.

UNIDENTIFIED FEMALE: Okay, we're going to get started now, so can you please start the recording?

NATHALIE PEREGRINE: Hello, and welcome to Being an ICANN Accredited Registrar session. Please note this session is being recorded and is governed by the ICANN Expected Standards of Behavior.

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To ensure transparency of participation in ICANN's multistakeholder model, we asked that you sign in to 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'll hand the floor over to Ashley Heineman. Ashley, over to you.

ASHLEY HEINEMAN:

Thank you very much. Thank you to all that joined us today for the very first session on the last day. I appreciate your dedication. I know that beach is calling for many of you. So thank you for joining us. My name is Ashley Heineman. I'm chair of the Registrar Stakeholder Group. We're going to be talking to you today about being an ICANN accredited registrar as well as how to become a member of the Registrar Stakeholder Group. Thank you again for being here.

This is our meeting agenda. I will be opening things up with a discussion topic poll, which would be really interesting and fun because this will give you an opportunity to pick what issue you would like to talk more about and get more detail on, and that will take place later in the agenda. Then we're going to turn it over to ICANN staff to

talk to you about how to become an ICANN accredited registrar. Then you'll hear from existing registrars on LAC and global registrar perspectives. Then I will give you a brief overview of the benefits of being a member of the Registrar Stakeholder Group. And then we'll get to those discussion topics that we find from the poll are of most interest to those in the room. Then we'll wrap things up and have any other business. So if there's something that's not on this agenda or comes up in the course of our conversations that you still want to talk about, this is the time to do it. Next slide, please.

With that, as promised, these are the different discussion topic options. If you could look through these, indicate what sounds like it'd be of most interest to you to have a more in-depth conversation about we've identified members from the Registrar Stakeholder Group who can guide us through a conversation later in the agenda. This is a time where we're just going to vote on the topic. We're going to pull up a poll here. Please log in to Zoom. Log in to zoom. I'll keep talking to let people do that, and then we'll pull up the poll.

Okay. Shall we pull up the polling question? If you're logged in to Zoom, you should see this screen within your Zoom and you can pick up to three topics that are of interest to you. Please do that now. Getting to know other registrars. What do we do within our group to help meet your counterparts? Understanding the industry and ICANN. We can talk about that. Influencing policy, like how do we influence as registrar's policies that are developed with an ICANN? What is the ICANN policy process, why registrars should care about policy, how we work to interact with ICANN Compliance from our perspective, including this region, learning about other markets and getting to

know ICANN staff. I'm making my selection and then hit the submit button.

Thank you very much for those who are participating. I assume we're going to get back to the results of that poll later or are we're going to do it now? Okay, we're going to give it a minute or two and then we'll do the results of the poll. Maybe not two minutes, maybe one minute.

Why don't we go ahead and do the rest of the results, please? It disappeared. There we go. That's pretty tight. Looks like the winner might be understanding the industry and ICANN. We're picking two others. I guess the other two are why registrars should care about policy and influencing policy. That looks good. All right. We'll get to there later in the agenda. But first, let's go the next slide, please.

All right. Becoming and being an ICANN accredited registrar. And I'm going to turn it over to Cyrus and Daniel from ICANN staff to do the next few slides. So please go ahead.

CYRUS JAMNEJAD:

Great. Thank you, Ashley. My name is Cyrus Jamnejad and I'm an account manager with ICANN. I work with the North American LAC regions. I'm actually glad to see the top poll was understanding the industry because that is in fact our first slide, it's a little bit of a refresher of what ICANN is, where it's situated within the industry, who are registrars and resellers and registrants. So we'll have a little bit of a primer there before we jump into how to become a registrar. If I can get the slide. Thank you.

As mentioned, start with the registrars within the DNS ecosystem. See who they are, what they do, and how they interact with the other parties. Then we'll talk a bit about the benefits of ICANN accreditation. Then we'll talk about things to think about as you decide whether to become an ICANN accredited registrar. And then, of course, how much does it cost? What is it going to take to become a registrar? If we can move on to the next slide.

All right. This is our ecosystem snapshot. I'm going to sit with this for a little bit to let those of you in the audience who are not so familiar with the industry take a look at it. I'll slowly guide through because there's a lot to look at. But hopefully as we see it, it'll become clearer. ICANN sitting on the left there. That's, in this case, ICANN Org but it really stands in for all the decision making bodies. Basically, the policies that are developed are implemented through the ICANN organization and then we put those policies into effect in the ecosystem through contracts. That's the RA for registries, those who manage TLDs, and registrars, those who sell domains.

As you can see, ICANN has two contractual relationships, one with the registries and one with the registrars. There's no ICANN contractual relationship between ICANN and resellers or ICANN and registrants. It's a cascade of contracts that manage the ecosystem. ICANN to registrars, the registrars then may have a contract directly with a registrant or may have a contract with a reseller, who then in turn has a contract with the registrants. And if you look at the bottom path, that's the Registry Agreement that ICANN has with those TLD operators, those registry operators. Those in turn have contracts with the registrars via the RRA. And then the resellers or the registrars have

direct contracts with the registrants. That's how the selling of domains gets set up from the left and cascades all the way to the right down to the registrants. All right. If I can have the next slide, please.

What are registrars and what types of business do they run? Well, there's a variety of business models. Some are wholesalers. They're large registrars who work primarily through resellers. Other ones are direct to consumer, retail registrars. There are some that are large portfolios for domain investing. And others might cater to corporate interests, maintaining their IP portfolio. Then there's probably some forms of business that we don't even really know about but those in the room might know better. Certainly anything you can make of it. And if you could go to the next slide.

This is just a brief overview of the distribution of our contracted parties. Those are the registries and registrars with whom ICANN has contracts. As you can see, there's significantly more in North America, Asia, and Europe. And there's fewer by number in the LAC and African regions. That's not to say that there is no access to acquiring domains, just a model is usually operated through resellers, especially in the LAC region. I think we'll talk about that a little bit more toward the end of the presentation. All right. If we can go to the next slide.

So let's talk about why would someone want to become an accredited registrar? What do you get by becoming one? Well, the first thing is as a seller of domain names and an ICANN accredited registrar, the reputation of association with ICANN comes with a little ICANN stamp that you can put on your website and just indicates the veracity or

truthfulness of your sales, that you are in fact authorized to make sales.

Then you get direct access to the registries themselves. That means operating with those registries and those TLDs that you so choose, you would need to maintain contracts directly with the registries of your choice. With that, you do get registry level pricing. As opposed to through a reseller account where your pricing is set from your registrar, you would manage directly with the registries to determine pricing.

Also, you get to have direct participation at ICANN and in bodies like these, the Registrar Stakeholder Group, which acts on behalf of registrars and many ICANN policy-making forum. You can become a member and express your interest and advance policy. Additionally, you can benefit from ICANN outreach and educational events, whether online or in person as we travel through these ICANN meetings and other forums such as the GDS Summit and others. Go to the next slide, please.

Things to think about as you weigh whether or not to become an accredited registrar are, of course, the costs. What's it going to cost to run this business, and that's something that everyone will need to wait for themselves and for their particular business model.

Compliance obligations. This is one that people often read about, is if I become an accredited registrar, I have to work with ICANN Compliance. Are they're going to try and bust me and try and take my accreditation? No, there are kind and thoughtful people in our Compliance department whose goal is to help you get to compliance

with the contract. It's not one misstep and you're terminated and you lose your business. Rather, it is a model by which you have a conversation with our Compliance colleagues and they will help you to understand what the issue is and work together to remediate it.

Other considerations. You'll need to contract directly with the registries, as I said. And in some cases, there may be some pre-funding requirements there. It's another essentially cost consideration. Then in order to stay compliant with contracts, you'll need to do a series of things such as abuse complaint handling and you'll need to have an infrastructure that can accommodate that 24/7. There are requirements in the contract for data validation and verification, retention and data escrow. These are all things that maybe as a reseller, you have some familiarity with but you wouldn't be required to do all. Then you, of course, have a direct relationship with the registrants and the obligations that you have toward them need to be considered as well. All right. Go to the next one, please.

Okay. If you have decided that you'd like to become a registrar and you want to know what does it take, what will ICANN ask of you in the application? The application itself is fairly long and detailed and we aim to understand what type of business you're going to run it and whether or not you have the infrastructural robustness to manage it and to protect registrants. The first thing that we talked about a little bit in the application is your business plan. How large or what type of registrar do you think you'll become and what does that mean in terms of registrants that you'll need to support, and then in turn, how many staff do you intend to offer to support them? As mentioned, there's no singular requirement. There's many different business

models and we take that into consideration, of course, as evaluating the application.

Then we look at operational and technical capabilities. This is, of course, to ensure that you know what you're doing on a technical level to operate the registrar and maintain the business. Look at things like your software, your continuity planning, your geographical diversity of servers, an assortment of items to ensure that you can maintain and operate the registrar.

Another requirement is access to US\$70,000 for working capital. Again, the idea there is to ensure that you have a robust enough business to support those registrants that you would be onboarding.

Lastly, for the applying body and the individuals, there will be background screening and just documentation to ensure that you are who you say you are.

One question that we get often from people who are contemplating applying is "If I submit it and I'm rejected, is that it? Am I out?" To those people, I would love to explain basically, if you are interested and you submit the application, we have folks on our end who will be reviewing them and then working not exactly with you but providing responses to each of the questions to allow you to understand why that question was not accepted and allow a resubmission. There's a back and forth of sorts. It's not as simple send out the application into the void and then wait to see whether or not you've been granted an accreditation or not. Rather, there will be a back and forth in a conversation available. Next slide, please.

Okay. Now to the fees. This is our last slide. But basically, what does it cost in terms of the upfront and ongoing cost with ICANN? The accreditation application itself is a \$3500 one-time fee. And as mentioned, there's a back and forth that goes on. It's not \$3500 per back and forth. It's a \$3500 one-time fee that encompasses background checks and the time that our staff takes to assess the application.

The next three are annual transactions or things that you consider on an ongoing basis. The first one is the \$4000 annual accreditation fee that we can bill quarterly or annually depending on preference. In addition to that, there's what's called a quarterly variable fee. That one does vary based on the amount of accredited registrars during that year. But it typically ends up being for registrars that are less than 350,000 domains under management. About \$120 per quarter. Three times that for ones who are very large registrars with over that 350,000 threshold. For them, it's \$370 per quarter. Then additionally, there's a \$0.18 fee for all transactions—registrations, renewals, transfers. For a domain that is hosted with a given registrar and there's no changes, each year there'll be a \$0.18 fee for that renewal.

So these are the four fees to consider as you think about the business case for becoming an accredited registrar. If we go to the next slide.

If you have any questions now, we can talk about them here, or if later as you're building your decision and you have any questions about the process or the costs or anything ongoing, you can please e-mail us at accredit@icann.org and we will get back to you and start a conversation. Thank you.

ASHLEY HEINEMAN: Thank you very much. That was a lot of information. I know there were some questions in the chat about whether or not this presentation will be made available. Yes, it will. Under the schedule where you look to find the Zoom link, that is where it will be posted, ultimately. So yes, this will be made available. And there's a lot of good info here and it's a lot of details. If you have any questions, feel free to ask them now, particularly those who are not yet accredited registrars. But I see we have Mike Palage and Michele Neylon in the queue. So I'll start first with Mike. Please go ahead.

MIKE PALAGE: Thank you. Can you hear me, Ashley?

ASHLEY HEINEMAN: Yes, I can.

MIKE PALAGE: Excellent. I have a couple of quick questions here. Does ICANN have any statistics on the percentage of domain name registrations that go through resellers as opposed to the registrants going direct to registrars?

ANDEE HILL: Andee Hill for the record, ICANN staff. We don't have statistics on something of that nature. We obviously have statistics on registrars and we are aware of which registrars have resellers. But no, we don't

have statistics on exactly which ones are resellers. I think I answered the question. Thank you.

MIKE PALAGE:

Thank you. Just a follow up to that, in the recent OECD publication on DNS security, of which ICANN Org was a contributor to that paper, they specifically talked about vulnerabilities in the supply chain regarding DNS actors and mentioned that resellers are part of that chain and that ICANN does not have contractual relationships with that DNS actor. Is this something that ICANN is looking at perhaps getting more insight into, perhaps as part of the registrar audit? Is there anything ICANN could comment on that?

ANDEE HILL:

I actually don't have an answer to that. That's probably more of an OCTO question. Definitely not my area of expertise.

MIKE PALAGE:

Okay. The last final, quick question, it seems that a lot of these fees, the accreditation fees have largely remained fixed over the last 24 years of ICANN. Is there anything that the ICANN staff could perhaps share with the rest of ICANN Org to perhaps lower the accreditation fees for new registries? Because it seems like a lot of the same questions, background checks, looking at security, stability seem to be the same but there seems to be a disparity between \$3500 from an ICANN accredited registrar versus a quarter of a million to become an ICANN accredited registry.

ANDEE HILL: Again, I actually think this is a question not for this particular session. We're not talking about changing fees at this time. Not in this session, at least.

MIKE PALAGE: Thank you.

ASHLEY HEINEMAN: We're also focusing on registrars. Next, actually, if you don't mind, Michele, I didn't realize we had folks in the room who don't have access to Zoom, and I believe this gentleman here has a question. So please go ahead.

MARK ELKINS: Good morning. My name is Mark Elkins and I live in South Africa. As far as I'm aware, there's literally a handful of ICANN accredited registrars in Africa. In comparison to the U.S. where people tend to sell .com domains primarily, I would assume, rather than a .us, in Africa we tend to sell ccTLD domains instead of .com. However, there's still a need for gTLD domains in Africa. Being quite blunt, I find the prices quite insane from an African perspective and I wonder if ICANN can do anything about that.

As far as a credibility point of view, look, I teach DNSSEC, I am a registrar, I also run a little registry as well for something on the side. And everything else, I'm fully compliant, but the prices simply do not

make sense from an African perspective. Does ICANN have any plans?
Thank you.

ANDEE HILL:

Again, I think this is probably not the correct venue to have this discussion, but let's connect afterwards and have some discussions. Just so everybody knows, we've not raised fees, but background checks, the cost has increased. We barely break even when we review a registrar so it's not a money-making revenue for us.

ASHLEY HEINEMAN:

Thank you very much for the discussion. Michele, you're next. Please, go ahead.

MICHELE NEYLON:

Thanks. Good morning. Mine's a very brief, simple question. These days, what's the average turnaround on an accreditation? How many are you seeing over a year or whatever period?

CYRUS JAMNEJAD:

The sort of guidance that we give for the timing, it depends a bit on the applicants but we see it typically take between a month and a half and three months. And that depends on that back and forth period that I've talked about. So if someone submits a flawless application, that'll be on the short end. But if there's more time back and forth and if there's need for review, then that, of course, can take a bit longer. There's no cap on the back and forth. Some we see maybe dragging into the fourth or fifth month, but that's atypical.

The volume, I guess, might be chunky over the last few years, I'd say. It's a steady flow but it's not an overwhelming number. I think probably in the tens would be my hunch. Tens, not hundreds.

ASHLEY HEINEMAN:

Thank you. Before we go to the next question, I have a couple of comments that I need to read out loud. Let me make sure I get them all. The first one is from Olivier. The comment is, "When I converted all these fees to pay from USD to XOF, it's a lot of money."

The next comment is from John McCormack, "Approximately, 25% or so of the gTLD market is off registrar hosted and most likely resellers. The reseller market is actually more complex because many resellers are accredited ccTLD registrars who outsource their gTLD registrations to larger gTLD registrars who provide registration as a service." Those are two comments. If anybody has anything they would like to add to that, please feel free. But in the meantime, Werner, please, you're up.

WERNER STAUB:

We already talked a little bit about the turnaround time available to become an ICANN registrar. But in the past, at least, we had the experience that for the people that we helped to become an accredited registrars, it seemed like if you're not in the U.S., it really take much longer. We had some cases that you took over a year to get their accreditation through. And of course, it was very unpleasant because it was so unpredictable.

Now when we look at how does this accreditation takes place, it also strikes me that we haven't evolved much. We're still using logic that is

25 years old. In particular, we are not using a resource that I'm actively advocating for here in ICANN. We're just a legal entity identifier. This has been set up by the G20 by the Financial Stability Board and it is available so that somebody who's supposed to get the trust of registrants should properly be identified. It is an identifier where a given party can only get one number, not 5 or 10 or 500 as it happens, unfortunately, in ICANN. In ICANN, we have registrars which are shell registrars. It's always the same company, actually. It's just not a shell company that was created. But there is no effort to actually make sure that people at least know about this. If you look at the list, probably the majority of registrars are shell registrars.

ANDEE HILL:

It seems like we've gone down a road of talking more about the application process. I can assure you that the application process is rigorous for good reason. You want to set the bar at a certain level. In addition to that, when we see applicants take longer, they're not answering the questions. It's why it's taking longer. We're pretty prompt on them. I'm seeing different staff in the room nodding their heads, because when we get an incomplete application, the delay is it's on the applicant because they're not answering the question. But let's move ahead to the next section.

ASHLEY HEINEMAN:

Thank you, Andee. Let's move on. Next slide, please. Okay, back to the crux of why we're here. Sorry. We have another. Daniel, are you here? I believe you're up next. Sorry for the confusion. That is not the case, I see.

We'll go on to the black and global registrar perspectives. We have Natalie from Com Laude and Eric Rokobauer, who's going speak a bit about this. Natalie? Is she in the room? She's remote. Okay, Natalie. Great. I will turn it over to them. Thank you.

NATALIE HOWATSON: Hi, everyone. Can you hear me?

ASHLEY HEINEMAN: Yes.

NATALIE HOWATSON: All right. I'm Natalie. I'm from Com Laude. I'm here to give a little bit of perspective about being a registrar in the Latin American region. We have a question that Eric and I are both going to answer. I'll read the question out loud for us, "ICANN is often seen as having a lot of red tape or processes that take a long time to learn before you can really participate. Has this been your experience? Do you find it's more or less manageable than with a ccTLD?" Eric, do you want to go first on that?

ERIC ROKOBAUER: Sure, Natalie. Thank you. It's good to see you made it back home. Happy to have you here and it's good to meet you. Glad you're back.

This is a good question. From a global registrar perspective, we obviously offer many TLDs. While I know the question ... ccTLDs are one thing, but specifically ICANN, the gTLD space, red tape a lot of

times can be helped through the Registrar Stakeholder Group. We find being a member of the Registrar Stakeholder Group, there's a lot of different groups that help to work with each other to contribute to try and understand how to manage those gTLDs. Obviously, every registrar has its own business but we can set that aside because of the contracts we have to follow for these gTLDs.

Within the Registrar Membership, we've designed the subgroups. The subgroups help in different ways, and one being Registrar-Registry Agreements or the RRA Review Team. Within that review team, you have select individuals that have taken upon themselves to lead the group and in reviewing those agreements and sharing their feedback. As a registrar that maybe you're not as familiar as reading or understanding, you can gain insight and learn from others. In that internal Question and Answer session you can have with other registrars, you can take that back internally with your own business to understand the different complexities that you may see, the red tape, if you will, either that gTLD or ccTLD. I'll stop there.

NATALIE HOWATSON:

Very well put. I'm going to add to that as well. I would say there's definitely red tape in many organizations. I find that with ccTLDs in the LAC region, there's some work required to establish the relationship with registries as well as ICANN. But once this is established, things can become a lot smoother, we found. Of course, each relationship has its quirks whether it's ccTLDs, gTLDs, ICANN, but I would say all are fairly manageable. Saying that, it does help being an accredited registrar with ICANN, just because this means that once you're

accredited to work with ICANN, you're accredited for all gTLDs, so you get to decide which Registry-Registrar Agreements that you want to sign. And I'll end it there as well.

ERIC ROKOBAUER: Thanks, Natalie. I'll jump in and share the load and ask the next question. See if you have any comments. Again, these were questions that we received that we were asked to participate in. The next question I have for us is, "What are some of the bigger challenges you face as a registrar and how you handle them?" I have my thoughts but I'll let you go first, Natalie, if you have an answer.

NATALIE HOWATSON: I'll let you take the answer first, Eric.

ERIC ROKOBAUER: No problem. I think one of the biggest things—and everyone here is probably aware—there's obligations that contracted parties, specifically registrars have. Within the ICANN community, that's one of the biggest pieces, is developing policy. This can change obligations for us as a business. Right now, we've got some going on. There wasn't a session in this ICANN Conference but the Registration Data Policy is going to be coming and that that policy changes how we're supposed to handle registration data. So it can be quite overwhelming for any new registrar. Again, this goes back to why it's so important and why we at Newfold appreciate the registrar membership, Registrar Stakeholder Group, because again, there's this internal deliberations

and feedback and sharing as far as understanding and dissecting the policy language.

I mentioned my other answer about the RRA Review Team. There's also a policy sub team led by the Registrar Membership's vice-chair of Policy Coordination. Again, it creates an internal dialogue that people feel comfortable to share and understand and ask questions that, again, you can bring back to your own registrar business. Thank you.

NATALIE HOWATSON: Very well said. We've got one more question as well which is, "What opportunities come from being an ICANN accredited registrar?" Eric, would you like to go first?

ERIC ROKOBAUER: You bet. Sure. For us, I think, again, speaking like a global registrar, it's obviously access to new markets, it's being able to have the freedom as a business being a registrar to reach and tap those markets. If you only act as a reseller, you don't always get that liberty to offer what you like. Maybe you do partner with a registrar that only has select TLDs that they provide, that you can go through them. But if you have the registrar, you have that direct relationship with the registries so you can also have, again, a better engagement, better involvement within the community.

At Newfold Digital, we'd like to have that because again it gives us interaction more with just not—we were a corporate in the United States but we had many offices around the world, Australia, and India.

So having that there, having registrars focused to those areas has been helpful for us. I'll stop there. Thanks.

NATALIE HOWATSON: Very well put. I will add to that as well. I just want to add that a lot of ccTLDs in the region do have some local presence requirements, some do not. But while some gTLDs do have eligibility requirements, there are many that do not. Overall, being able to have more gTLDs available to you, it's a bit easier to work with. That being said, being an ICANN accredited registrar gives you more autonomy to decide which markets you might be interested in outside of the ccTLD world. With that, Ashley, I think we'll pass it back to you unless there's any questions.

ASHLEY HEINEMAN: Thank you very much. We actually have a question that is in the chat. I'm going to turn it over to Jothan.

JOTHAN FRAKES: Hi. I'm glad to ask the question. I clarified it from what was asked in the chat. Basically, the question was what are the opportunities with Internationalized Domain Names for registrars? Just a quick answer is that the belief is, and we're starting to see it, that Internationalized Domain Names create opportunities for domain names to be used in local cultures and local languages to be better representative of the Internet for local people. Because there's such a growing diversity of cultures engaging with the Internet, that local registrars may be able to help their local registrants access and interact with the Internet in

their local languages. IDNs would represent entities that will probably be market compatible or audience compatible based off of what you might consider your potential registrant customer base to be. That's what the opportunity might be. Thank you.

ASHLEY HEINEMAN:

Thank you all. Thank you, Eric and Natalie. Much appreciated. We'll carry on since we're running a bit low on time. Can we go to the next slide, please?

Now, we've heard about how to become an ICANN accredited registrar, we've talked about some of the perspectives of operating as a registrar globally and in the LAC region. So let's talk a little bit about the benefits of being a member of the Registrar Stakeholder Group. This was implied a bit in some of the comments earlier. But just to give you an overview, what is the Registrar Stakeholder Group and what does it do?

We have some text here, but essentially, we are the main representative body of ICANN accredited domain name registrars. We participate in ICANN policy-making processes and we serve as a voice of registrars within ICANN. It's really important to understand that being in the RrSG brings you closer to these processes and you can engage and you can help influence them to ensure that your interests are represented there. Particularly, now we have some good examples of where the contracts are being amended. Being a member of the Registrar Stakeholder Group facilitates engaging in those negotiations and understanding what all these implications are for you as a registrar, whether it's a contractual requirement or participating in the

policy development process where policies will have to a certain extent dictates on how you operate as a registrar. Let's go to the next slide, please.

This is our current leadership, we refer to our leadership as the ExCom. You have here myself, the chair of Registrar Stakeholder Group. I'm with GoDaddy. Our vice chair of Policy is Owen from Namecheap. We have Jothan who we just heard from who is our vice-chair of TechOps. Eric, who also just spoke, he is our secretary. We have a treasurer, Benny. I'm not sure if he's in the room. But we also have a number of representatives on the GNSO Council which is an important body within ICANN. I know we at least have Antonia here, who is over there in the green sweater, she is our representative from Asia Pacific. We have Greg Dibiase, who is our North American rep, but he is also currently the vice-chair of the GNSO. Becoming a councilor within the GNSO gives you opportunities to be leadership in that organization as well. We have Theo who is our council rep from Europe. And we have Pam Little, who's also in the room, who is our representative to the NomCom, which has the important job of finding leadership within the ICANN Board. That's another way that we have influence within ICANN. Next slide, please.

Within the Registrar Stakeholder Group, we meet quite a bit as membership, to discuss all the pertinent issues that are happening. But we also have specific subgroups that deal with specific policy areas or technical areas. We meet as the ExCom on a regular basis, we meet as membership on a regular basis, this is twice a month. But we also have these subgroups that work specifically on compliance issues, which can often be difficult to navigate or understand. That

includes getting prepared for audits that are required as part of our accreditation with ICANN. We have a Finance Team. We have a very active DNS Abuse group that is working proactively to provide information for the broader community. We are hoping to engage more on best practices to assist with registrars on how to deal with DNS abuse. This is a great resource for registrars to engage on whether it's best practices to share information, those sorts of things. We also have an RRA Amendment Review Team. That is when registry has changed their contracts with us, we have to review them and flag if we have any concerns with that. So that is a great way in the early process of our RRA changes to understand them, seek clarification before it comes to you as a registrar and you're expected to sign it.

We also have our newest group, a Communications and Outreach Team whose sole job—well, not sole job, they have a lot of jobs. But part of their work is putting on events like this to reach out to—whether it's other regions that are not well represented yet such as the LAC region. We just put together these great brochures—if you want them, we have them in English and Spanish—to help better explain what we do as an organization, but also just to be a resource. If there's anything you don't understand, we're putting together one-pagers to summarize some of the more complex issues that we're dealing with, the results of a policy development process. We're going to be very active, should we have DNS abuse amendments and explaining what those amendments mean. That's a really helpful group that we have.

But we also work with our counterparts in the Registry Stakeholder group. We have this—refer to a CPH, the Contracted Party House. Or we get together and have subgroups and we work collectively on

issues such as DNS abuse. Then we have some very specific, sometimes ad hoc, they don't last forever, groups that deal specifically with a policy development process, for example. We had one dealing with implementing data protection regulations that is in the process of implementation now. I won't go into all of these but I just wanted to give a flavor of what we do as a Registrar Stakeholder Group that is a value to people to engage and participate where you can. Next slide, please.

Once again, our website is a great resource. It's included in the brochure. You should also have received in your welcome bag when you registered a little business card that has a QR code that will take you to our website. We also have there our charter and our list of members. But we're always excited to get new members to help us be more useful and to make sure that our interests are represented and known within ICANN. Next slide, please.

Okay. Now we're going to go into the discussion topics in depth. Let's go back. I don't know if we have it available to show on the screen. If not, I can just read it. The results being—let me pull it up.

First, we have industry and ICANN. I'm going to turn it over to Sarah Wyld, who also is our fabulous chair of the Outreach and Communications Group, who is joining us remotely to give a little flavor and hopefully spur some conversation on this subject. But we are running a bit out of time so I apologize if this session gets rushed. Sarah, please go ahead.

SARAH WYLD: Thank you. Hi. I don't know if my video is working because I've messed up my Zoom view. But hopefully, you can hear me. Somebody shout if you can't hear me.

ASHLEY HEINEMAN: You're great.

SARAH WYLD: All right. Super. Cyrus covered a lot of what I would say already in terms of the structure of how the Registrar group fits in alongside registries, with resellers, with ICANN. But it's important to know that there are other groups in our industry also. I'm thinking about the non-contracted parties. We have the Non-Commercial Users Constituency, we have Business and Intellectual Property Constituencies, Internet Service Providers have a voice at ICANN. And then also there's the At-Large and Security Advisory Councils. All these different groups come together in different ways to make up our industry and to help make decisions about how we should all proceed together. That's a bit about the groups involved.

The other really fun thing about the domain industry is that we're in the middle of a lot of really important issues. There's my very favorite thing, questions of privacy and data protection, especially around how we handle registration data. There's WHOIS Disclosure System, there's RDAP work, there's all kinds of things there. We also have security and abuse issues to think about. We've talked a lot at this ICANN meeting about the best ways to respond to DNS abuse and interact with law enforcement. There's also questions of trademark and intellectual

property and that ties to online speech, which content is mostly out of balance for our work but it's an important topic. And there are some areas that do meet up with what we should be working on.

But the real core of what we do, I think, is to manage the Domain Name System. We are connecting names to numbers, we are making sure that people get where they need to go online and have a safe and successful online experience. That's a just a bit about understanding the industry. Are there specific questions on that or we can move on to the next full topic?

ASHLEY HEINEMAN:

I encourage anyone who has questions to put their hand up in the Zoom or feel free to come up to a microphone at the table. We're happy to accommodate. While we wait for that, why don't you go ahead, Sarah, and continue on about—I'm drawing a blank on what the issue was, the other topic—what is the policy process? While you have the microphone.

SARAH WYLD:

You bet. Thanks, Ashley. At a very high level, first up, there is a decision that policy needs to happen. And there is a structure around making that initial decision, which I am perhaps not the most experienced with that part of it. For the details, we can all look it up on the ICANN website. But what I will say is that this process involves a review of the current landscape, existing policy and input from the different groups within the ICANN community. Eventually, there is a decision that policy development would be appropriate. At that point, a working

group is formed and the group is chartered. There is a charter that describes the scope of what that group should work on and questions to guide their work.

Once a Policy Development Working Group has been convened, they meet regularly and they work through those charter questions, eventually coming to a series of recommendations, which are issued in an Initial Report. That report goes out for public comment, people make comments. There's a period of time where they're just waiting for people to say what they think. That's open to the whole public. Anybody in the world can comment. Then the Policy Working Group reviews those comments, figures out what to change in their policy recommendations and issues a Final Report. Once again, there's a public comment round, there's input. That input is considered and they're a potential updates to those recommendations. Then it's a Final Report. Eventually, it's a Final Report that goes to an implementation team. That team is made up of both ICANN staff and community members. They work together to translate that into real policy language that can be followed.

For example, in the EPDP for registration data, there would be a recommendation that said, "The following data must be collected." And then there's a chart of each data element and whether it's required or optional. Then in the new policy, there's a corresponding section that says "Registrars must collect the following data and then the required data is there." Then registrars may collect the following data and the optional data is there. The real key or the real thing to keep in mind is that any policy language has to match the recommendation. In the implementation process, it's not a time to

make new decisions about what the policy should be. Rather, it's a time to figure out how to bring that policy to life, how to implement it.

Then that IRT language also goes through a public comment round, or I guess, two, actually, just like the recommendations do. Once it's final, it gets a go live date, which is sometime in the future. And we have what we call an implementation buffer period. This is time to let contracted parties update their systems and do whatever development work is necessary to be able to comply with the policy before the deadline when it's mandatory. Again, thinking about this Registration Data Policy as our example, that's a really big policy with a huge set of changes and there's a really big buffer period. It's an implementation window of 18 months. A long time to do dev work but there's a lot of dev work to be done. That's basically the policy process. I hope that was helpful and I look forward to any questions. Thank you.

ASHLEY HEINEMAN:

Still waiting for some hands to go up in Zoom. Don't be shy. While we wait for that, I'll follow on with the last topic, which is why registrars should care about policy, which I think is a perfect segue out of what Sarah just discussed. You probably heard the word implementation a lot. We have to implement what comes out of the policy development process. It could be technical implementation, it could be with respect to how we do other things within our registrars. It's very, very, very important to understand what we're going to be committed to.

These are things that we encourage people to follow within ICANN. If you are a Registrar Stakeholder Group member, you can actually

participate in the development of policy. We're always looking for people to participate. Since we're all volunteers here, for the most part, finding people who are interested and knowledgeable to participate in policy development process is always so important.

If you look at broader policy, not necessarily just within ICANN, a perfect indicator of why we should be interested is there are some countries and regions who are implementing regulations based on policy positions they've taken such as data protection, data privacy that have big impacts on us and have the tendency to impact the work that we do here at ICANN. These are all really important because, for example, with the European General Data Protection Order, there are direct implications with respect to how we handle our registration data. And if we're not doing it properly, we could be fined by certain countries. This is another reason why we really need to care and understand and follow and influence where we can.

I'll stop there and see if we have any questions. We have a few minutes left. Whether or not you have questions on these subjects, or anything else, this is the time. But I see Eric has his hand raised. Please go ahead.

ERIC ROKOBAUER:

Thank you, Ashley. Just not really question but a comment. I think it just segues really well back to some of the early discussions when you explained how the Registrar Membership is designed and built. It can be really intimidating. I think seeing there's a lot of—hopefully you saw a lot of those names and a lot of different registrars. We try really hard. This whole process is not held or run by a select few registrars. We

work really hard to collect and engage with a different global community. Hopefully, you saw a list of different registrars there. Just to implore, we want more engagement, we want you to be involved. Because Ashley's right, there's a lot of global regulations out there so we want to make sure we're on top of it together as best we can to share that knowledge with each other. Thanks.

ASHLEY HEINEMAN:

For those of you who don't want to ask questions, I want to let you know that there are a lot of registrars here in the room who are members of the Registrar Stakeholder Group and are happy to meet with you and talk to you. Perhaps we can meet with you outside of Cancún. We can set up some calls if you have any questions about this, because we're happy to share our knowledge where we can. But other than that, let's go to the last slide, please. Thank you.

I am here to say thank you. Again, please feel free to grab one of our brochures, visit our website. I won't speak for ICANN but I'm sure they'd be happy for you to reach out to them directly. I have one more comment to read in the chat. "Most registrars are drop catcher registrars. There are approximately 800 retail facing registrars so there is a lot of opportunity for sub markets." Thank you very much, John.

All right. If there are no other questions, I will give you your one minute back. Thank you very much and enjoy the rest of your time here at ICANN76. Thank you, interpreters.

[END OF TRANSCRIPTION]